

The impact of the Brazilian IP Office's program on IP awareness in the use of IP system by residents – *Gender and Ethnicity Perspectives*

Rafaela Di Sabato Guerrante

Coordinator of INPI Strategy Committee on Gender, Diversity and Inclusion
Senior IP researcher

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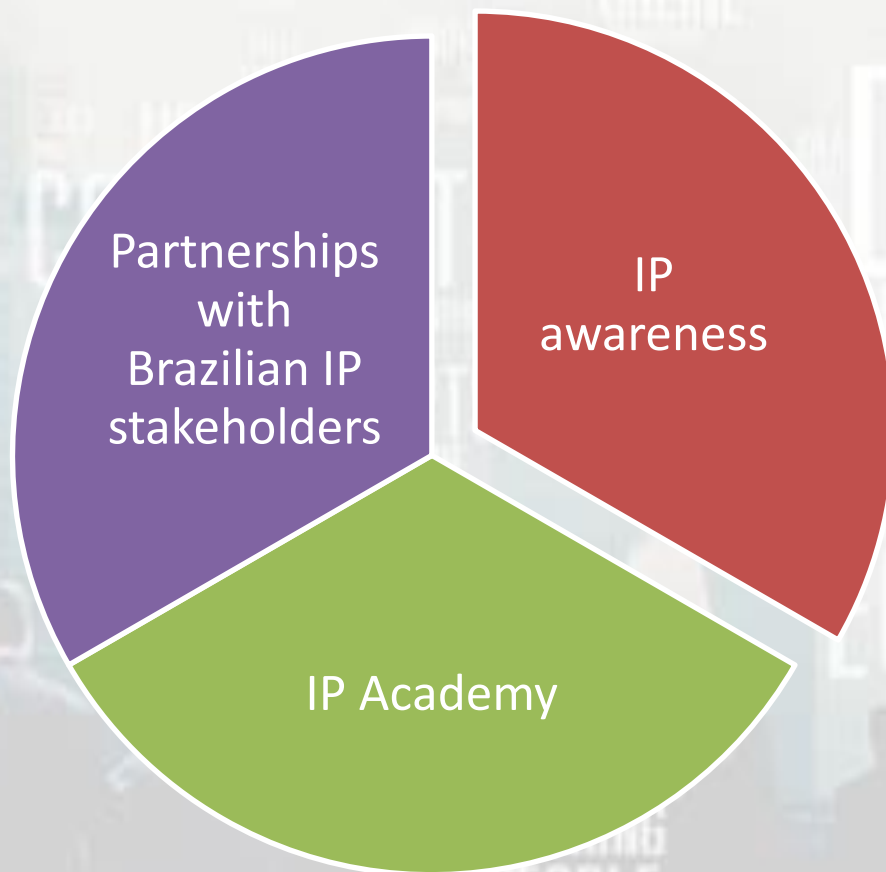


AGENDA

- 1 | Contextualization
- 2 | Scope and Objectives
- 3 | Methodology
- 4 | Characterization of Respondents
- 5 | Demographic data
- 6 | Results and Findings



IP Awareness Department



INPI Strategy Committee on Gender, Diversity and Inclusion



Establish correlations between INPI's IP awareness activities and the use of Brazilian IP system by residents

Identify innovation clusters/hubs to be targeted by INPI IP awareness program

Identify the current scenario of IP knowledge by Brazilian IP stakeholders and the use of the IP system

Disaggregation by GENDER and ETHNICITY

Does the level of IP knowledge vary considering gender and ethnicity?

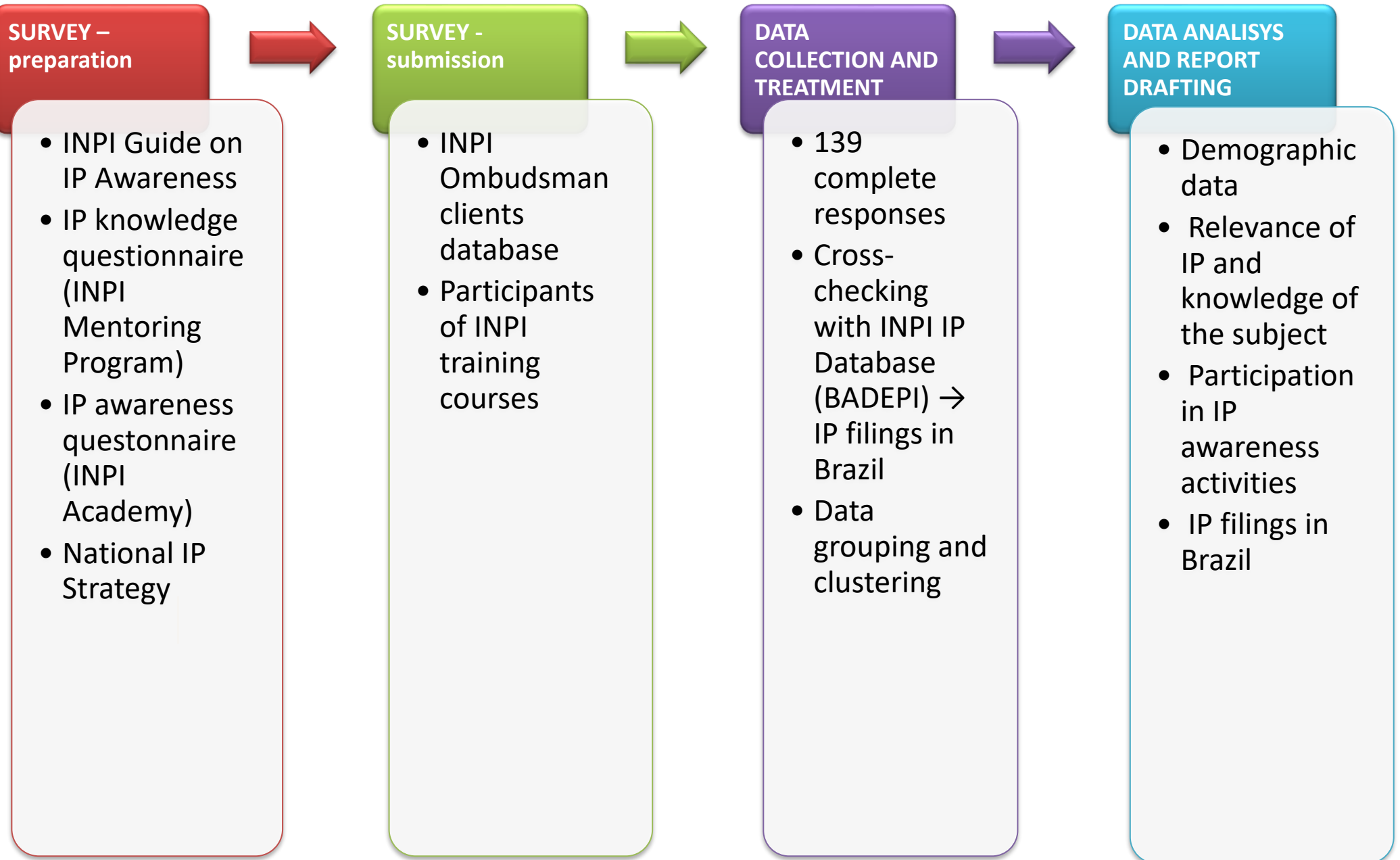
Does INPI IP awareness activities have different impact in raising IP knowledge considering different audiences?

