

The Intellectual Property Landscape



Annual intellectual property lost yearly due to theft

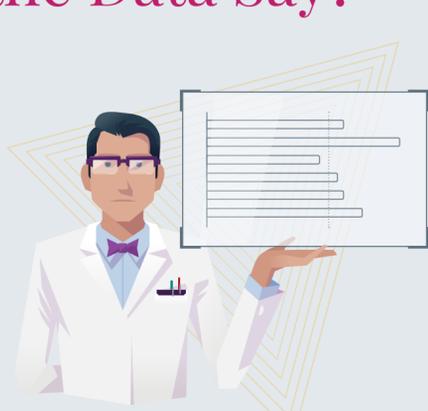


Intellectual property (IP) theft is expensive for American companies.



Some theft involves deep proprietary information, such as trade secrets, non-retail patents, and commercial processes.

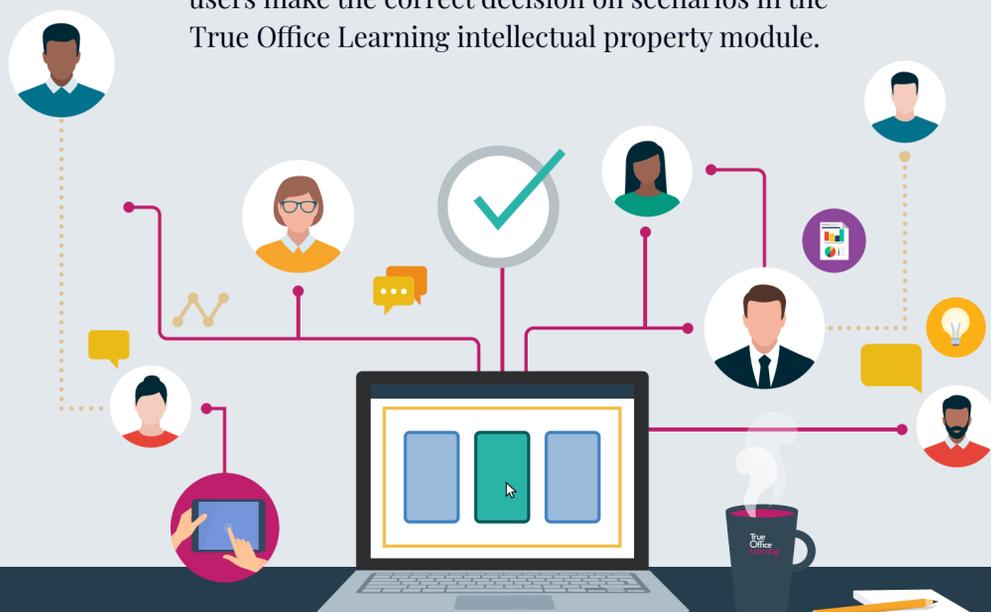
What Does the Data Say?



We're all about data at True Office Learning, and that extends to the data generated by the millions of people across a wide range of industries who have taken our courses over the years. The decisions users make in response to our real-world scenarios reveal concrete trends regarding what knowledge employees bring to the course and where the universal gaps are.

Eighty-six percent of the time

users make the correct decision on scenarios in the True Office Learning intellectual property module.



That's not a terrible number compared with some other compliance areas that people struggle with, but it's low enough that organizations should be concerned that employees may not know as much as they should about IP.

We also break down our course data by categories, and those results are even more telling:



Scenarios about responding to potential dangers around intellectual property theft score high, with **94 percent** of users making the correct decision.



Scenarios about respecting intellectual property—in other words, striving to protect IP—garner correct decisions **89 percent** of the time.



Scenarios challenging employees to identify what constitutes intellectual property come in at just **77 percent**.

A quick analysis of these numbers suggests that employees know how important intellectual property is and why safeguarding it must be a priority. However, they aren't always sure what IP is—and that should be a red flag for organizations and their compliance departments.

The Training Advantage

Some lost IP is the simple result of employee carelessness. However, other incidents occur because of a basic lack of understanding about intellectual property.

Quality online training can address both problem areas by teaching:

1

What IP is and how to recognize it

2

Why protecting IP is critical

3

Best practices for protecting IP

4

What to do when there's a problem



The best IP compliance training solutions deliver deep learning—a sort of muscle memory that helps employees more instinctively recognize intellectual property and make smart decisions when an IP concern arises.

Moreover, advanced training uses relevant scenarios to immerse employees in the experience. Employees experience IP situations they might encounter in their everyday responsibilities, then apply what they've learned every day, as needed.

