

# **Policy Approaches to Close the Intellectual Property Gender Gap**

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INNOVATION COUNCIL

# Policy Approaches to Close the IP Gender Gap

## Best Practices?

## Agenda

- 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**

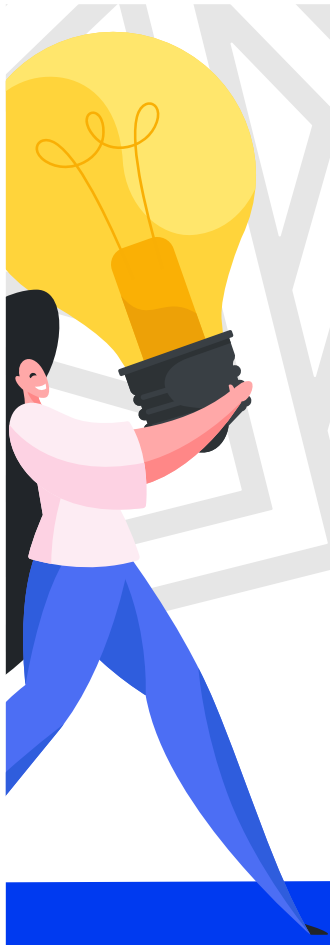
Jennifer Brant

Managing Director, Innovation Council



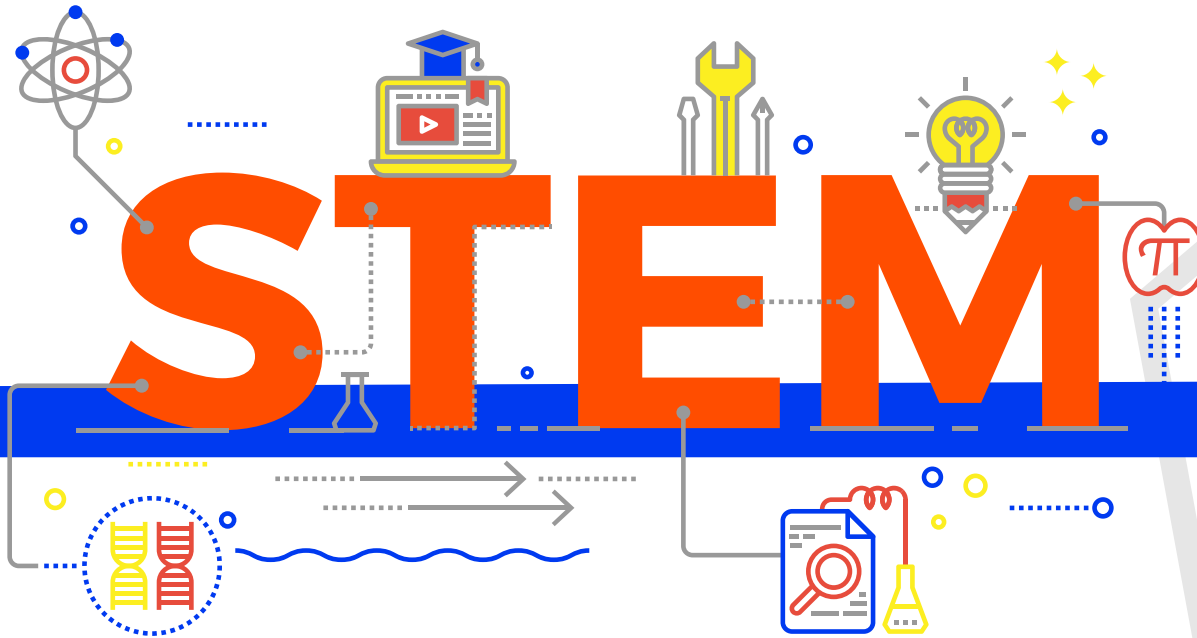
# CHALLENGE 1

**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





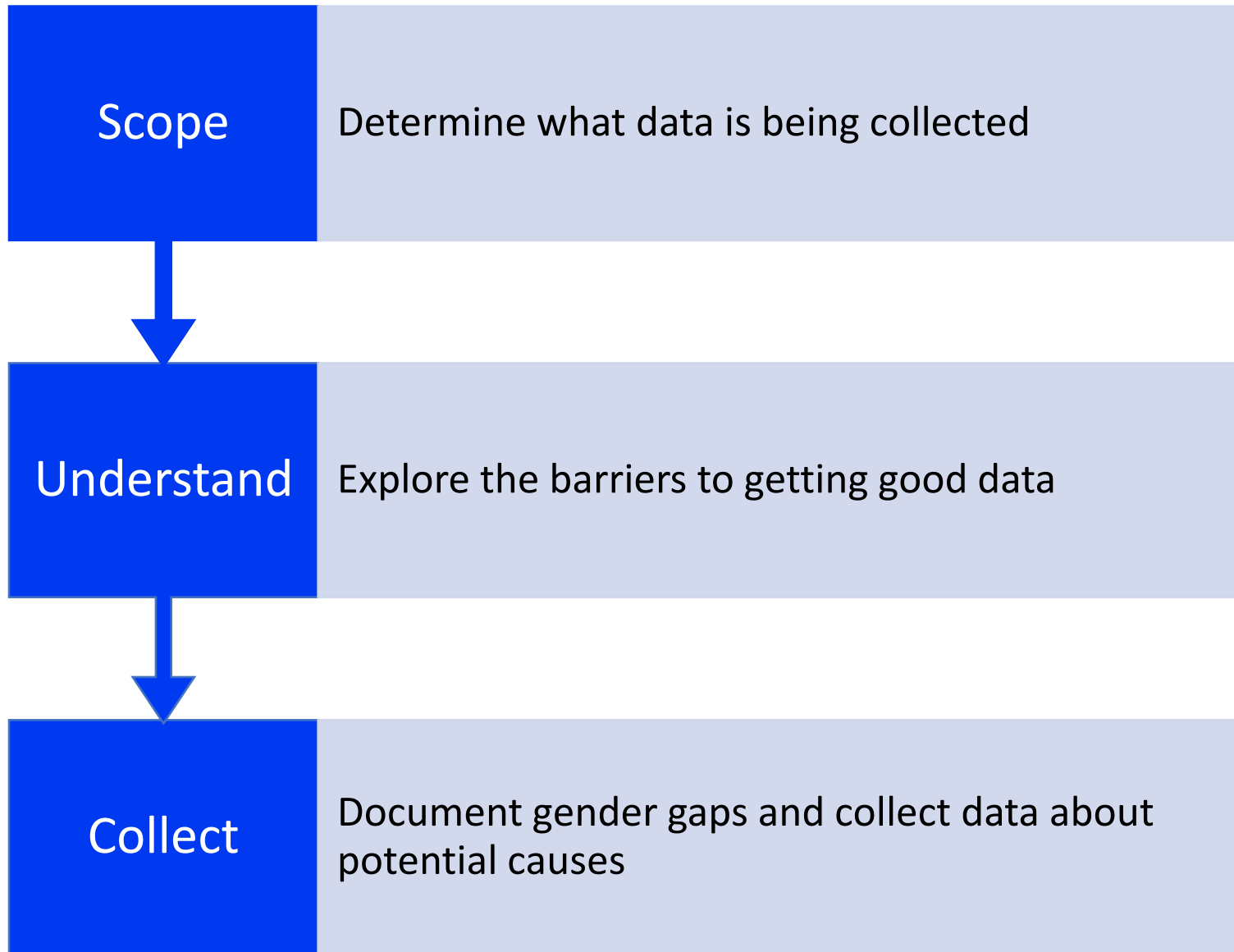
# FIVE ACTIONS TO ADDRESS THE IP GENDER GAP

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**Solution 1:  
Collect  
more data**

