

Committee on Development and Intellectual Property (CDIP)

Thirty-Sixth Session
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COMPLETION REPORT OF THE PROJECT ON EMPOWERING AND CELEBRATING INTELLECTUAL PROPERTY (IP) EXAMINERS

prepared by the Secretariat

1. The Annexes to the present document contain the Completion Report of the Development Agenda (DA) Project on Empowering and Celebrating Intellectual Property (IP) Examiners. The report covers the entire period of the project implementation, from January to December 2025.

2. *The Committee is invited to take note of the information contained in the Annexes to this document.*

[Annexes follow]

PROJECT SUMMARY	
<u>Project Code</u>	DA_11_01
<u>Title</u>	Empowering and Celebrating Intellectual Property (IP) Examiners
<u>Development Agenda Recommendation</u>	Recommendation 11: To assist Member States to strengthen national capacity for protection of domestic creations, innovations and inventions and to support development of national scientific and technological infrastructure, where appropriate, in accordance with WIPO's mandate.
<u>Project Budget</u>	Total project budget: 144,400 Swiss francs, allocated for non-personnel resources
<u>Project Duration</u>	12 months
<u>Key WIPO Sectors/Areas Involved in the Project Implementation</u>	Implementing Sector: Regional and National Development Other Sectors Involved: Copyright and Creative Industries; Brands and Designs (BDS); Patents and Technology (PTS)
<u>Brief Description of Project</u>	<p>The World Intellectual Property Indicators 2023, published by WIPO, report that in 2022, there were 3.4 million patent applications, 15.5 million trademark applications and 1.4 million industrial design applications registered globally. There were also about 58,400 Geographical Indications (GIs) in force in 2022. These figures reflect the continuous global focus on innovation, technology and entrepreneurship in a diverse range of disciplines and industries. While the IP filings are seen as a marker of economic growth, the role of IP Examiners in this process often remains unnoticed. By highlighting their essential contributions to ensuring the validity and quality of IP being protected, the proposed project aims to enhance public awareness on the importance of IP Examiners and create opportunities for exchange of expertise.</p> <p>Specifically, the project focuses on increasing public awareness and enhancing the capacity of the IP Examiners in supporting IP registrations through the celebration of IP Examiners on November 11, 2025, concentrating on two main phases: i) virtual networking and experience sharing among IP Examiners from different countries; and ii) a public awareness raising campaign to spotlight the efforts of IP Examiners.</p>
<u>Project Manager</u>	Ms. Natalie Mougél-Humsi, Promotion Officer, Intellectual Property Training Institutions Program, WIPO Academy, Regional and National Development Sector.

<p>Links to Expected Results in the Program of Work and Budget for 2024/25</p>	<p>1.1 More effective communication and engagement worldwide to raise awareness of and increase understanding about the potential of IP to improve the lives of everyone, everywhere.</p>
<p>Overview of the project's implementation</p>	<p><u>Dedicated microsite</u></p> <p>First, a visual identity for the project and campaign was developed for use on the microsite and the social media kit. The dedicated microsite was launched in May 2025 in the six United Nations (UN) languages, and is featured on the central navigation bar of the WIPO website. The microsite includes a repository of resources, an interactive quiz, a social media kit, the gallery of changemakers, a frequently asked questions page, an events page, a WIPO magazine article, campaign videos and a video competition page. These elements were developed with the support of WIPO IP examination teams. A generic mailbox was also created to facilitate communication with all those involved and interested in the campaign.</p> <p><u>Video competition</u></p> <p>The video competition was officially launched in May 2025 and concluded in September 2025. The top 10 videos were shortlisted and the five winners were awarded prizes by the WIPO Academy. A dedicated jury of WIPO colleagues representing different sectors, IP examination backgrounds and geographic regions selected the winners. The top 10 videos are available on the dedicated webpage for public viewing.</p> <p><u>Roster of IP Examiners</u></p> <p>In parallel, a roster of IP Examiners across different areas was compiled through Member State nominations.</p> <p><u>Webinar series on careers in IP Examination</u></p> <p>Two webinar series were held as part of the project.</p> <p>Some 260 participants attended the first one on “Careers in Intellectual Property Examination”, which was held in June 2025. Participants, among IP Examiners, responded favorably, finding the session useful and reporting a better understanding of the role of examiners in the IP system.</p> <p>The second webinar series provided an “Overview of IP Examination” and was held in September 2025 for 243 participants. Feedback was overwhelmingly positive and participants felt that they had acquired a deeper understanding of the IP examination process across patents, trademarks, industrial designs and geographical indications.</p> <p>Panels in both sessions included IP Examiners and colleagues</p>