Are there underrepresented groups to be prioritized by INPI, regarding IP awareness activities?

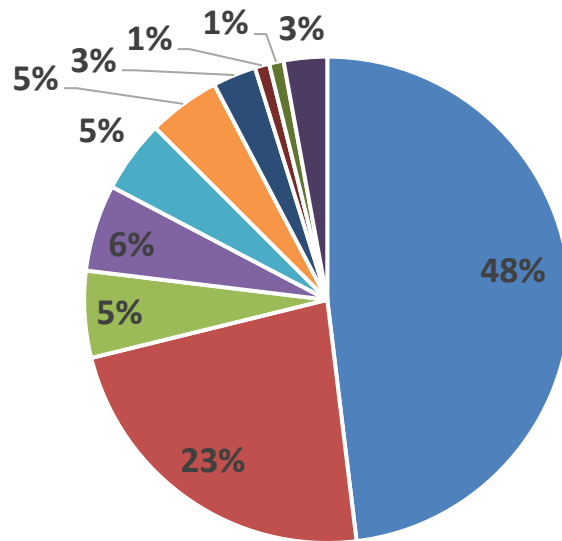
Is there any correlation between IP filings by respondents and gender and ethnicity aspects?

Considering gender and ethnicity of respondents, how do they apply their IP knowledge?

Are there ethnic and gender gap in accessing the Brazilian IP system?



Respondents by Institution



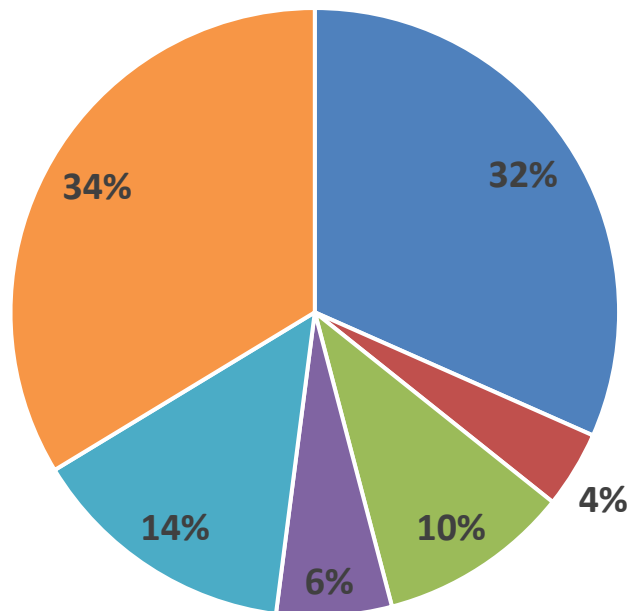
48% of respondents come from private companies

23% from universities

6% are self-employed/independent professionals

- Private Company
- University
- Government
- Self-employed/independent professional
- Institute of Science and Technology
- Start-Up
- Public Company
- S System (industry)
- Joint enterprise
- Others

Size of Institution (Number of Employees)

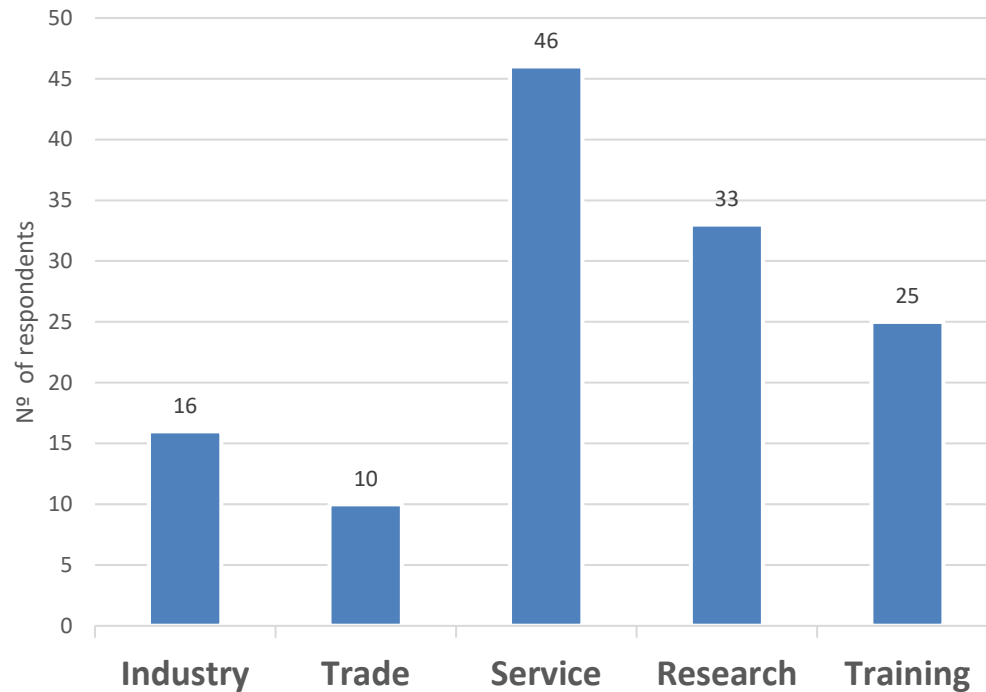


■ Up to 9 ■ Between 10 and 19 ■ Between 20 and 49
■ Between 50 and 99 ■ Between 100 and 499 ■ 500 or more

