



From insight to action:

Canadian Intellectual Property Office Service Improvement Roadmap



Vision

The Canadian Intellectual Property Office (CIPO)'s aim is to enhance client satisfaction by aligning service improvements with the evolving needs of clients. We will empower Canada's innovation ecosystem by providing clients with high quality, timely and modernized services.



Service principles

- Client-centric
- Data-driven
- Accessible by default and inclusive by design
- Digital-first and digital evolution

Our process of ongoing, continuous improvement

01.

Proactively monitor client feedback

02.

Drive ongoing service improvements by aligning initiatives to clients' needs

03.

Communicate service priorities to our clients and stakeholders

04.

Foster a client-centric culture

Our data-driven approach

Client Satisfaction Survey results (2022) identified 4 key drivers of client satisfaction:

- Application process
- Examination process
- Timeliness of decisions
- CIPO staff going the extra mile



* Mixed clients sometimes use an agent and sometimes interact with CIPO on their own.

Our service goals



Application process

Clear information is provided to clients, the filing process is efficient, the forms are user-friendly and clients are satisfied with the application process.



Examination process

Proficient and knowledgeable examiners tailor the examination process to the clients' needs, while maintaining consistency in decision-making and ensuring clear and comprehensible communications with clients.



Timeliness of decisions

Clients receive both first and subsequent office actions in a timely manner.



Going the extra mile

Staff effectively and professionally resolve issues, while demonstrating a strong understanding of clients' needs. They acknowledge their role in the IP process and maintain reasonable response times to enquiries and requests.






Our target

Improve overall client satisfaction by **10%** by the 2028 Client Satisfaction Survey

CIPO's Service Improvement Roadmap

Our pillars and timeline to improve overall client satisfaction

	Year 1 2023–2024	Year 2 2024–2025	Year 3 2025–2026
 <p>People Improve client service and streamline processes</p>	<p>Trademarks and industrial designs</p> <ul style="list-style-type: none"> ✓ Continued to implement the Trademark Recovery Plan ✓ Onboarded 127 new trademark examiners and 10 new industrial design examiners ✓ Implemented a system for clients to recommend additions to the Goods and Services Manual (the Manual) (2022) 	<p>CIPO-wide</p> <ul style="list-style-type: none"> • Publish the Service Strategy • Develop new resources for unrepresented clients • Launch the service excellence training curriculum <p>Trademarks and industrial designs</p> <ul style="list-style-type: none"> • Continue the professional development program, including advanced training to industrial design examiners 	<p>CIPO-wide</p> <ul style="list-style-type: none"> • Improve the transparency of the application process by providing clients information such as estimated wait times • Continue the rollout of the service excellence training curriculum <p>IP awareness and education</p> <ul style="list-style-type: none"> • Launch new resources for unrepresented clients
 <p>Process Enhance our processes to make services more client-centric</p>	<p>Patents</p> <ul style="list-style-type: none"> ✓ Implemented changes to the <i>Patent Rules</i> in 2022 (excess claim fees, requests for continued examination, conditional notices of allowance) <p>Trademark Opposition Board</p> <ul style="list-style-type: none"> ✓ Improved performance targets ✓ Improved the timeliness of Trademark Opposition Board hearings by reducing the time required to schedule hearing dates ✓ Shortened proceedings by reducing certain extensions of time available to the parties 	<p>CIPO-wide</p> <ul style="list-style-type: none"> • Enhance CIPO's client enquiry management processes <p>Patents</p> <ul style="list-style-type: none"> • Continue to optimize the patent examination process <p>Trademarks and industrial designs</p> <ul style="list-style-type: none"> • Continue to implement the Trademark Recovery Plan • Streamline first reports and subsequent actions • Publish specificity guidelines for goods and services • Develop a quality framework • Expand the Manual • Improve high-pendency industrial design applications • Introduce a correction process for Hague Agreement applications • Develop guidelines to improve industrial design search process consistency 	<p>CIPO-wide</p> <ul style="list-style-type: none"> • Introduce a centralized call management solution
 <p>Data and tools Enable data-driven decision-making that enhances service delivery and overall reporting</p>	<p>Trademarks and industrial designs</p> <ul style="list-style-type: none"> ✓ Updated trademark and industrial design electronic services for agents (2022) ✓ Launched a new online correspondence retrieval service and real-time electronic correspondence ✓ Launched an electronic amendment tool ✓ Launched additional industrial design electronic services for requesting a delay of registration or advanced examination, and appointing and revoking agents 	<p>Patents</p> <ul style="list-style-type: none"> ✓ Launched the new MyCIPO Patents portal <p>Trademarks and industrial designs</p> <ul style="list-style-type: none"> • Enhance industrial design electronic services • Enhance pre-assessment letters; automate the issuance of letters to applicants, verify application compliance and invite revisions using pre-approved lists when necessary • Introduce a tool to assist drafting subsequent reports and for Madrid Protocol applications 	<p>CIPO-wide</p> <ul style="list-style-type: none"> • Launch the 2025 Client Satisfaction Survey <p>Patents</p> <ul style="list-style-type: none"> • Continue the rollout of additional MyCIPO Patents portal features