IPBasics.org is an Improved Tool for Better Intellectual Property Awareness and Behavior

Vetted by entrepreneurs, educators, creators and IP professionals, website provides visual perspective for better retention

NEW YORK, NY, UNITED STATES, October 1, 2026 /EINPresswire.com/ -- Streamlined and updated, IPBasics.org has been re-designed to give a wider range of audiences clear answers to why IP rights matter and what they impact. The revisions were made under the supervision The Center for Intellectual Property Understanding (CIPU), a nonprofit focused on IP awareness.

In addition to quick, basic descriptions of what IP rights are, whom they benefit and how, the new site features Infographics and Data Visualization sections which encourage understanding and retention.

> IP touches every aspect of innovation and creativity, yet its role in encouraging collaboration and economic growth is widely misunderstood. IPBasics.com is positioned to help bridge the disconnect."
>
> *Brian Hinman, ex-Chief IP Officer, Philips; IP licensing executive, IBM*

"Intellectual property touches virtually every aspect of innovation and creativity," said Brian Hinman, ex-Chief IP Officer at Philips, IP licensing executive at IBM and monetization leader at InterDigital, "yet its role in encouraging investment, collaboration and economic growth remains widely misunderstood. IPBasics.com helps to bridge the disconnect."

CIPU has found that inventors, content creators, students, entrepreneurs and investors, like IP professionals, are frustrated when it comes to communicating the importance of patents, copyrights and trade secrets. The use of relatively simple trademarks can be confusing, too.

Part of the problem stems from the abstract and poorly recorder nature of intangible assets, like IP rights. Another, is the false narratives that are perpetuated by the media and some businesses whose interest is to mislead about the relevance and use of IP rights. In recent years, this has been compounded by AI, which "scrapes" and repackages copyrighted content and uses proprietary assets, including trade secrets, to enhance its performance.

"In a rapid-fire world, images are often better-suited for helping people comprehend and retain information," said Bruce Berman, CIPU Chairman and an IP communications specialist. "IPBasics.org provides concise, example-driven descriptions of IP rights and facts about them that are relevant to audiences."

Menu-Driven

The main menu of IPBasics.org includes About; IP Impacts (Value, Jobs, Theft, Healthy Competition); IP Essentials (Types of IP, Why Care? Summary Grid); and Resources (notable Infographics and Data Visualizations).

Educators like Rafael Cardona (Assistant Professor of Business, Entrepreneurship and Marketing at Glendale Community College) and Sara Leikin (Ed.D., Chief of Global Learning Experiences and STEM Education, the Center for Science and Industry) have used IPBasics.org, as well as entrepreneurs and executives like Scott Frank, former President of AT&T IP and Chairman of the U.S. IP Alliance (USIPA).

"By making IP accessible through clear explanations and real-world examples," says Hinman, "IPBasics.org helps equip the next generation of inventors, content creators and business leaders with the understanding they need to turn great ideas into meaningful impact, while giving audiences a context for the importance."

IPBasics.org audiences include, entrepreneurs, inventors, content creators, educators, students, inventors, policy makers and AI users. Regular updates will be made. If you have suggestions for content, especially visual content, please reachout to CIPU.

About CIPU

The Center for Intellectual Property Understanding is an independent nonprofit established in 2016 that raises awareness about the impact of IP rights on creators, businesses, and society. CIPU provides outreach to a range of audiences to improve familiarity and promote sharing. It holds events, such as the annual IP Awareness Summit®, curates IPBasics.org and IdeasMatter.com, both information portals, and produces 'Understanding IP Matters,' a top-rated IP podcast series. UIPM provides leading creators, entrepreneurs and industry experts a platform to share their IP story. To learn more, visit understandingip.org.

Bruce Berman

Center for IP Understanding
+1 917-225-6184
email us here

This press release can be viewed online at: https://www.einpresswire.com/article/944579795

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.