**34% of institutions
with more than 500
employees/workers**

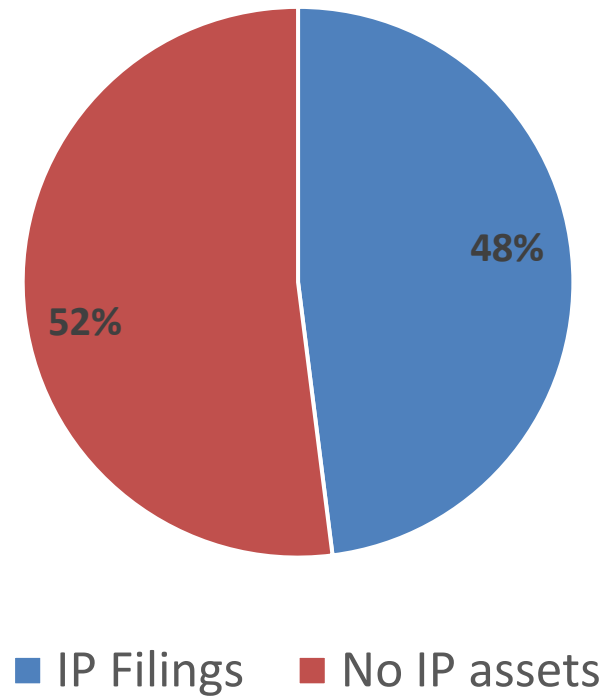
**32% of institutions
with up to 9
employees/workers**