	<p>from various WIPO sectors, including teams responsible for trademarks, patents, industrial designs, geographical indications, and the WIPO Academy. The audience was highly engaged, raising numerous practical questions, which the panelists addressed with concrete examples and professional insights.</p> <p><u>Virtual networking</u></p> <p>Six virtual networking sessions were held for IP Examiners from the roster, gallery of changemakers and winners of the video competition. A total of 106 participants took part in the sessions, which were held in English, French and Spanish. The sessions used a speed networking modality, whereby IP Examiners were placed into breakout rooms for a set amount of time and given networking prompts to get to know each other professionally. The sessions were held on October 2, 8, 9, and 10, 2025. At the request of participants, sessions were repeated on November 7 and 11, 2025.</p> <p><u>Study visit for video competition winners</u></p> <ul style="list-style-type: none">(i) The winners of the video competition were invited to WIPO headquarters in Switzerland for a study visit, where they met IP Examiners from different sectors and learned more about the Organization's mandate and functions. Video interviews were also recorded during the visit for use on official WIPO social media channels.(ii) <u>Presentation at the 35th session of the CDIP</u>: A progress report on the project was presented during the 35th session of the CDIP on November 18, 2025.(iii) <u>CDIP side event</u>: A hybrid side event featuring winning and finalist IP Examiners from the video competition was held on the margins of the 35th session on November 19, 2025. The panel discussion was conducted in English, French and Spanish and reached some 200 participants.
<p><u>Key results and impact of the project</u></p>	<p>Project objective:</p> <p>A global digital celebration of IP Examiners was held on November 11, 2025, facilitated by a publicly available social media kit that more than 42 Member States used to mark the occasion through their own activities and initiatives. Social media posts were uploaded by WIPO leadership (including Director General Daren Tang, Deputy Director General Hasan Kleib and Deputy Director General Lisa Jorgenson) to LinkedIn. The event also featured campaign videos, assets and a special edition WIPO Magazine article. Social media ads in the six UN languages were run on LinkedIn, Meta and search engines such as Google and Baidu.</p>

Output 1 – Repository of examination experiences, good practices, lessons learned, expert knowledge and resources on IP examination consolidated with information provided by BDS and PTS, published on the microsite through a [dedicated page](#).

Activities:

- (a) Webinars organized on the role of IP Examiners at the regional and inter-regional levels, with a view to gathering good practices and lessons learned. Two webinar series were organized for a total of 503 participants. Email marketing campaigns were used to promote the webinars in the six UN languages.
- (i) The first series, on Careers in Intellectual Property Examination, was held twice on June 12, 2025 (once [in the morning](#) and once [in the afternoon](#) to accommodate different time zones) in English, French and Spanish for a total of 260 participants.
- (ii) The second series, an [Overview of Intellectual Property Examination](#), was held on September 23, 2025 (in the morning and afternoon) in English, French and Spanish for a total of 243 participants.

Some 95 per cent of post-webinar survey respondents reported that the webinars had been helpful and empowering, while 97 per cent reported that the webinars had helped them to deepen their understanding of the role of IP Examiners and the IP examination process.

The survey completion rate was 67 per cent.

- (b) A roster of 69 examiners able to provide IP examination advice, nominated by IP offices in more than 10 Member States was compiled. The examiners were invited to webinars, virtual networking sessions and the hybrid side event.

Output 2 – A gallery of “changemakers” was compiled with nominations from IP offices across Member States for inspiring IP Examiners across patents, trademarks, industrial designs and geographical indications.

Activities:

- (a) A [gallery of “changemakers”](#), to which 97 outstanding IP Examiners (67 per cent women) from IP offices in 28 Member States were nominated, was featured on the microsite.

