Policy Approaches to Close the Intellectual Property Gender Gap

WIPO – 28 April 2021
Jennifer Brant and Prof. Mark Schultz
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.
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
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
Solution 3: Recruit women for careers in IP law

Inform
- Raise awareness of IP career opportunities

Recruit
- Actively recruit women for careers in IP law and administration

Train
- Prepare women for careers in IP law and administration
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: 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

- **Mentor**: Target women for mentoring opportunities
- **Network**: Help women build networks
- **Patent**: Target women researchers for IP commercialization
Case Study: Polaris provides mentoring opportunities

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

Jennifer Brant
Managing Director, Innovation Council
Thank you

Jennifer Brant
Managing Director
Innovation Council
jbrant@Innovationcouncil.org
Innovationcouncil.org

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