



ADVANCED SYMBOLICS INC.

Canadian Intellectual Property Office

Meeting Objectives



1. Intro to AI market research and Advanced Symbolics
2. Discuss research methodology and data collection
3. Identify perceptions around Canadian IP based on:
 - Industry
 - Demographic characteristics
 - Geographic region
4. Identify how perceptions around Canadian IP have changed over time

The Problem

Randomized, Controlled Samples
Customized questions
Low participation
Expensive
Time + Resource Intensive



Traditional Research



Social Listening 1.0

Big Datasets
Near Real Time
No representative samples
Vanity Metrics

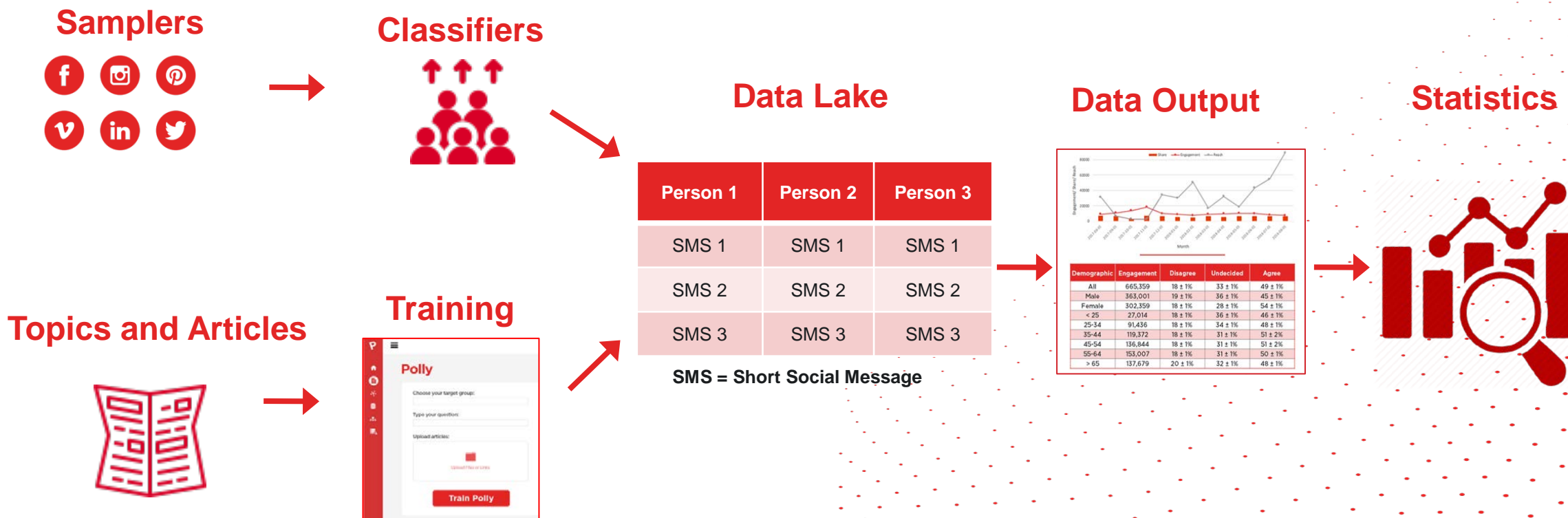