Sector of Institution

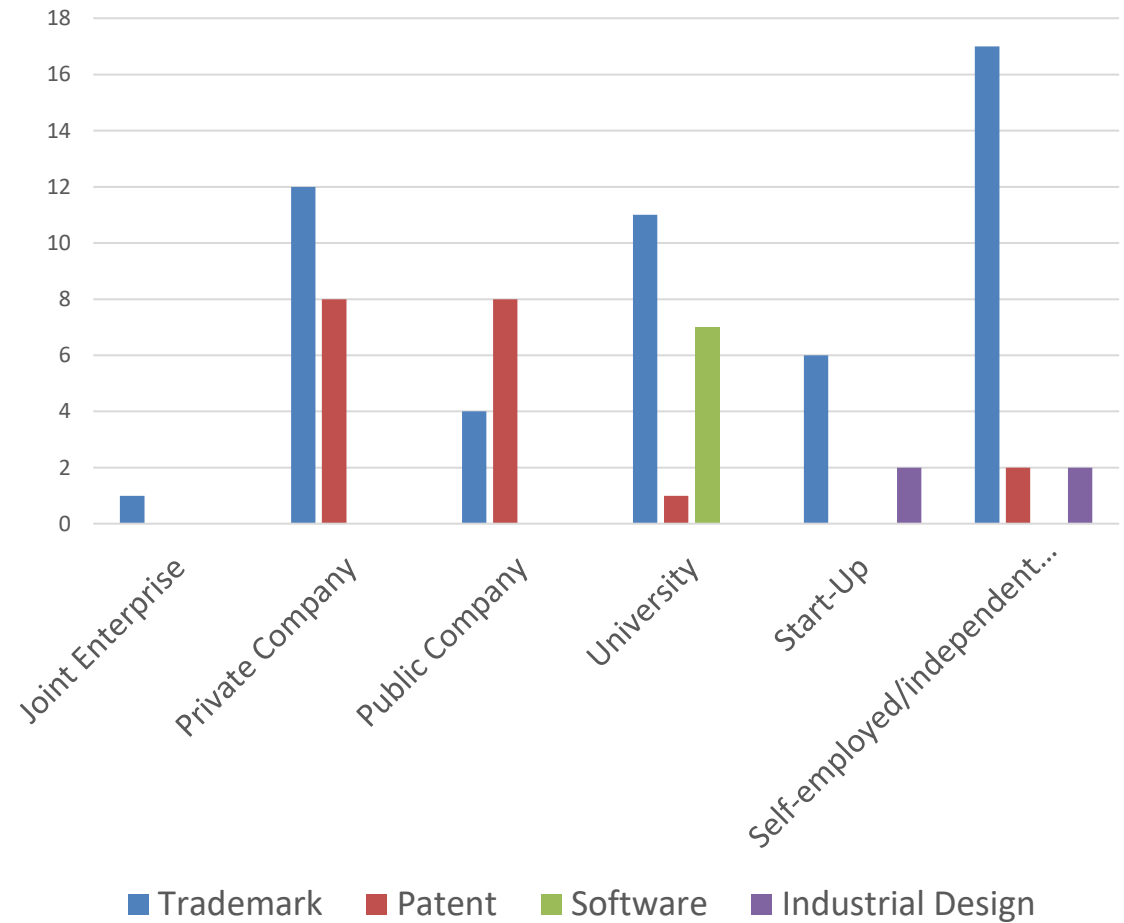


**33% from the
service sector**

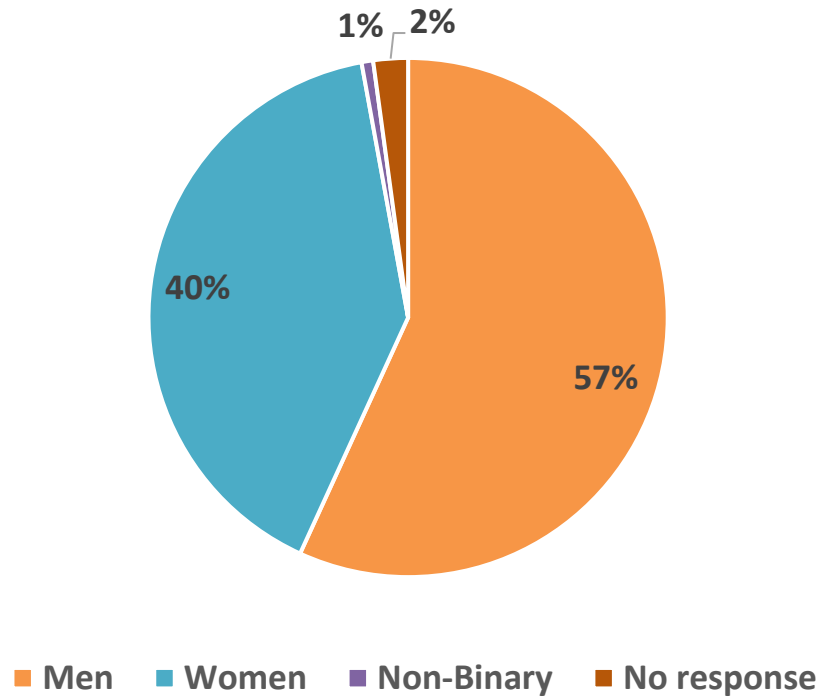
**24% of research
institutions**



IP Filings



Respondents by Gender

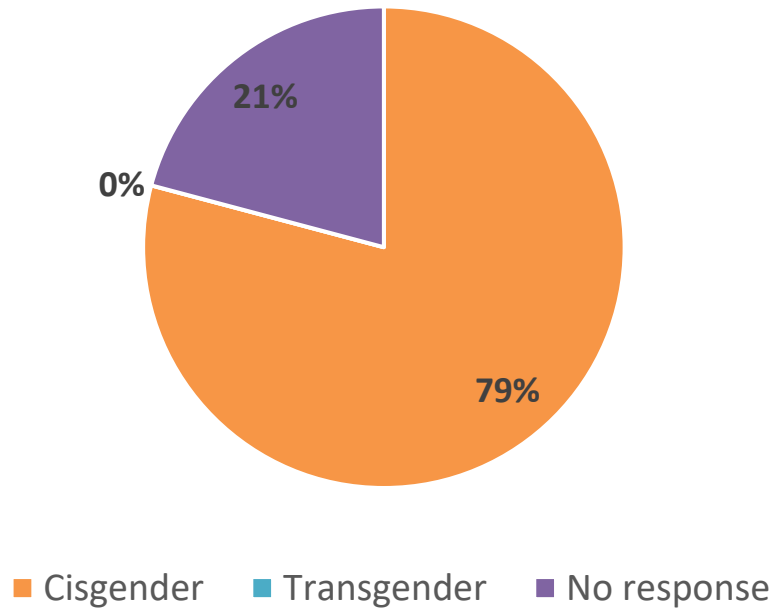


57% of men

40% of women

1 respondent declares non-binary