# Case Study: AUTM surveyed its members regarding data collection practices



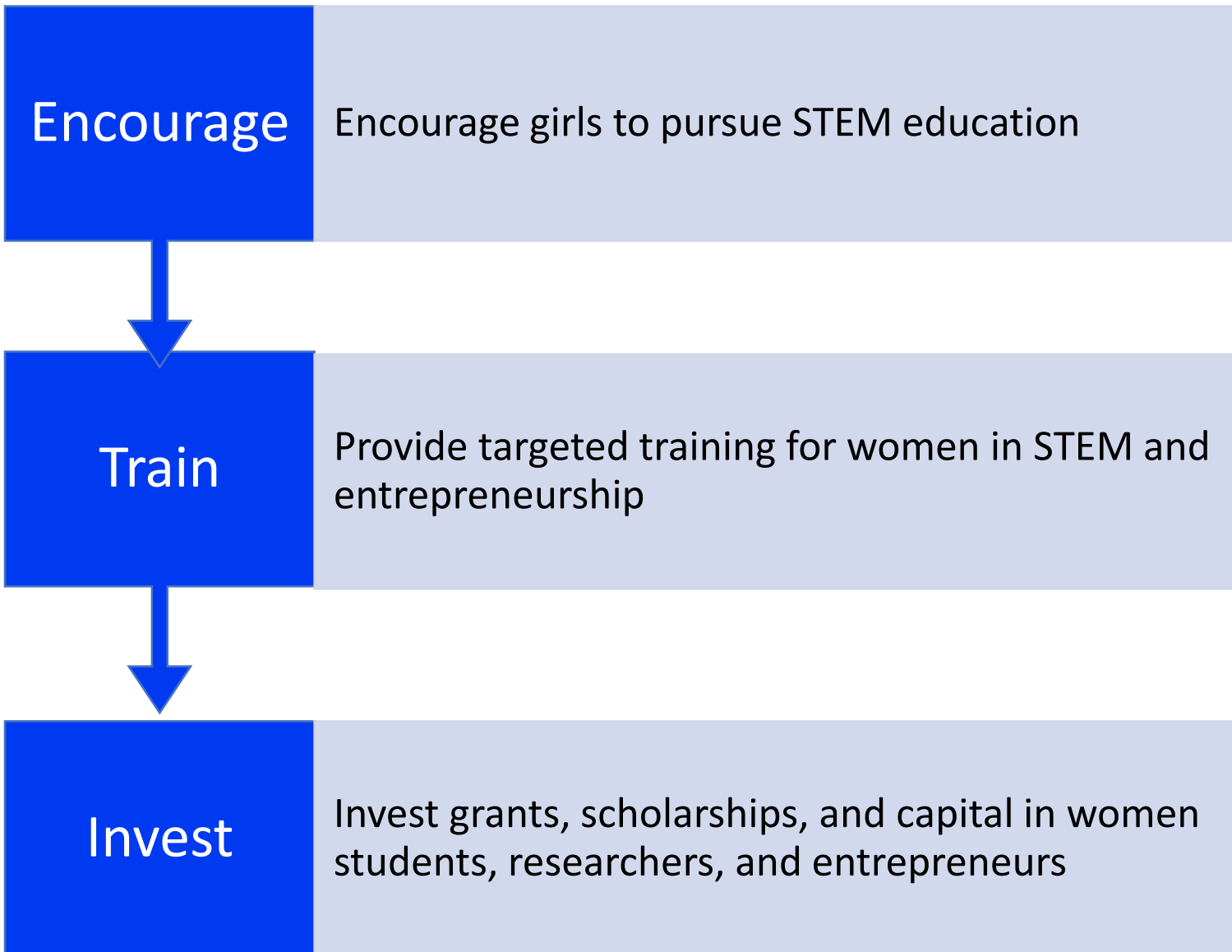
What information is collected



Motivations for not collecting information



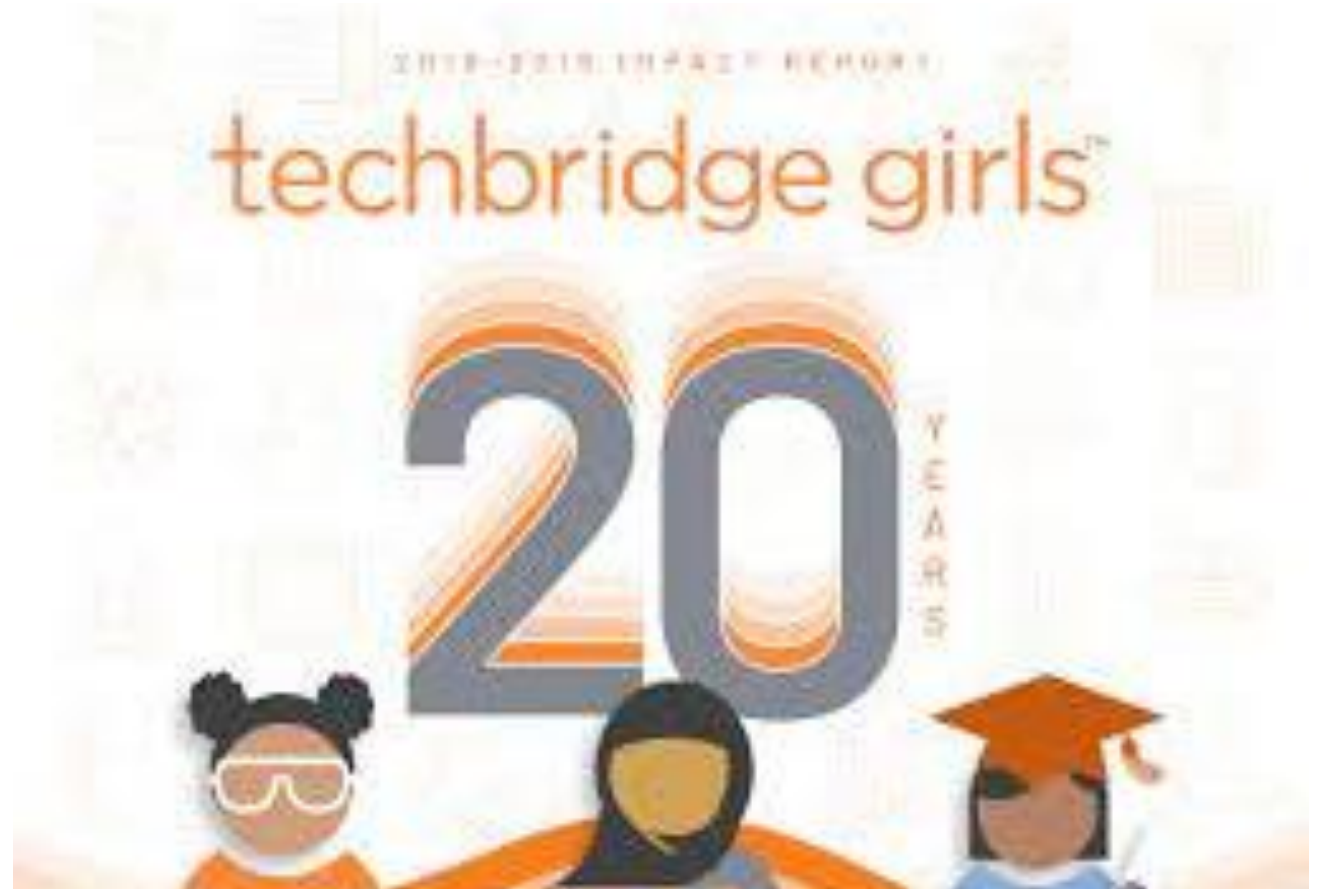
Barriers to getting information

