



Call for Expression of Interest

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Innovation Asset Collective

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Canada

Submit to: Colin Kibjis, Sr. Program Manager

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Applications will be reviewed on a rolling basis as they are received.

1.0 About IAC

The Innovation Asset Collective (“IAC”) is a membership based registered not-for-profit organization with the mandate of assisting Canadian small and medium-sized enterprises (SMEs) in the data-driven clean technology (DDCT) sector to leverage intellectual property (IP) to compete and scale. Specifically, IAC’s core program offering for member companies (“Members”) includes assembling promising portfolios of patents to secure freedom to operate; providing Members with IP education and support in building their IP strategy to drive revenue growth through ownership of market differentiating innovation; granting funds to Members in support of implementing their IP strategy; and providing Members access to IAC’s market and patent research to inform strategic decisions. The goal for IAC is for Canadian cleantech SMEs is to be capable of maximizing the value of their intangible assets to succeed in Canada and beyond.

IAC is funded through a Contribution from Innovation, Science and Economic Development Canada (ISED) to support innovation and the protection of Canadian IP.

2.0 Background

IAC is seeking to build a comprehensive curriculum of resources aimed at Member companies covering a wide range of topics related to developing, implementing, and benefiting from an IP Strategy.

IAC Members, like many Canadian companies, understand they need to innovate and capture the intangible value surrounding their innovation – but they need help getting started. IAC is positioned to help Members understand the value that can be derived from their IP and give them the IP tools to grow and scale. These Members include early-stage companies and established mid-size firms, with varied levels of IP understanding and experience. Accordingly, IAC’s objective is to design and develop a one-stop-shop of IP education resources and tools that are relevant to all Members, regardless of company size or IP understanding/experience. We envision three tiers of content: foundational, intermediate, and advanced. All curriculum components and resources will be stored in an eLearning library for Members, and complement other public and Member-only education products, including webinars, hands-on workshops, case studies and masterclasses.

IAC is inviting expressions of interest from experts within the IP ecosystem to contribute to the development of specific components of this IP Strategy curriculum guided by the IP framework set out by IAC. IAC is seeking a wide range of IP and IP-adjacent expertise from professionals willing to engage on a part-time basis in support of this initiative, aligned with defined learning outcomes.

Successful applicants to this Expression of Interest will join a roster of experts and will be asked by IAC to support the development of course material on range of topics related to IP Strategy. In addition, successful applicants may be asked to participate in other IAC projects as appropriate. Based on the submissions to this EOI, IAC will coordinate specific course material requests with identified service providers and provide detailed parameters and statements of work, including course outlines, learning outcomes, and expected timelines. IAC may also offer the opportunity for successful applicants to participate in public webinars, Member networking sessions, and Member workshops.

Applicants need not be based in Canada, nor previously affiliated with IAC in any way. All copyright in the content and material flowing from this EOI and any subsequent agreement, shall be owned by IAC.

3.0 Scope of Work

While IAC will share specific course titles and outlines with successful proponents, applications to this EOI should have demonstrated experience working in one or more areas of IP. Experience does not require a formal designation as a patent agent, trademark agent or lawyer although persons having those designations will be considered. Experience may arise through working experience as a paralegal, an IP Strategist, Patent Agent Trainee or other IP related positions. Knowledge of one or more of the following areas is an asset:

- IP strategy as it relates to business strategy and individual IP rights strategies
- Data governance and strategy
- Cybersecurity, Privacy, and intersection points with IP
- IP Portfolio Management
- Invention disclosure process, valuation, prioritization, and management
- Patent claim drafting, jurisdictional strategies
- Confidential Information and Trade secret protection, management, and maintenance
- Current knowledge of IP case law and statutory developments in multiple jurisdictions
- Development, issuance, and maintenance of IP rights – TM, patent, copyright, industrial designs etc.
- Foundational and process related knowledge of core IP rights – TM, patent, copyright, industrial designs etc.
- Application and development of IP related to software, AI, digital applications
- Leveraging IP through enforcement, litigation, licensing, opposition, IPR and IPG
- Development and use of trademark and branding strategy
- Development of Standards and the interplay with IP and technology
- Use of IP in Financing
- Policy development within an IP Framework
- IP portfolio valuation and business uses
- IP Licensing types, structures, tools and strategy
- Portfolio due diligence
- Standards setting and its impact on SME's

IAC is working to expand the IP ecosystem and promote a better understanding of the importance and value of IP across Canadian small and medium-sized enterprises (SMEs). Successful applicants may be paired with a research student to assist with writing and research and may be called upon to provide guidance and mentorship. IAC will provide project management services to assist with the whole process.

4.0 Submission Requirements

Expressions of interest should be submitted to Sr. Program Manager Colin Kibjjs (ckibjjs@ipcollective.ca) and include:

- Resume with current contact information and a detailed overview of relevant experience working in the IP space, in developing IP education, IP strategy, and/or data strategy. Experience working with small-to-medium-sized enterprises (SMEs) is an asset.
- Cover letter listing:

- Areas of interest. Applicants may submit a single application listing as many topics they wish to be considered for. Please be as specific as possible with respect to the type of content you are interested in developing. Exemplary content is listed in the scope of work, however, please outline any areas of interest that has an intersection point with IP.
- The applicant's proposed level of engagement to work with IAC, its stakeholders, and its members, and an idea of monthly hours of availability (if possible). *Please note: all copyright in the content and material flowing from this EOI and any subsequent agreement, shall be owned by IAC.*
- Proposed hourly billing rate or flat fee.
- Any supporting materials (past training material, templates, etc.) can be submitted as an appendix, however this is not a requirement.

5.0 Selection Criteria

Submissions will be evaluated on the following criteria:

- **Relevance of Experience** to the content topics listed above or other areas having intersection points with IP.
- **Communication and Collaboration.** IAC is looking for excellent writers and innovative strategists to develop work in collaboration with the IAC team.
- **Budget.** IAC will assess value for money of all projects. As IAC is funded by the Ministry of Innovation, Science and Economic Development, we have a responsibility to Canadian taxpayers in awarding contracts to maximize the value to IAC and its Members.
- **Expanding the ecosystem.** IAC values relationships with individuals and firms who have supported our work in the past, but we are also committed to growing the IP ecosystem in Canada, and therefore also seeking to build our network of vendors and specialists across the country. Successful applicants will also care deeply about building capacity and understanding within the IP ecosystem and across the innovation space in Canada and beyond.

IAC will accept applications on a rolling basis and prioritize contacting those that address the intended program's criteria based on the activities listed above. Successful applicants will receive a Request for Quote with a detailed statement of work. IAC may also invite additional potential recipients to respond. The course budget and timelines will vary case-by-case, and depend on the successful applicant's availability, budget, and expertise.

For questions about the process, please contact Sr. Program Manager Colin Kibjjs (ckibjjs@ipcollective.ca)

6.0 Deadlines

Projects will be initiated on a rolling basis.