

POLICY APPROACHES TO CLOSE THE INTELLECTUAL PROPERTY GENDER GAP

Committee on Development and Intellectual Property

July 29, 2021

Jennifer Brant and Prof. Mark Schultz



INNOVATION COUNCIL

Policy Approaches to Close the IP Gender Gap

- **Key Findings**
- **Presentation**
 - Five Challenges
 - Five Actions with Case Studies
 - The Way Forward for WIPO and National IP Offices

Research Team: Jennifer Brant, Mark Schultz, Kaveri Marathe, Jaci McDole



Five Challenges Contributing to the IP Gender Gap

Jennifer Brant

Executive Director, Innovation Council



INNOVATION COUNCIL

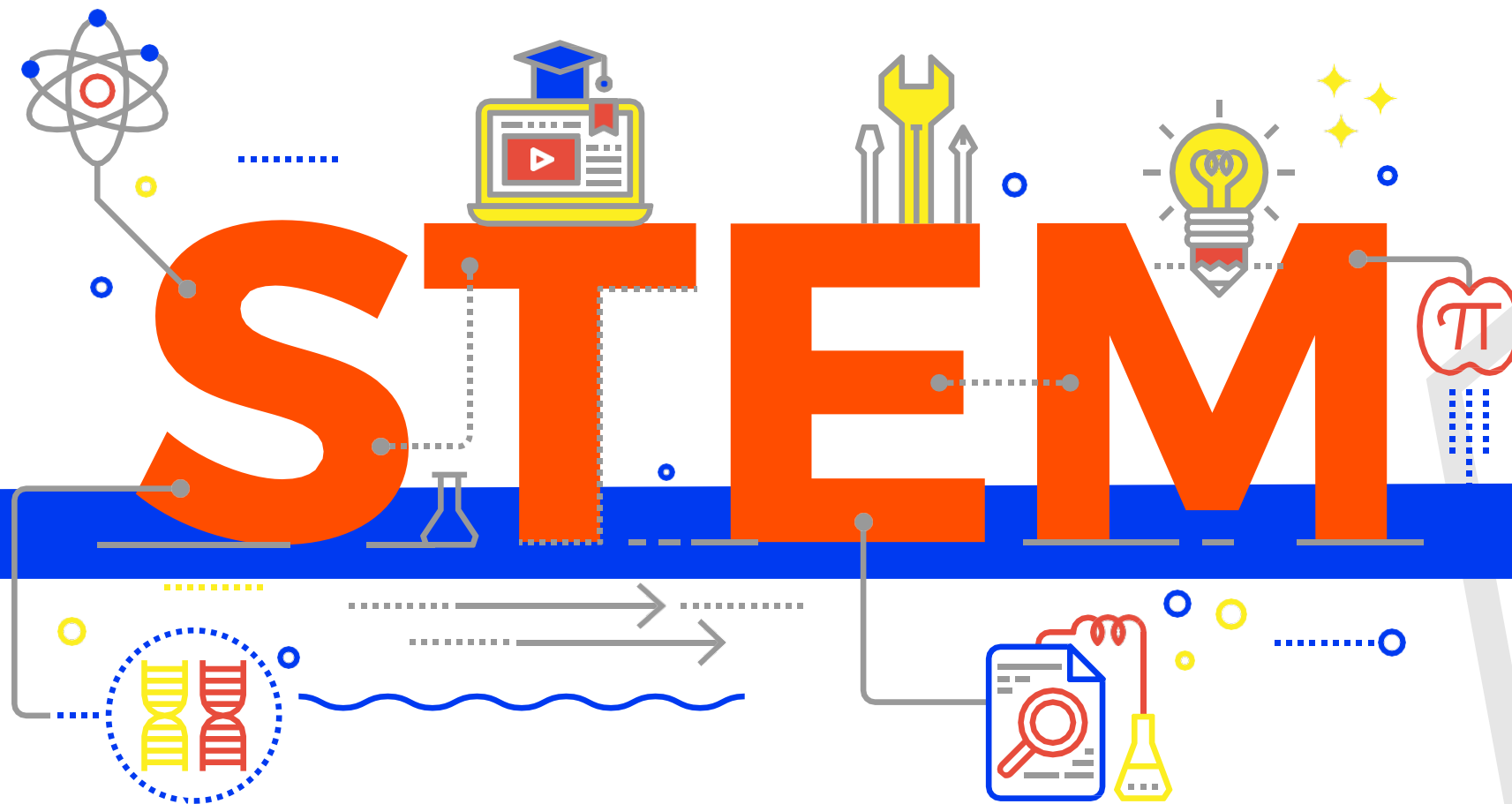
CHALLENGE 1

More data is needed to understand the scope and nature of the IP gender gap.