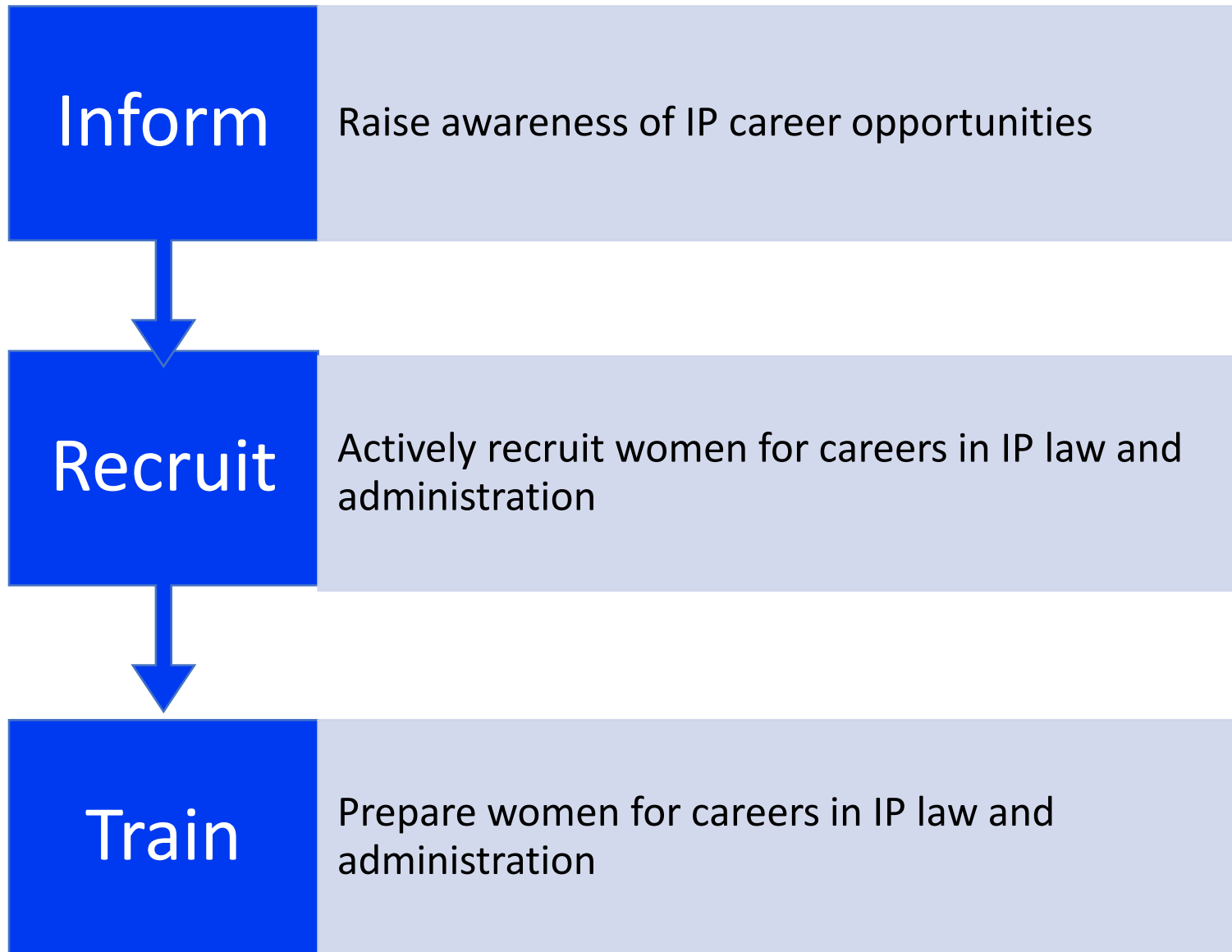


**Solution 2:  
Support  
women in  
STEM and  
business**

# Case Study: Techbridge Girls encourages young women to enter STEM fields

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





**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