Respondents by Gender

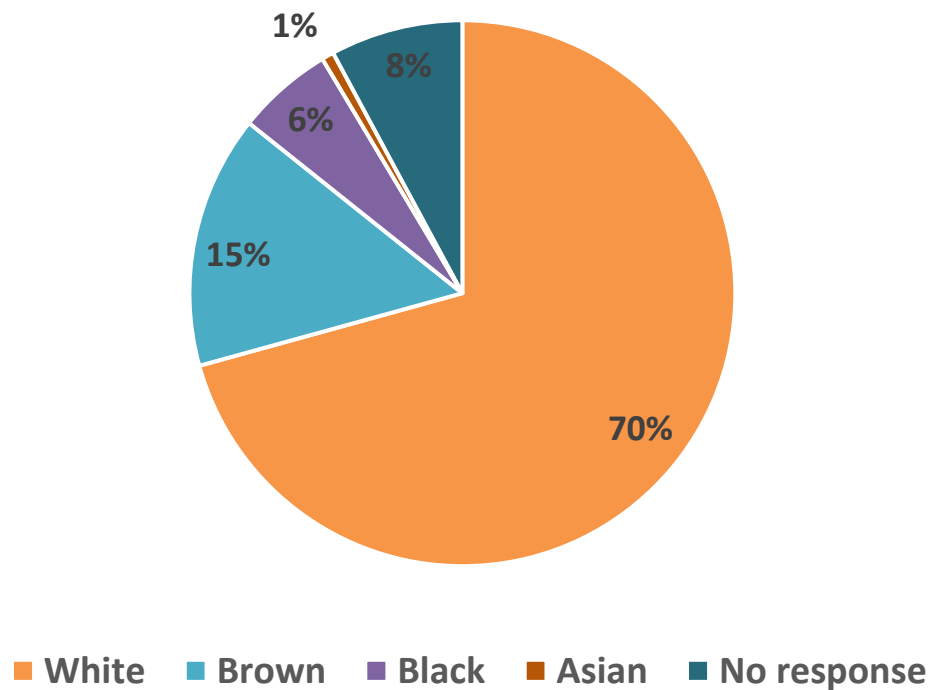


79% Cisgender

21% did not answer

No Transgender

Respondents by Ethnicity



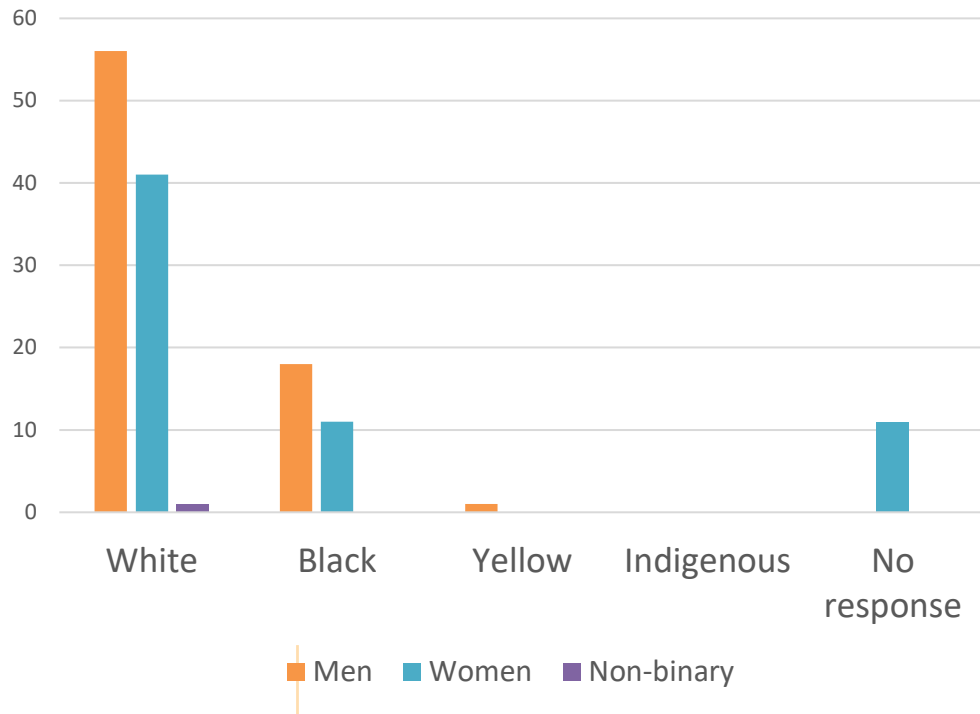
70 % of white respondents

21% of black and brown respondents

1 respondent declares himself Asian (yellow)