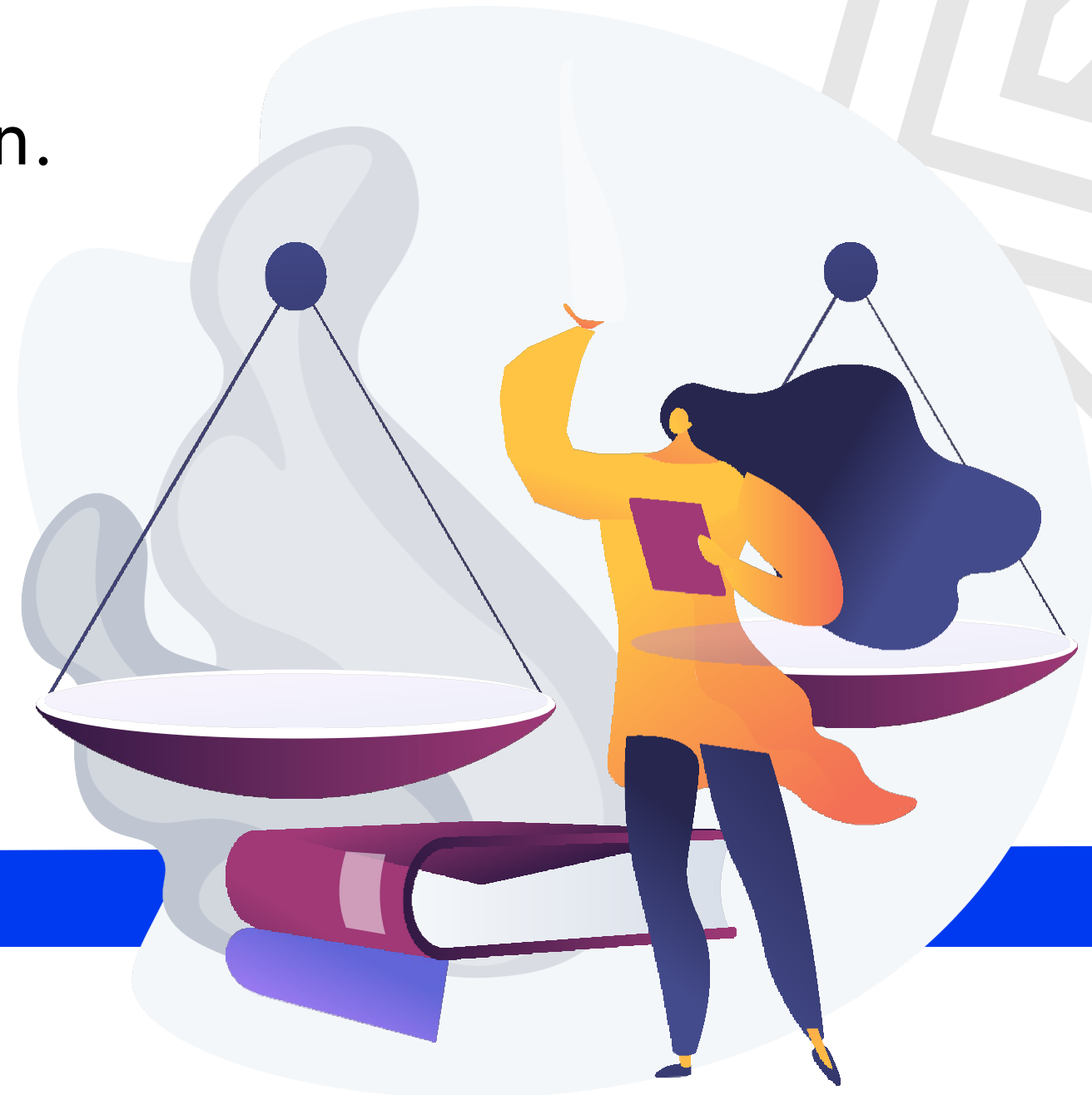
CHALLENGE 2

Women are less likely to be encouraged and trained to enter STEM fields, and are also less likely to receive the resources they need to succeed in business.



Women are **less likely** to enter careers in IP law and administration.