- (b) Nominated examiners were invited to participate in virtual networking sessions held on October 2, 8, 9 and 10, and November 7 and 11, 2025.

All (100 per cent of) post-virtual networking survey respondents reported that the sessions had been relevant to their professional interests, and that they had learned interesting and useful information for their careers from other IP Examiners.

Some 95 per cent of respondents reported that they hoped to establish future professional connections with the IP Examiners they had met virtually.

The survey completion rate was 51 per cent.

Output 3 – The Video Competition for IP Examiners was launched on May 15, 2025, and concluded on September 1, 2025. The winners were announced on September 19, 2025.

Activities:

- (a) A video competition for the nominated IP Examiners, with the theme "[Behind the Scenes of Examining an Application](#)", was organized in the six UN languages. The competition received 52 entries and the jury selected the top 10 shortlisted videos, on display on the dedicated webpage, and five winners.
- (b) The video competition winners participated in virtual networking events held on October 2, 8, 9 and 10, and November 7 and 11, 2025.
- (c) The five winners of the video competition received prizes from the WIPO Academy:
- (i) The first-place winner received a scholarship for the Advanced International Certificate Course on IP Asset Management for Business Success (AICC) from the WIPO Academy.
 - (ii) The second-place winner won a scholarship for a WIPO Summer School.
 - (iii) The third-place winner also won a scholarship for a WIPO Summer School.
 - (iv) The fourth-place winner won a scholarship for WIPO Academy advanced IP eLearning Courses.
 - (v) The fifth-place winner also won a scholarship for WIPO Academy advanced IP eLearning Courses.

	<p>Output 4 – A WIPO microsite for IP Examiners was developed with information provided by the BDS and PTS, using the visual assets developed for the campaign. The microsite is accessible from the main navigation bar and is available in the six UN languages. It was launched on May 15, 2025. As of December 2025, it had received 396,245 unique visitors and 945,799 views.</p> <p>Activities:</p> <p>The interactive microsite features project activities and outputs, including:</p> <ul style="list-style-type: none"> (i) Resources (ii) Social media kit (iii) Changemakers gallery (iv) Video competition (v) Frequently asked questions (vi) Interactive quiz (vii) WIPO Magazine article (viii) Campaign video (ix) A video message from Deputy Director General Hasan Kleib (x) WIPO events celebrating and empowering IP examiners <p>An interactive E-Quiz for the public on IP Examiners was integrated into the microsite in the six UN languages.</p> <p>Other Activities:</p> <p>In addition to the project outputs, another key result was reflected in a side event planned under the project framework and held on the margins of the DLT Workshop for Arab Countries in Riyadh, Saudi Arabia, on November 11, 2025. Entitled “Showcasing WIPO’s Development Agenda and the Achievements of the DA Project on Empowering and Celebrating IP Examiners”, the event was hosted by the Saudi Authority on Intellectual Property (SAIP) in collaboration with the Gulf Cooperation Council (GCC). The session highlighted the important role of IP Examiners, and the winners of the video competition were connected online and acknowledged for their contributions. The event was appreciated by delegates and SAIP and GCC officials attending in person.</p>
<p><u>Experience gained and lessons learned</u></p>	<ul style="list-style-type: none"> • Interest in IP examination was found to extend beyond examiners themselves to a broader group of IP professionals across sectors, including “aspiring” IP Examiners. • Tailoring project communication to the audience’s preferences increases effectiveness, including language and time-zone compatibility. • Exploring outreach opportunities across digital media adds value, even if the approach is not a perfect fit. • Speed virtual networking as a modality is feasible if sessions are held in one language at a time – ideally in groups of 25 to 30 individuals.