The Solution

Polly: Social Listening 2.0



Combines statistical rigour of representatives samples with big data

How it Works



Samplers



Classifiers

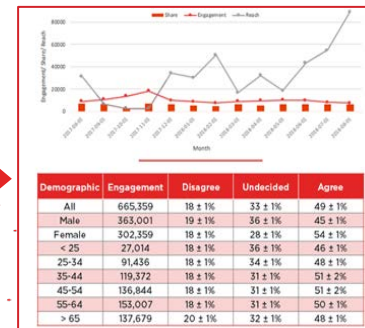


Data Lake

Person 1	Person 2	Person 3
SMS 1	SMS 1	SMS 1
SMS 2	SMS 2	SMS 2
SMS 3	SMS 3	SMS 3

SMS = Short Social Message

Data Output



Statistics



Topics and Articles



Training



Results





Definitions

asi

Engagement: Number of Canadians discussing IP

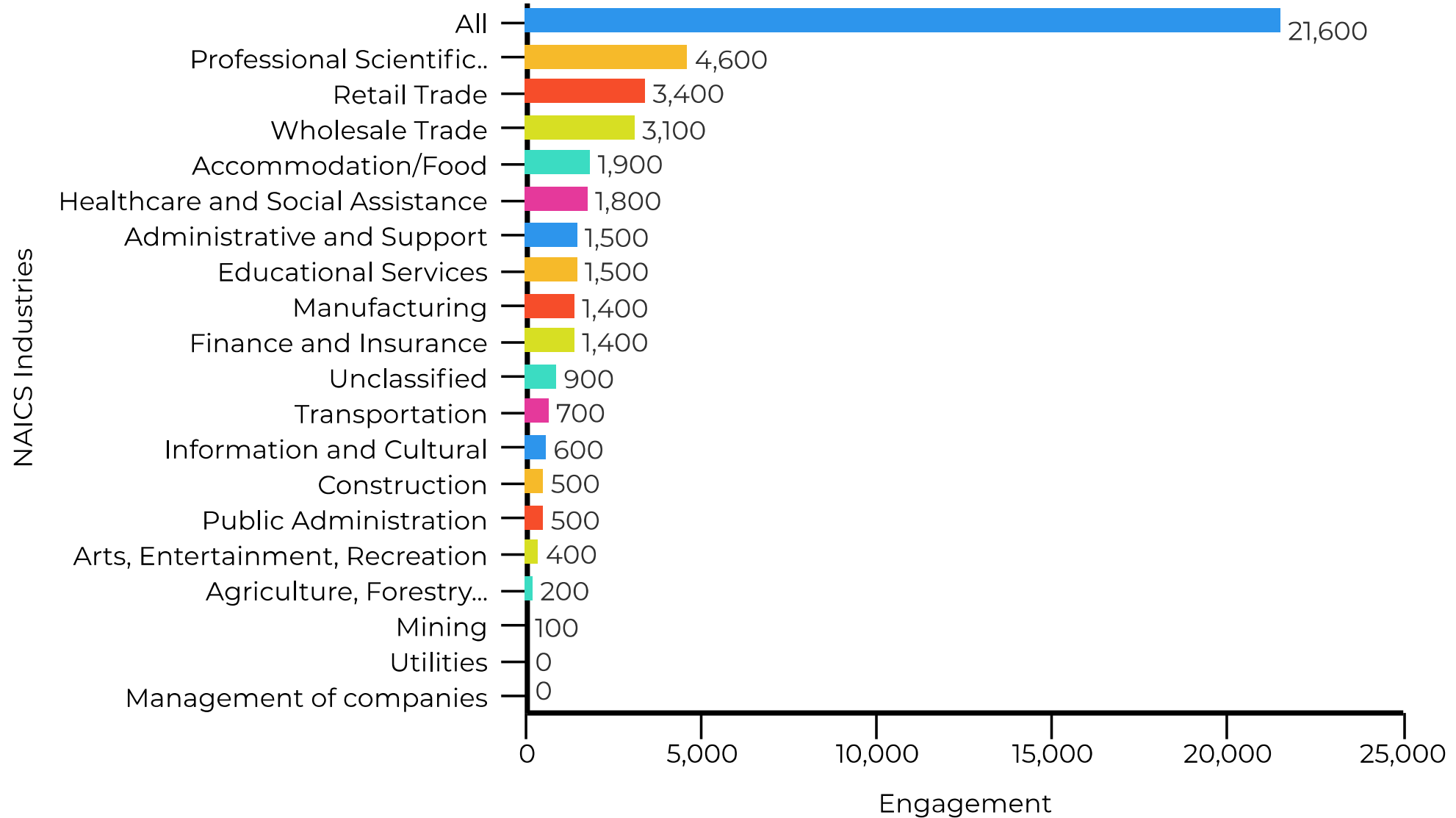
Positive: Number of Canadians who feel positive towards the nation's IP framework

Negative: Number of Canadians who have a negative stance toward the nation's IP framework