CHALLENGE 3



CHALLENGE 4

There is a general **lack of understanding** of the value of IP rights and how the IP system works.



Women are **less likely** to receive mentoring and opportunities for advancement in IP-intensive fields

CHALLENGE 5



Five Actions To Address The IP Gender Gap

Professor Mark Schultz

Goodyear Endowed Chair in IP Law
University of Akron School of Law
Akron, Ohio, USA



INNOVATION COUNCIL

Solution 1:

Collect more data



Scope

Determine what data is being collected

Understand

Explore the barriers to getting good data

Collect

Document gender gaps and collect data about potential causes



Case Study:

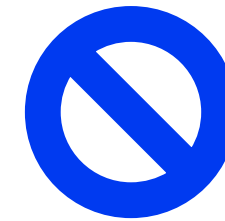
autm surveyed its members regarding data collection practices



What information is collected



Motivations for not collecting information



Barriers to getting information



Solution 2:

Support women in STEM and business



Encourage

Encourage girls to pursue STEM education

Train

Provide targeted training for women in STEM and entrepreneurship

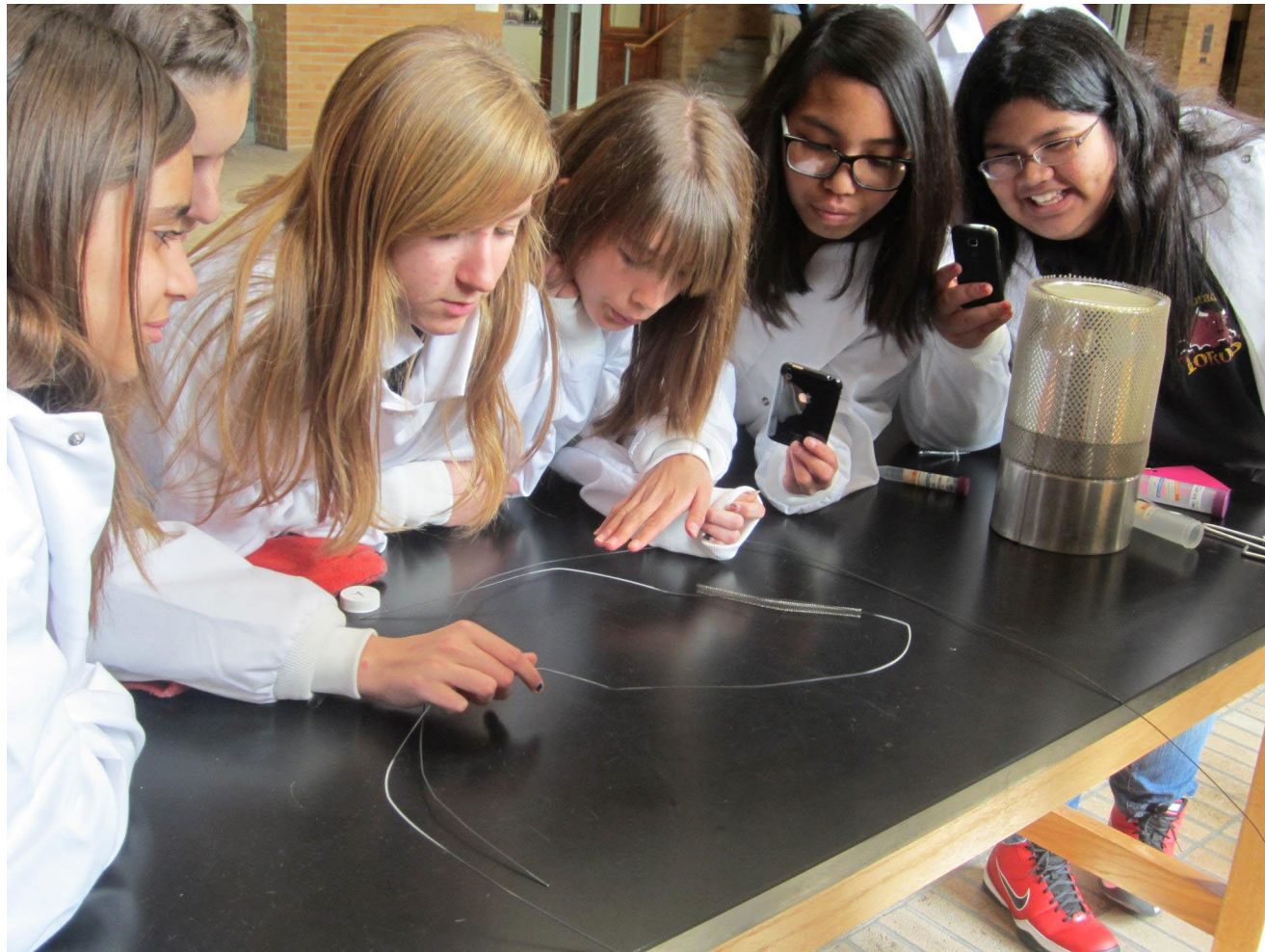
Invest

Invest grants, scholarships, and capital in women students, researchers, and entrepreneurs