8% of respondents did not declare ethnicity

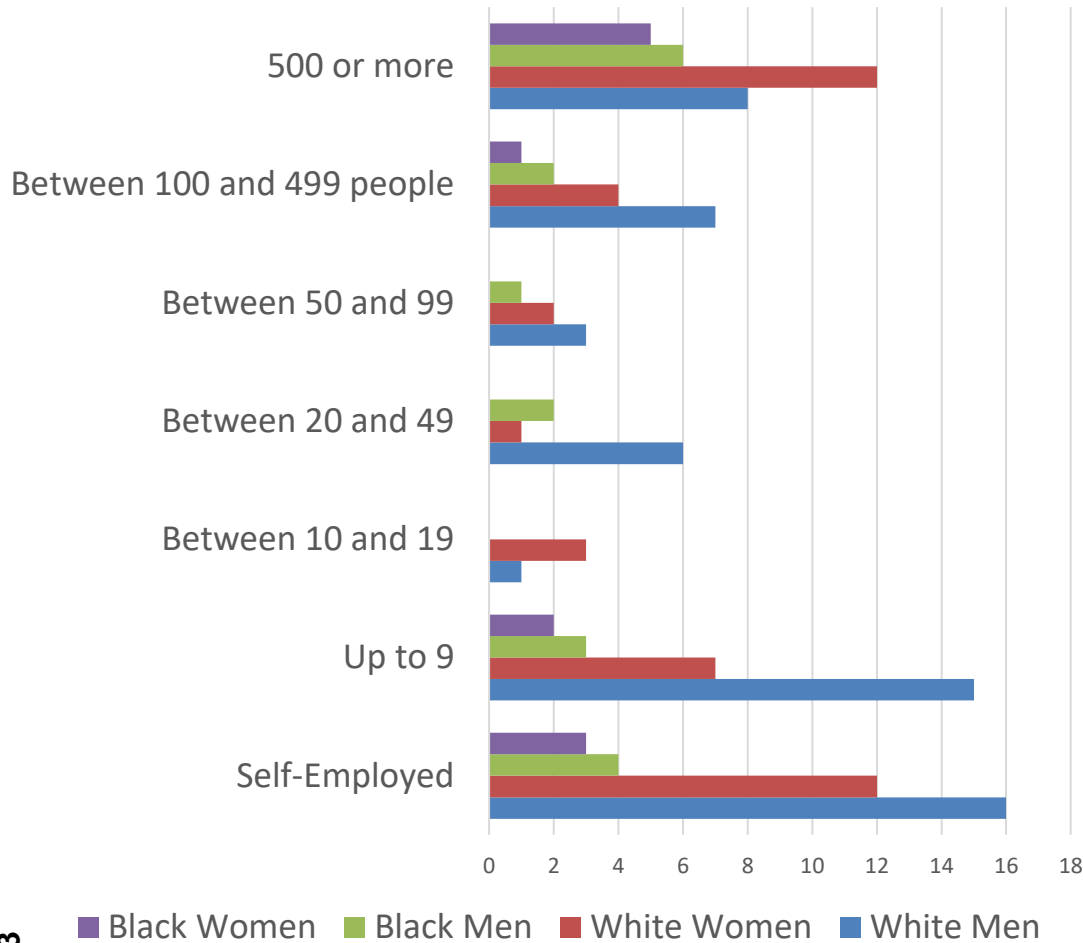
Respondents by Gender and Ethnicity



40% of respondents are white men

The sample of the study entails more discrepancy terms of ethnicity than gender

Gender and Race x Size of Institutions

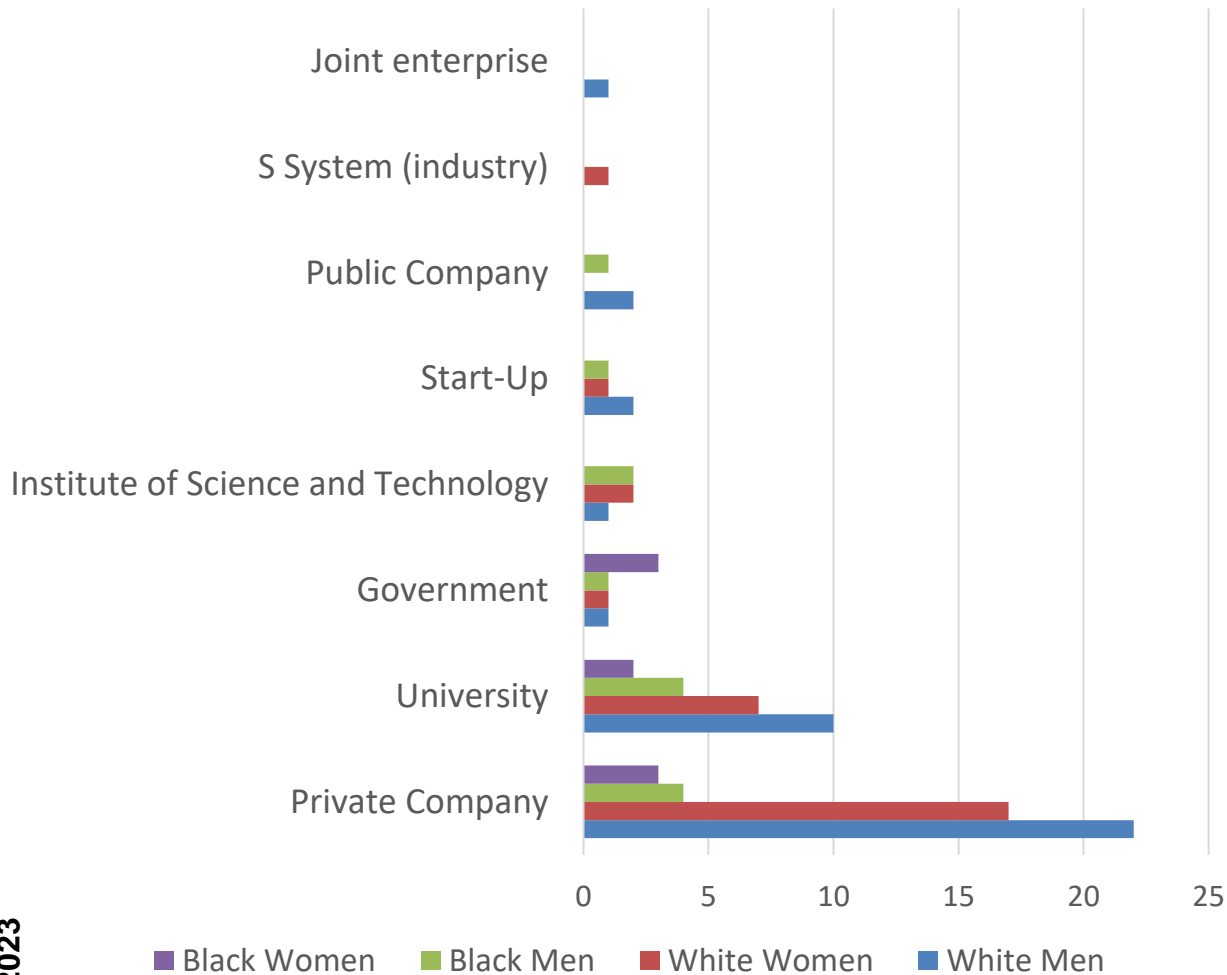


More women than men in large institutions (> 500 employees)

Less discrepancy in terms of gender and ethnicity

Fewer women in mid-size institutions

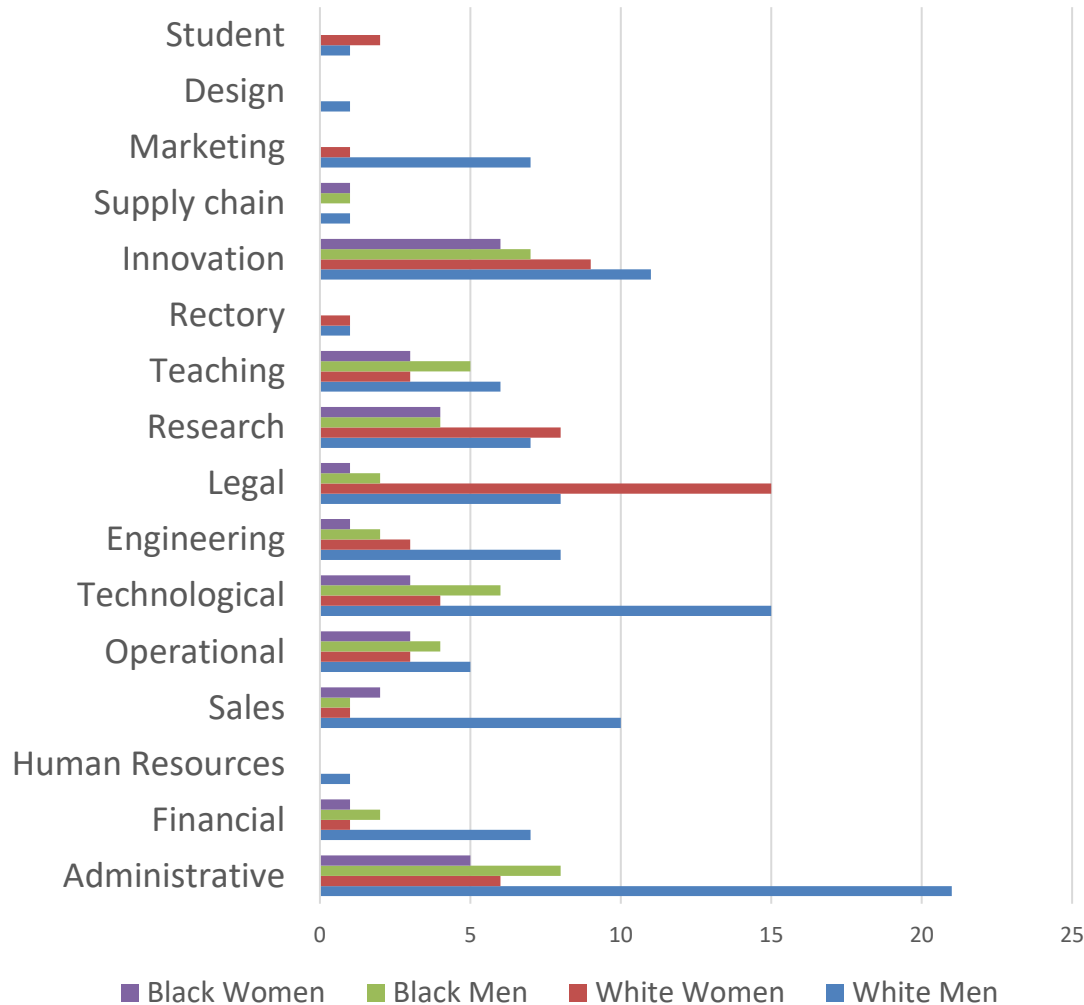
Gender and Race x Type of Institution



Black women in Government, although few

More ethnic than gender imbalance in private companies

Gender and Race x Area/Dept.