<p><u>Risks and mitigation</u></p>	<p><u>Risk 1:</u> Limited stakeholder engagement beyond the initial project, campaign and celebration.</p> <p><u>Mitigation 1:</u> A tailored and proactive stakeholder engagement plan incorporating regular consultations, different activities to encourage participation and collaboration, and alternating thematic focuses for variety.</p> <p><u>Risk 2:</u> Competing public awareness campaigns.</p> <p><u>Mitigation 2:</u> Differentiation between raising awareness on the importance of IP for current and future users, and the role of key players such as IP Examiners in the global IP system. The audience-specific campaigns could be held at a smaller scale with a focus on the roles, careers and future of actors in the system.</p> <p><u>Risk 3:</u> Sustainability of project microsite.</p> <p><u>Mitigation 3:</u> Ensure the long-term sustainability of the project microsite by integrating it into existing WIPO digital platforms, regularly updating content and assigning clear responsibilities for its maintenance and oversight.</p> <p><u>Risk 4:</u> Reduced engagement over time.</p> <p><u>Mitigation 4:</u> Maintain participant interest through periodic content refreshes, follow-up activities and targeted engagement initiatives that adapt to evolving stakeholder needs and feedback.</p>
<p><u>Project implementation rate</u></p>	<p>The budget implementation rate as of December 2025, proportional to the total allocated budget for non-personnel resources was: 78 per cent.</p> <p>Further details are available in Annex II to this document.</p>
<p><u>Previous reports</u></p>	<p>The progress report is contained in Annex XVIII to document CDIP/35/3.</p>
<p><u>Follow-up and dissemination</u></p>	<p><u>Dissemination:</u></p> <p>The microsite on IP Examiners with all the project activities is available on the WIPO website.</p> <p>Campaign information disseminated through the WIPO website, WIPO social media channels, email marketing, social media and search engine advertising campaigns, and through social media content and web news developed and posted by Member States.</p> <p><u>Follow-up:</u></p> <ul style="list-style-type: none"> • Maintenance of the IP Examiners microsite on the WIPO website

	<ul style="list-style-type: none">• Annual events (virtual networking and/or webinars) organized by WIPO and/or Member States to celebrate IP Examiners• Competitions (such as short-essay competitions) empowering IP Examiners.
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PROJECT SELF-EVALUATION

Key to Traffic Light System (TLS)

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Fully achieved	Strong progress	Some progress	No progress	Not yet assessed/discontinued

<u>Project outputs⁴</u> (Expected result)	<u>Indicators of successful completion</u> (Output indicators)	<u>Performance data</u>	<u>TLS</u>
Repository of examination experiences, good practices, lessons learned, expert knowledge and resources on IP examination	The repository is accessible on the WIPO dedicated webpage.	Fully achieved: https://www.wipo.int/en/web/examiners/resources	****
Gallery of Changemakers in IP Examination	The Gallery of Changemakers is publicly available on the WIPO dedicated webpage.	Fully achieved: https://www.wipo.int/en/web/examiners/gallery Some 97 IP Examiners from 28 Member States (67 per cent of them women) were nominated for the Gallery of Changemakers across different IP areas (patents, trademarks, industrial designs and geographical indications)	****
Video Competition for IP Examiners	The winners with the top five short-listed video entries are offered WIPO Academy courses.	Fully achieved: https://www.wipo.int/en/web/examiners/video-competition The winners will receive their prizes in 2026. The first-place winner of the video competition received a scholarship for the Advanced International Certificate Course on IP Asset Management for Business Success (AICC) from the WIPO Academy.	****

		<p>The second-place winner won a scholarship for a WIPO Summer School.</p> <p>The third-place winner also won a scholarship for a WIPO Summer School.</p> <p>The fourth-place winner won a scholarship for WIPO Academy advanced IP eLearning Courses.</p> <p>The fifth-place winner also won a scholarship for WIPO Academy advanced IP eLearning Courses.</p>	
<p>WIPO webpage for IP Examiners</p>	<p>At least 2,000 unique visitors browsed the dedicated WIPO webpage for IP Examiners.</p>	<p>Fully achieved: https://www.wipo.int/en/web/examiners A total of 396,245 unique visitors and 945,799 views for the microsite and its pages (as of December 2025).</p>	<p>****</p>

[Annex II follows]

DA Project on Empowering and Celebrating Intellectual Property (IP) Examiners

Resource utilization at end of December 2025

(in Swiss francs)

Cost category	Project budget	Expenditure ¹	Budget utilization
Personnel Resources	-	-	-
Non-personnel resources	144,400	113,072	78%
Total	144,400	113,072	78%

¹ Excludes expenditure for project evaluation.

[End of Annex II and of document]