Case Study:

techbridge girls™  encourages young women to enter **STEM fields**



- ◊ Inspires young women
- ◊ Educates teachers and families
- ◊ Provides mentorship and networking

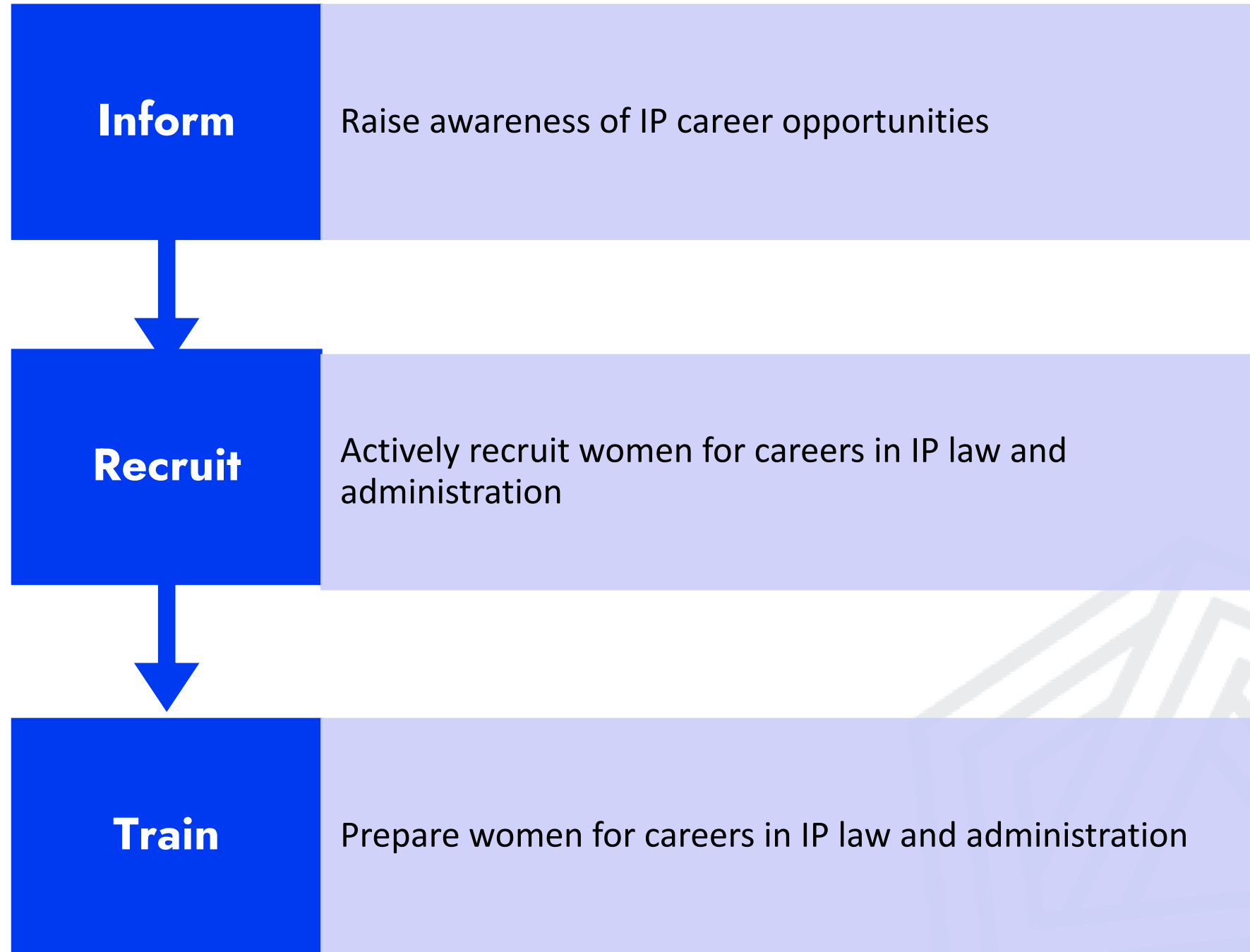
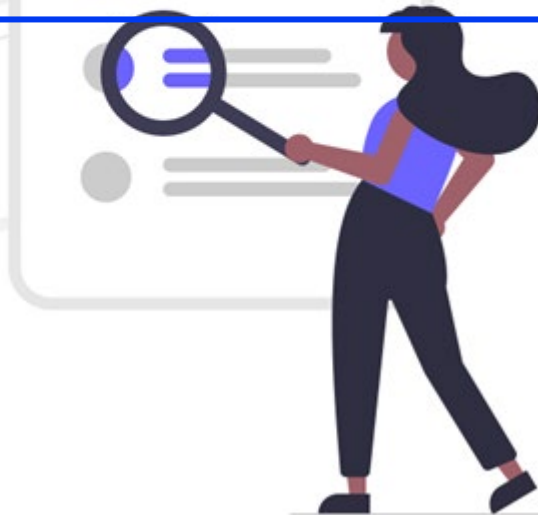