**Convince**

Raise awareness of the value of IP



**Develop**

Target women entrepreneurs with capacity building programs

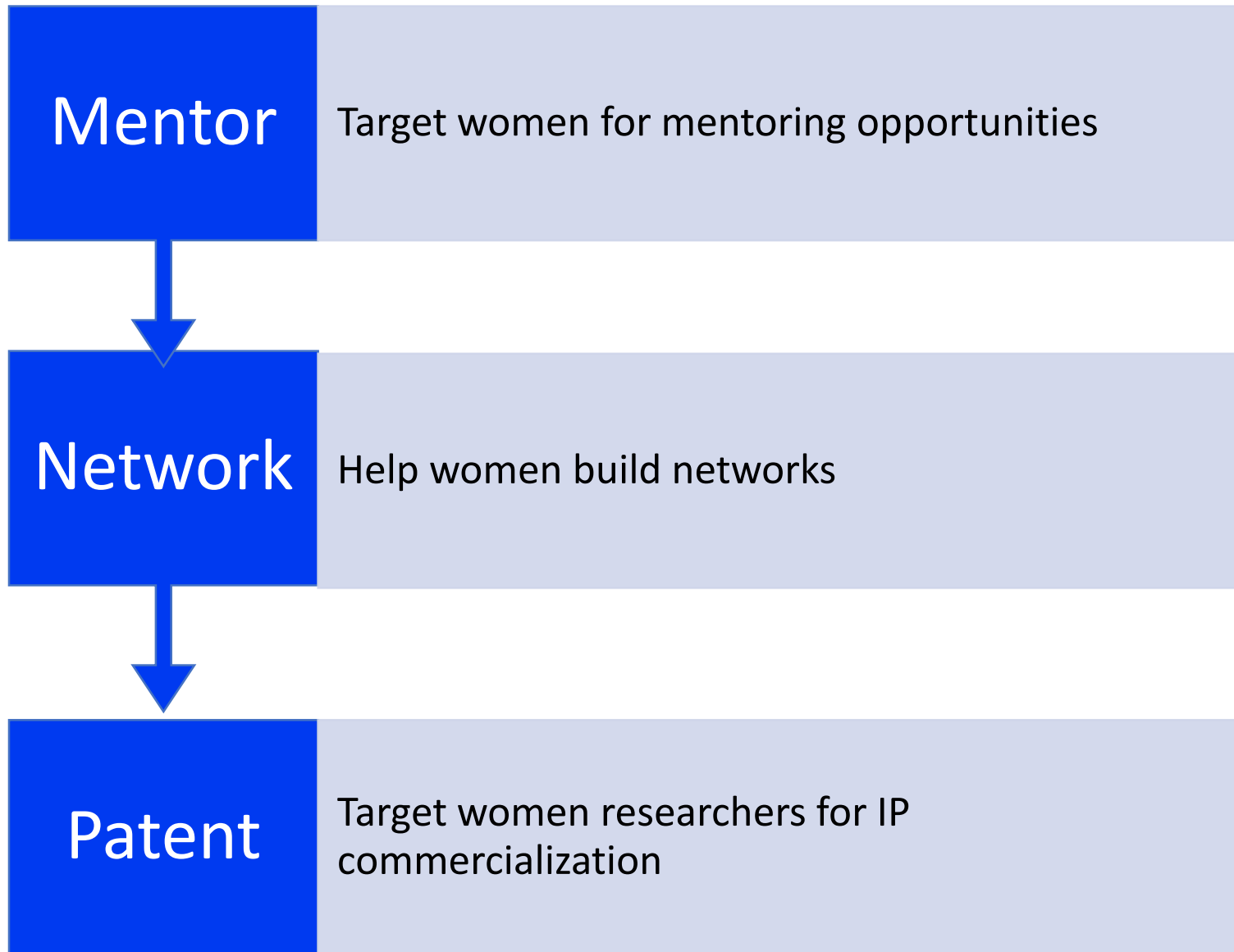
**Solution 4:  
Teach the  
value and  
relevance  
of IP**



# 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: Polaris provides mentoring opportunities

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



**Polaris**  
Together we shine!

# THE WAY FORWARD

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# Thank you

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