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National Association of Patent Practitioners

Strategic Plan

2025-2027

Vision:

To be the organization of choice for *all* patent prosecution professionals.

Mission:

To provide networking, education, collegial exchange, benefits, advocacy, and be a collective voice on patent law and prosecution practice, so our members can flourish and achieve the highest levels of competence and professionalism in their practice.

Priorities:

1. Operational: Grow NAPP
2. Professional Development: To develop patent skills within our members
3. Advocacy: To increase our influence as we promote a strong patent system in the USA
4. Support: To support the business and professional needs of our members

Plan:

1. Operational:
 - a. Membership:
 - i. Goal – 1000 in 2025, less than 25% non-renewals, full membership fees
 - ii. KPI – membership counts, membership revenue, membership retention
 - iii. Plan –
 1. Hire someone to do market research and run a campaign; press releases and public relations
 2. Discord server – live videos, templates for new members (or a new member page on the webpage)
 3. Link items in the Forum to website

4. New NAPP website – public and members only
 5. Trial membership
 6. Referral program -
 - b. Volunteers
 - i. Goal – 100 volunteers -
 - ii. KPI – increase the number of volunteers, engagement of volunteers
 - iii. Plan –
 1. Track number of volunteers
 2. Provide a list of members to committee chairs
 3. Ask people to volunteer
 - a. At renewal/signup ask members to join committees
 - b. Send questionnaire with questions on strengths and interests to members
 - c. Automatically add interested members to committee meeting invites
 4. Incentives
 - c. Track CLE events for all members and attendees
2. Professional Development:
- a. Annual Meeting
 - i. Goal – 120 paid attendees (20% of membership)
 - ii. KPI – Annual Meeting attendance, revenue
 - iii. Plan –
 1. Offer both online and in-person attendance
 2. Ask members push AMC invites to their other organizations (incentive program)
 3. Provide some sponsored presentations
 4. Provide awesome content
 - b. Webinars
 - i. Goal – Monthly hour-long program
 - ii. KPI – Number of webinars, attendance
 - iii. Plan –

1. Some sponsored webinars
 2. Online monthly meetup
 3. Regularly scheduled
 4. Communications team to publicize
 5. CLE Credit in the future
- c. Forum
- i. Goal – 100 posting people per month
 - ii. KPI – Number of visits, number of posts
 - iii. Plan –
 1. Badges and recognition for top participants
 2. Increase moderation team size
 3. New moderation rules
 4. Pull forum information into other NAPP venues
- d. Mentoring
- i. Goal – 50 mentor pairs, no mentees without a mentor
 - ii. KPI – Number of mentorship pairs, number of unmatched mentees
 - iii. Plan –
 1. Track for CLE credits
 2. Publish testimonials
 3. Outreach to members to work on this program
 4. Mentor training
- e. USPTO Quarterly Roundtable
- i. Goal – Quarterly meetings
 - ii. KPI – number of forums, attendance
 - iii. Plan –
 1. Regular meetings
 2. Publicize to membership
3. Advocacy:
- a. USPTO
- i. Goal – 5 Letters to the USPTO each year

- ii. KPI – Number of letters to USPTO, Number of meetings with USPTO management
 - iii. Plan –
 - 1. More active writers
 - 2. Attribution for the writers in the press release for each activity and on the NAPP web page
 - 3. Attribution to active participants on a thank you note on the paper
 - b. Congress
 - i. Goal – 2 Congressional contacts per year
 - ii. KPI – Number of interactions for Congressional offices
 - iii. Plan –
 - 1. Make connections to the new Congress
 - c. Judiciary
 - i. Goal – 1 *Amicus* brief per year
 - ii. KPI – Number of *amicus* briefs
 - iii. Plan –
 - 1. Recruit writers for *amicus* briefs
 - d. Other - harmonization
4. Member benefits:
- a. Tools
 - i. Goal – Increase number of recommended tools used by 10% of membership
 - ii. KPI - Number of tool recommendations, use of tools
 - iii. Plan –
 - 1. Brochure on the member benefits
 - 2. Improve website accessibility – new website
 - 3. Replace PatentBots
 - 4. Test tools before recommending
 - 5. Publicize tools in the list (on the website)
 - 6. Remove unused and obsolete tools
 - 7. Add questions regarding tools to the renewal/membership form
 - b. Practitioner business support

- i. Goal – Provide a full suite of business resources
 - ii. KPI – Number of business discounts (insurance, etc)
 - iii. Plan –
 - 1. Better liability insurance plan
 - 2. Health insurance plans
 - 3. Incorporation plans
 - 4. Payment processing tools
 - 5. Escrow handling
 - 6. Annuity payment
 - 7. Template library
 - 8. Backup practitioner recommendations/succession plans
 - 9. Docketing software
- c. Job Board
- i. Goal – 12 job postings per year; 120 gig posting per year, 40 people paying as “available for work”
 - ii. KPI - Number of job postings
 - iii. Plan –
 - 1. Publicize lower price of our members
 - 2. Present a market survey report on pricing of our services (available to members only)
 - 3. Collective marketing to our job board
 - 4. New website