INNOVATION COUNCIL



Solution 3:

Recruit women for careers in IP law



Case Study:

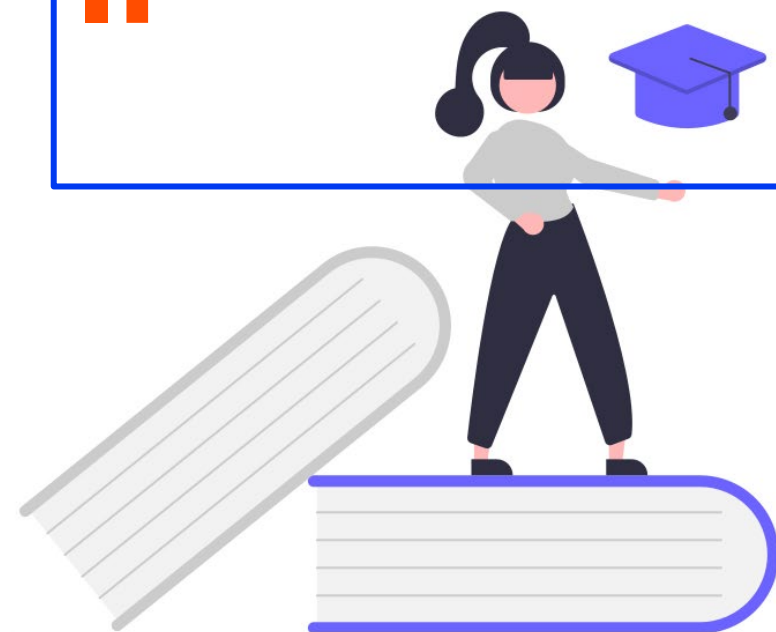
Government of India recruits women for IP careers

- ◊ Recruits women with patent qualifications for IP careers
- ◊ Provides training
- ◊ One year paid internship
- ◊ On-the-job training in patent prosecution and management



Solution 4:

Teach the value and relevance of IP



Convince

Raise awareness of the value of IP

Develop

Target women entrepreneurs with capacity building programs



Case Study:

Korea International Women's Invention Exposition



- ◊ Showcases women inventors
- ◊ Promotes use of IP system
- ◊ Provides business opportunities



Case Study:

Taita Basket Branding Program Kenya

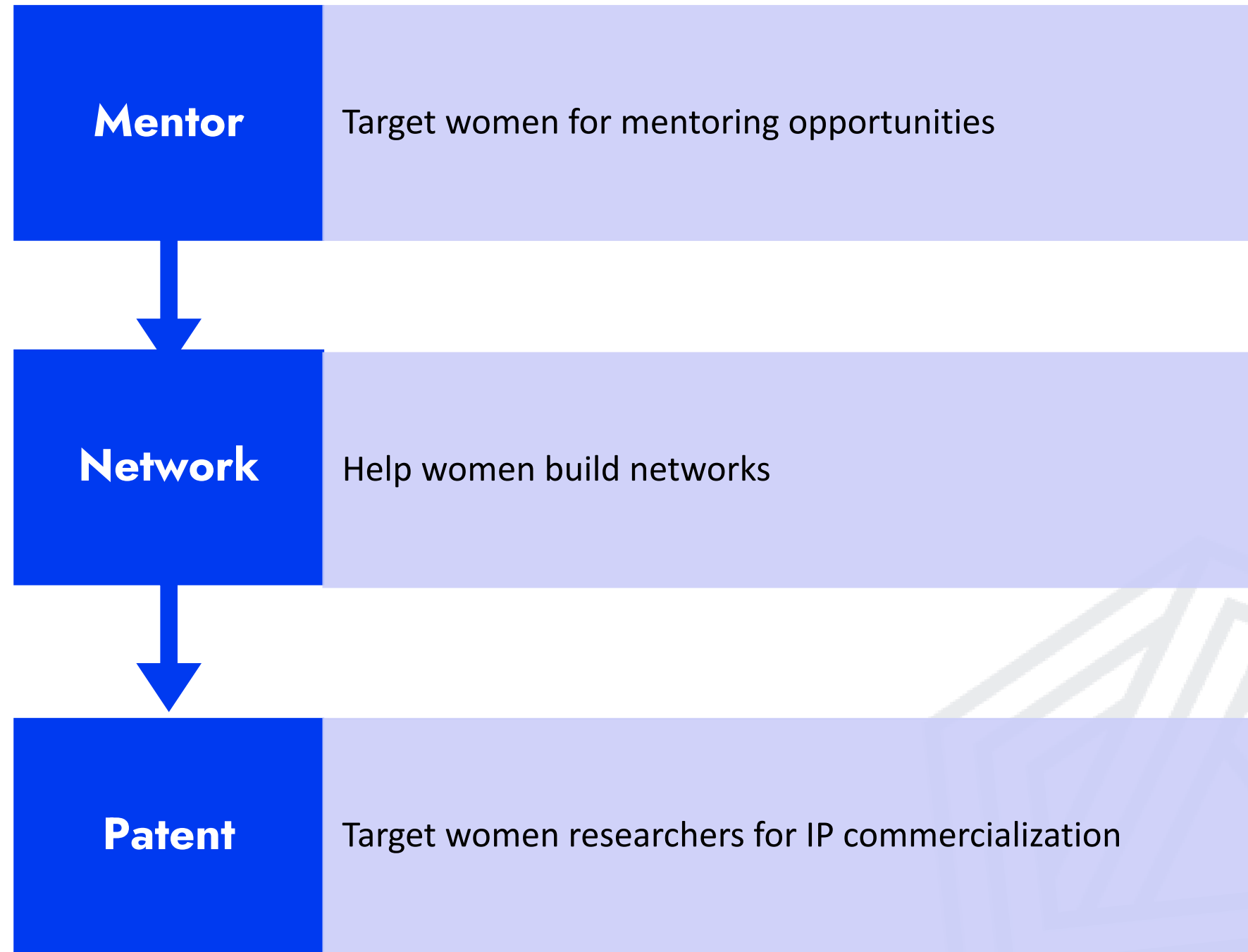
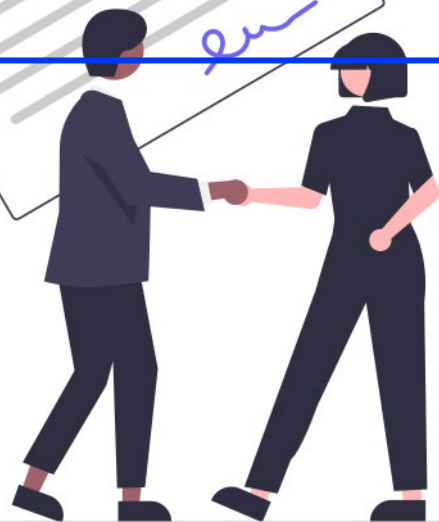


- ◊ Trademark and branding education
- ◊ Formation of association
- ◊ Promotion of brand
- ◊ 50 – 100% increase in revenue



Solution 5:

Support women's success in IP-intensive fields



Case Study:



provides mentoring opportunities



- ◊ Mentoring program
- ◊ Trained mentors
- ◊ One-on-one coaching
- ◊ Educational and networking events



The Way Forward

Jennifer Brant

Executive Director, Innovation Council



INNOVATION COUNCIL

THANK YOU

Professor Mark Schultz

Goodyear Endowed Chair in IP Law
University of Akron School of Law
Akron, Ohio, USA
mschultz@uakron.edu
uakron.edu/ip

Jennifer Brant

Executive Director, Innovation Council
jbrant@Innovationcouncil.org
innovationcouncil.org



INNOVATION COUNCIL