

Global Perspectives and Strategies for
Education About Standardization

North American Perspective

Gaithersburg, Maryland

February 2008

An Education Standard
for the Standards
Community



from Intellectual Property Shield



Agenda

- Issues we face as an eLearning vendor
- What we are doing about it!
 - Copyright Aware™
 - Standards Aware™ Series
- Supporting Members



Issues for Standards Education

- Retiring Leadership
- Mobile Flexible Workforce
- Standards in Standardization
- What do we need to do?



Intellectual Property Shield can assist:

- Consistent e-Learning modules regarding:
 - Infringement
 - Education vs. Litigation with Copyright Aware™
 - Standards
 - Comprehensive Standards education with the Standards Aware™ Series





Infringement is Like an Iceberg

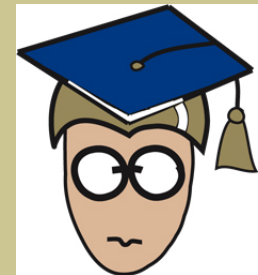
- When we see infringement, we can do something!

- What we don't see can be harmful!



The IP-Shield Copyright Aware™ Learning Objective

- Educate end users on the proper use of intellectual property:
 - 7x24 Availability via the internet
 - The meaning and reason for Copyright.
 - Recognizing copyrighted materials.
 - Understand the ramifications of infraction
 - Positive impact to the content provider



**Copyright
Aware™**



The IP-Shield Standards Aware™ Learning Objective

- Educate users about the Value of Standards
 - Concise, Consistent Standards Education.
 - 7x24 Desktop Availability via internet
 - Clear understanding of Standards, Specification, Codes...
 - Illustrated value and use models.



**Standards
Aware™**



Intellectual Property Shield Alliance

- Alliance members can provide an entire suite of products available from IP-Shield:



**Copyright
Aware™**



**Standards
Aware™**



The IP-Alliance

- Creates corporate awareness of copyrights
- Promotes correct use of copyrighted content
- Reduces revenue drain from licenses
- Encourages Development Participation
- Preserves member and customer relations via education
- Delivers improved value to members while creating new revenue stream

Alliance Members