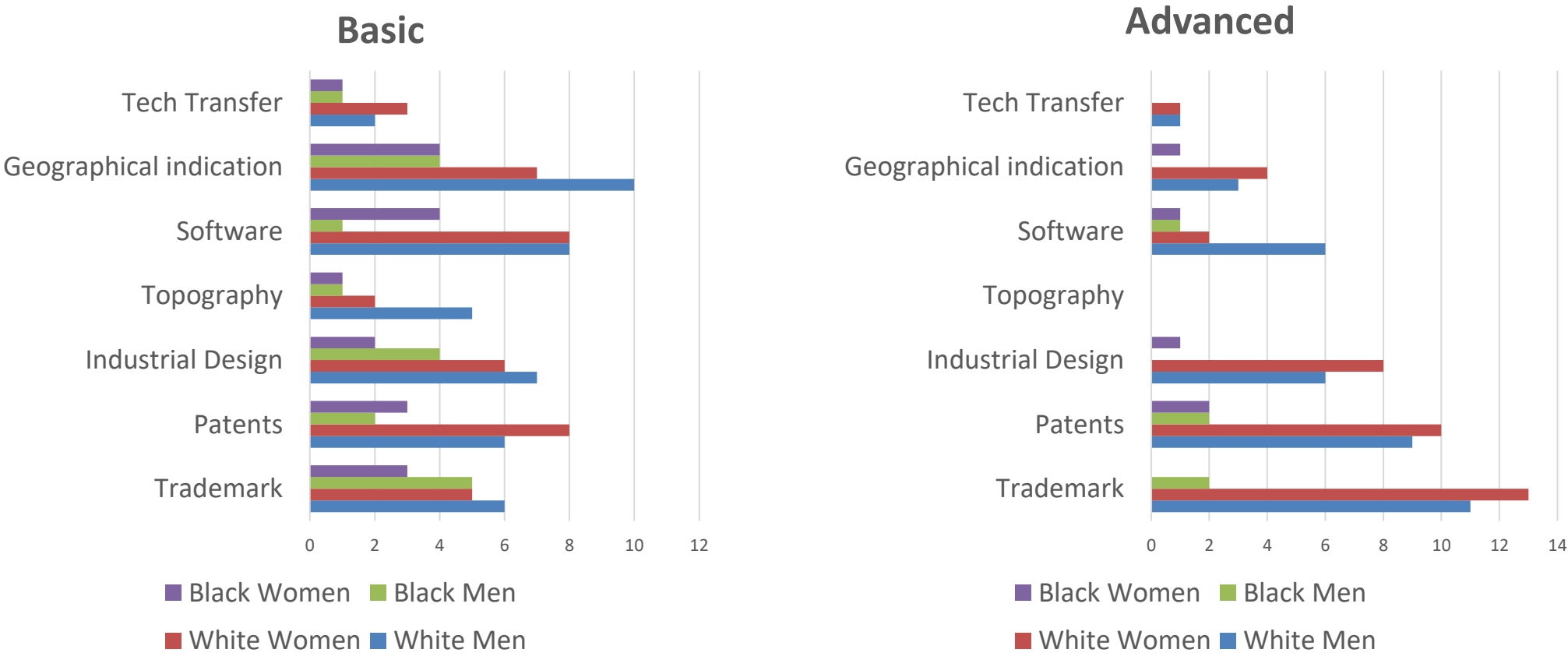


Gender balance in research and innovation departments

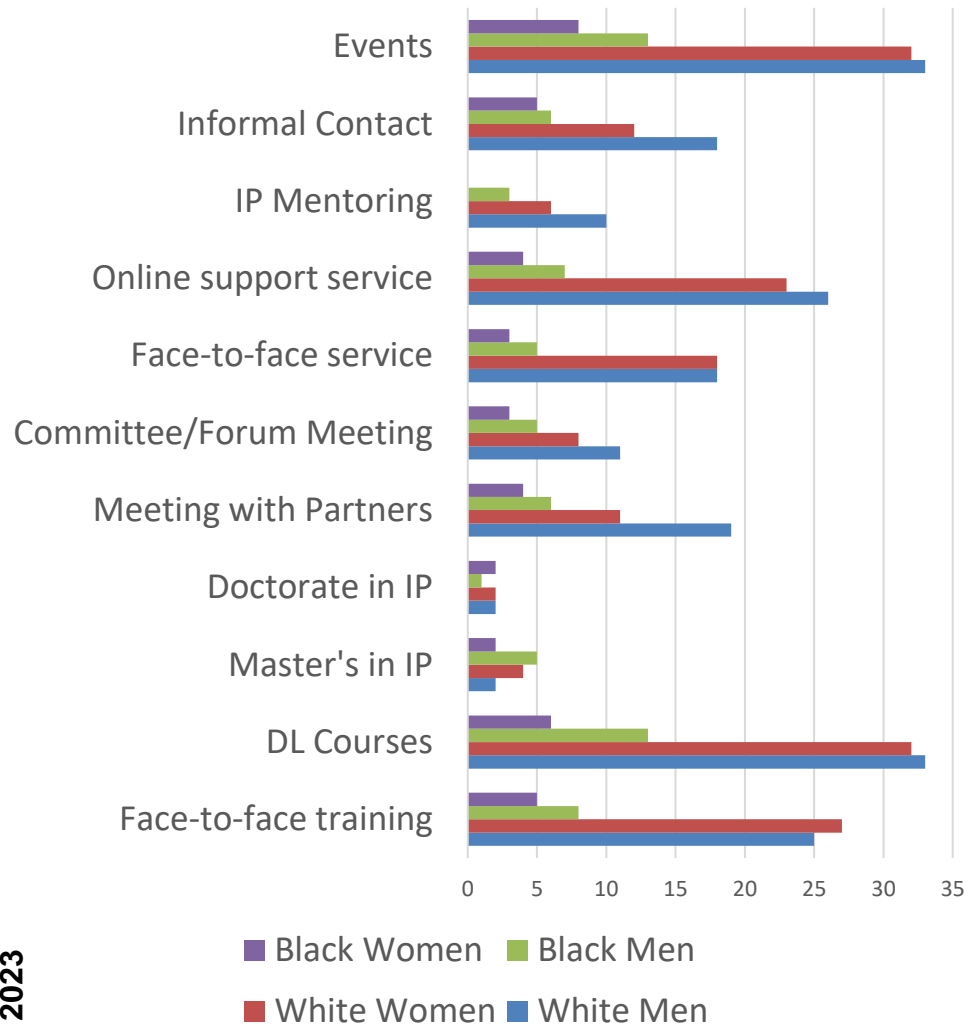
White women area concentrated in legal departments

