

Welcome

Today:

- Please introduce yourself in the chat! Let us know who you are and where you are from.
- Please use the chat or unmute your microphone to ask a question.
- Use the CC (Closed Captioning) button to enable closed captioning on demand on your device.
- Please mute your microphone if you are not speaking.
- Refer to the chat window for instructions on how to access simultaneous French translation and PowerPoint presentation
- [This session will be recorded](#)



Land Acknowledgement

eCampusOntario's offices in downtown Toronto are located on the traditional territory of many nations including the **Mississaugas of the Credit**, the **Anishnabeg**, the **Chippewa**, the **Haudenosaunee** and the **Wendat** peoples and is now home to many diverse First Nations, Inuit and Métis.

In this virtual space we are all convening from different places. This is one of the things that makes the online environment special. Using the chat window, you can acknowledge the traditional territories from which you join by referencing this link:

<https://native-land.ca/territory-acknowledgement/>

Advanced IP Curriculum Technical Briefing

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Ontario's IP Action Plan

In 2020, the Expert Panel on Intellectual Property Report made a set of recommendations to the province regarding intellectual property. In response to the full set of recommendations, the province released **Ontario's Intellectual Property Action Plan**.

Core components of Ontario's IP Action Plan are:

1. Increasing access to digital IP education modules;
2. Create a centralized provincial resource to provide consistent, sophisticated legal and IP expertise & education.

Implementing components of the Expert Panel's IP Action Plan Recommendations

Recommendation: That a standardized web-based IP education curriculum be developed to achieve the essential learning outcomes. This IP education program should be mandatory for any individual or entity who receives public funds in support of entrepreneurial activities. It should be offered for free or at a nominal cost, available on demand and easily accessible throughout the province.

Result: This Call for Proposal for Advanced IP Curriculum

Recommendation: To address the issue of access to necessary expertise across the ecosystem, the Government of Ontario should create a centralized provincial resource to provide consistent, sophisticated legal and IP expertise & education. The province should convene a group of experts to develop and implement this recommendation, as well as establish the necessary metrics for monitoring outcomes.

Result: The Creation of Intellectual Property Ontario

Advanced IP Curriculum

The **Expert Panel Report** noted two capacity-building goals that an advanced IP curriculum should be designed to achieve:

1. Increase the IP sophistication of innovators and support intermediaries to facilitate informed strategic decision-making around IP generation and commercialization, including increasing capacity to work with IP experts; and
2. Provide innovators and support intermediaries with skills to be better informed about how and when to seek IP legal expertise.

Advanced IP Curriculum

This made-for-Ontario curriculum will enable anyone considering commercialization opportunities to sharpen their ability to generate, protect, and leverage their IP in a global context. This curriculum will include examples from key sectors, identified by the province (i.e., Artificial Intelligence, Medical Technologies, Automotive Technologies), and will enhance IP literacy and capacity across Ontario. It will support a breadth of learners including entrepreneurs, small- and medium-sized enterprises (SMEs), researchers, and staff from innovation intermediaries such as Technology Transfer Offices, Applied Research Offices and Regional Innovation Centres. IP legal expertise.

This call for proposals seeks a multidisciplinary team of experts from within Ontario's innovation ecosystem to work collaboratively to create a course that meets the learning objectives identified by the **Ontario Expert Panel on Intellectual Property** in their [February 2020 report](#).

Up to \$800,000 is available to develop the Advanced IP Curriculum.