Neutral: Number of Canadians that are undecided on Canada's IP framework

Sample: 260,200 Canadians between January 2018 – March 2019

IP engagement by Industry



Concerns by Industry

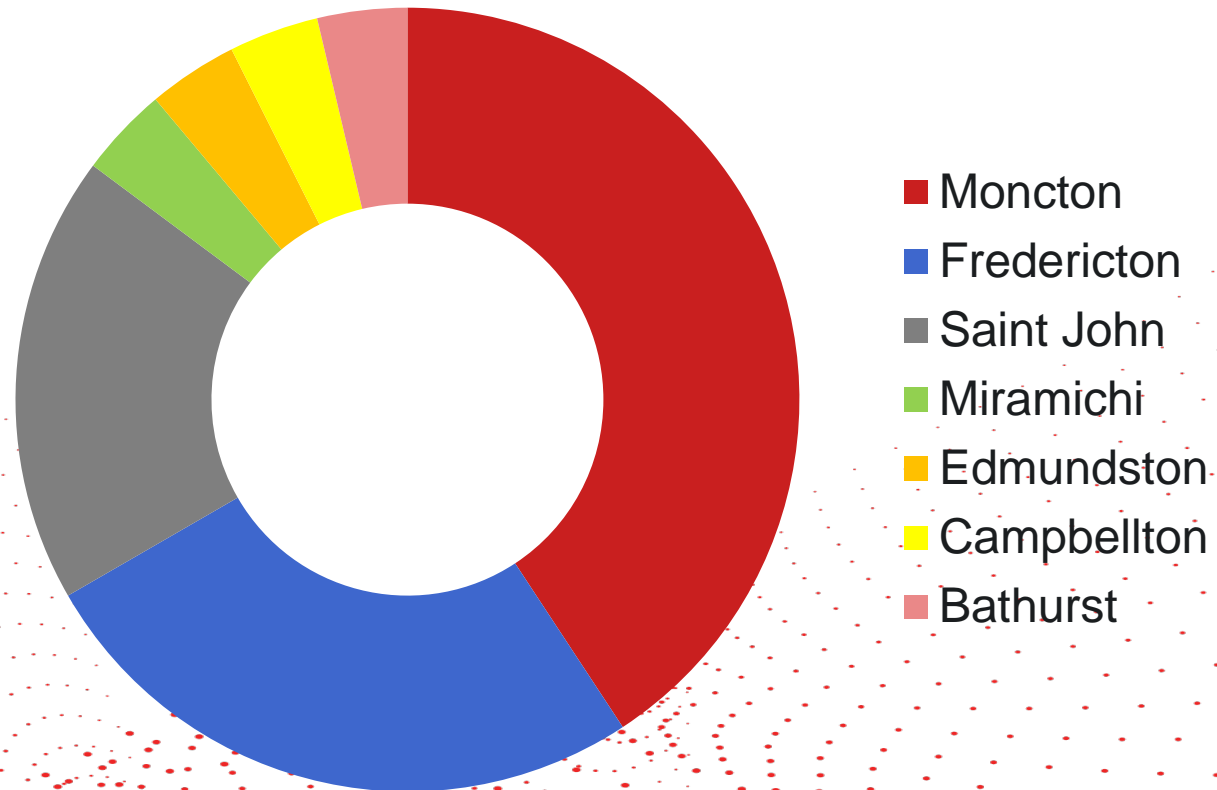
Industry	Topics Discussed
Professional Scientific Services	<ul style="list-style-type: none">• Protecting IP due to Political interest• Patents• Ethics of IP utilization
Retail Trade	<ul style="list-style-type: none">• Protecting IP from theft• Antitrust guidelines for licensing IP
Wholesale Trade	<ul style="list-style-type: none">• Protecting from Copyright infringement• Protecting unique processes/techniques -Used Cannabis companies as example
Accommodation & Food	<ul style="list-style-type: none">• Trademarks• Protecting IP when entering foreign markets
Health Care	<ul style="list-style-type: none">• Worried that IP framework leads to less availability to medicines• Concerned that current IP framework will lead to less innovation

General Population Engagement

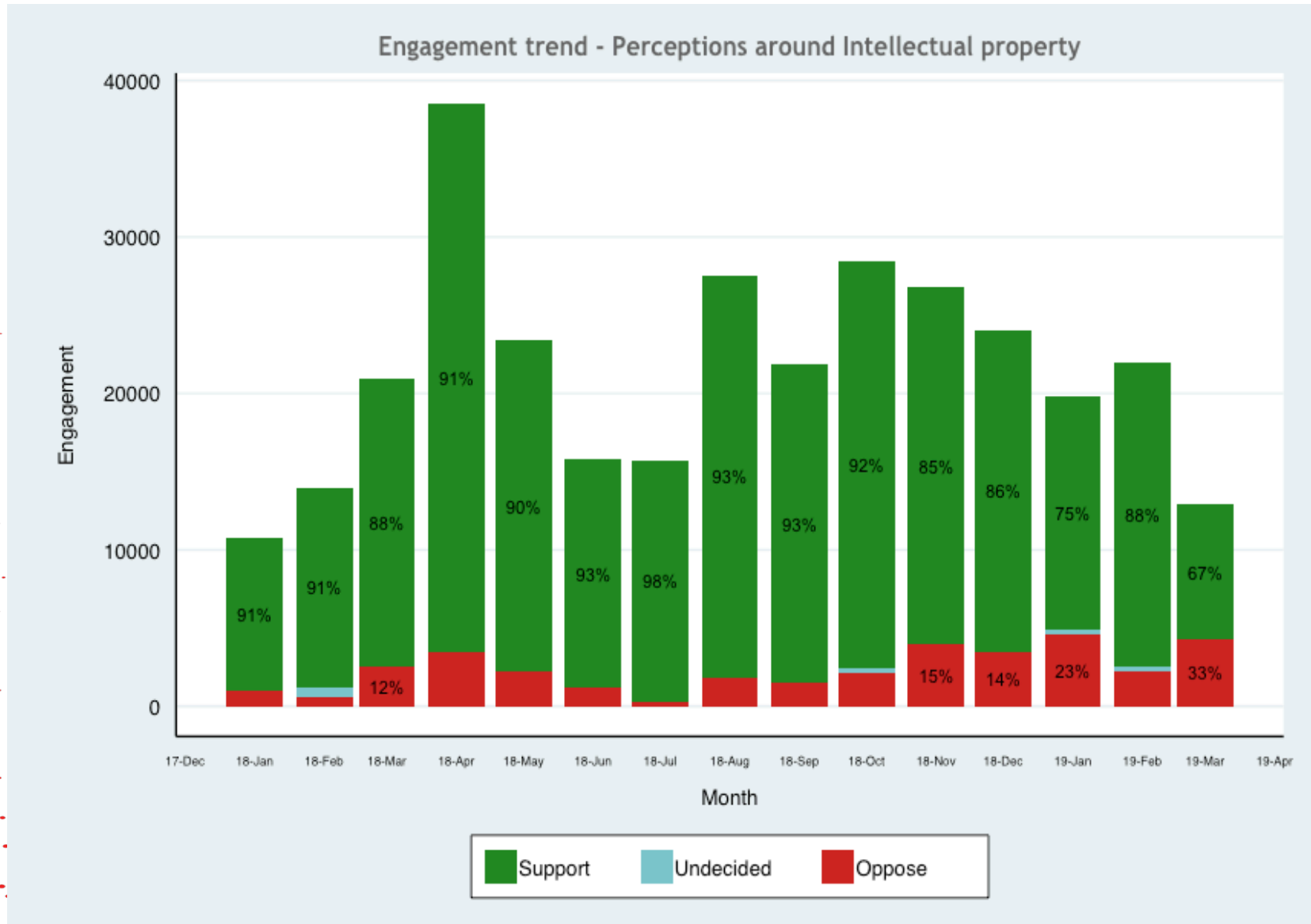
Demographic	Engaged Population	Total Canadian Population	Percent of Population Engaged
55-64	44,800	4,910,755	0.91%
45-54	43,100	5,038,035	0.86%
35-44	43,400	4,543,505	0.96%
25-34	48,700	4,615,385	1.06%
> 65	50,800	5,935,630	0.86%
< 25	91,700	10,108,415	0.91%

SME

New Brunswick - Engagement



2018 Budget Spurred Conversations about IP



Topic Discovery

- SME's primary concern is around IP infringements and theft
- SME's and GP worried that current framework may limit their IP rights
- SME's and GP confused by IP law, what specific rights they have, and how to apply these IP rights

Summary

- The industries that engage with IP the most are:
 - Professional Scientific Services
 - Retail Trade
 - Wholesale Trade
- Engagement around IP generally increases in older demographics
- Conversations centred on IP take place in incubation and innovation centres



ADVANCED SYMBOLICS INC.

info@AdvancedSymbolics.com