Learning Objectives

1. Know how to develop a sophisticated IP strategy for business growth including methods of insulating oneself from predatory competitors or frivolous lawsuits
2. Know how to implement, monitor and adjust one's IP strategy to meet changing environments or conditions
3. Identify and seize IP commercialization opportunities as they arise
4. Identify trends and best practices within the industry in which one operates
5. Know how to negotiate complex IP agreements with third parties from a position of strength
6. Recognize potential conflict of interest and other IP ownership challenges and how to resolve them
7. Know when to seek expert legal advice and from which experts
8. Know how to take charge of engagements with relevant IP legal experts, especially in sophisticated discussions around IP strategy in a global marketplace

Multi-Disciplinary Team Requirements

The team must also have demonstrated expertise and experience in:

- The commercialization of IP and IP strategy in at least one or more of the priority technology areas (i.e., Artificial Intelligence, Medical Technologies, Automotive Technologies)
- IP law (especially but not limited to patents; the individual should have experience in practice or as in-house counsel working for SMEs);
- Working with early stage and scaling Ontario companies on their IP portfolios and strategies;
- Supporting entrepreneurs, small- and medium-sized enterprises (SMEs), researchers, and staff (gleaned from experience working for an innovation intermediary [e.g., Technology Transfer Office, applied research offices, and Regional Innovation Centre, Campus Incubator, Innovation Office]);
- Developing teaching material/courses (at least one member of the team should be experienced in curriculum development and course delivery).

Team Requirements

eCampusOntario is able to support the formation of teams and consortia.

If you are interested in participating, please email ipcurriculum@ecampusontario.ca with information on what you can provide to a potential team or consortia.

Proposal Requirements

In addition to meeting the learning objectives identified above, proposals must clearly explain how relevant examples from the Key Sectors will be included, i.e.

- Artificial Intelligence,
- Medical Technologies,
- Automotive Technologies
- Other

Please note that these examples must be practically useful for learners in that they have to be able to apply what they have learned to their own IP development processes and challenges.

Preference will be given to proposals that will use recent and relevant IP examples that are reflective of the experience of innovators and entrepreneurs working in the Ontario/Canadian context.

This Call for Proposals requires that the Successful Applicant commit to ensuring that all materials are available to the public at no cost.

Proposal Requirements

The following components for submissions are required and are outlined in greater detail in the attached application form:

- Details about content delivery formats that meet the learning objectives (outlined above).
- Metrics for determining whether learners have achieved the learning outcomes as planned.
- Confirmation that the course will be available in English and French. If the team is not able to create the course in both languages, professional translation services, with appropriate expertise in connection with IP and the law, will be used.
- Confirmation that the course will be compliant with the Accessibility for Ontarians with Disability Act (AODA)³ and conform to the Web Content Accessibility Guidelines (WCAG) 2.0.
- Confirmation that the course can be made publicly available at no cost.
- Information about the team involved (i.e., names, titles, short biographies and current curriculum vitae of team members) and each member's respective role in the team with an emphasis on expected contribution and timeframe of work.

Proposal Requirements

Of particular interest are project plans that integrate and test their proposed learning design with focus groups of learners.

These learners should represent the diversity of the Province's IP ecosystem and potential users of that ecosystem.

Submission Process

The deadline for eCampusOntario to receive proposals is **11:59pm EST on February 1, 2022**.

Institutions are asked to submit a **signed PDF copy** to ipcurriculum@ecampusontario.ca with Ontario Advanced IP Curricula Call for Proposals as the subject line.

Applicants must use the [Submission Template](#). Applicants can use as much or as little text to meet each section as long as **the total submission is not longer than 6 pages**. This includes the budget and project plan templates.

Any additional relevant information may be attached as appendices to the completed application, if required.

For questions regarding the submission process contact ipcurriculum@ecampusontario.ca.

Proposal Review and Evaluation Criteria

Proposals will be evaluated according to the following general categories:

Criteria	Weight (% of total)
Viability of the Proposal in Meeting Learning Objectives and Timeliness	30%
Impact	30%
Project Management & Governance	20%
Budget	20%

Timeline

Date	Description
December 16, 2021	Launch Call for Proposals
December 16, 2021 – February 1, 2022	Proposal submission window
January 6, 2022, 5:00pm ET	Last day to submit questions to ipcurriculum@ecampusontario.ca
January 14, 2022	Questions and responses posted on eCampusOntario website
February 1, 2022, 11:59pm EST	Deadline for application submission
February 2022	Evaluation process
March 2022	Successful applicant / consortium notified
February 2023	Submission of Final Project Results

Discussion