Race balance in operational departments

IP Proficiency by Gender and Race



IP Awareness activities by Gender and Ethnicity

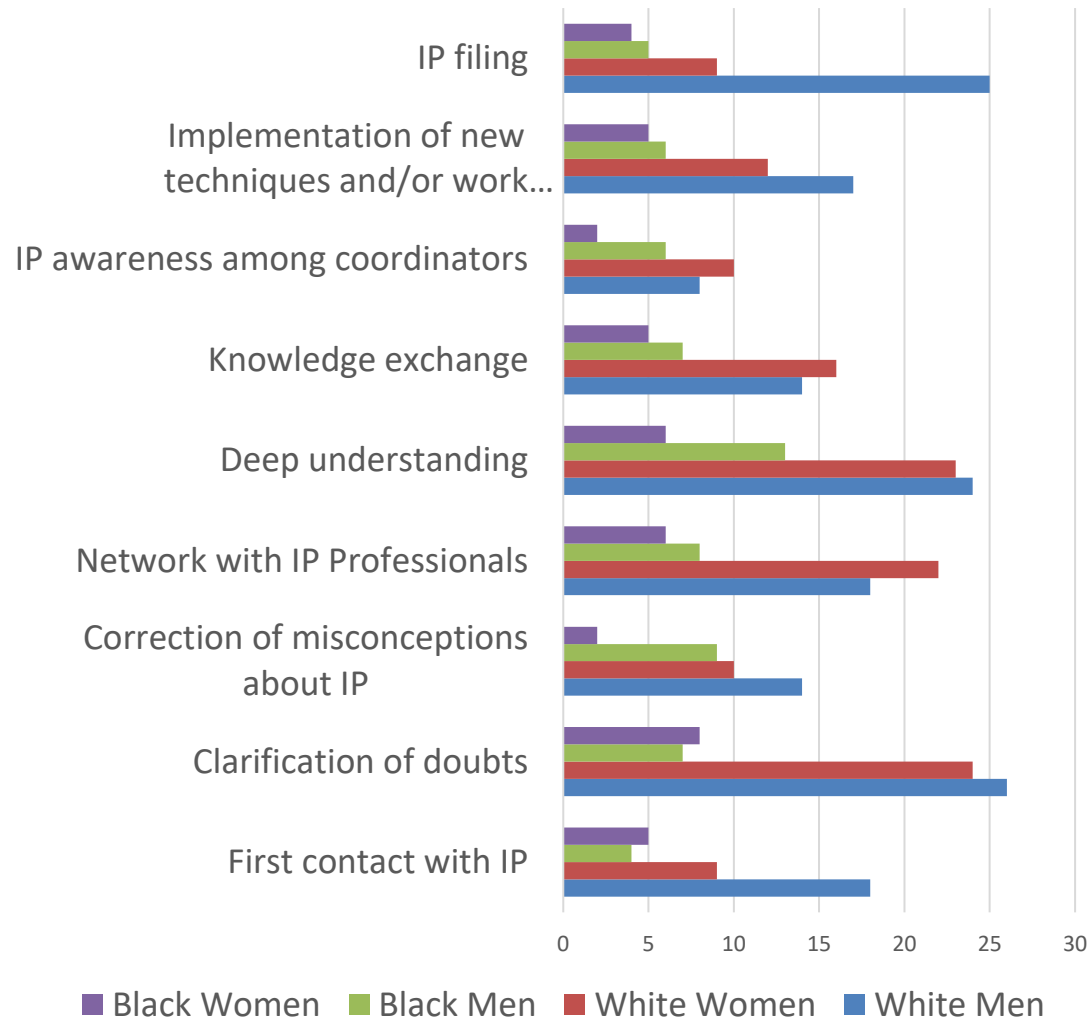


Gender balance attending DL courses, face-to-face training, events, face-to-face and online support service

No black woman in IP mentoring activities

Ethnic imbalance in IP awareness activities

Impact of IP awareness actions



IP awareness activities have greater impact on white men in terms of IP filings

White women are more likely to exchange IP knowledge generated by IP awareness activities

Findings

- Half of respondents are from private companies.
- Half of the sample has at least one IP filing, most of them from self –employed respondents (trademarks)
- 70% of respondents are white
- In the IP analyzed sample, ethnic gap is greater than gender gap
- Ethnic imbalance in IP awareness activities
- IP awareness impact in IP filings → white men
- White women tend to have higher level of IP knowledge
- No advanced knowledge in GIs and tech transfer
- Gender balance and ethnic imbalance regarding basic IP knowledge
- Few IP women with advanced knowledge in software
- No IP black users with advanced knowledge in industrial designs
- Gender imbalance in patent knowledge
- No IP black woman with advanced knowledge in trademarks
- IP white women concentrated in legal department
- IP black women (although few) concentrated in Government sector

Next Steps

- Complementary studies targeting specific social groups and Brazilian IP users
 - Larger and more diverse sample
 - Black IP users
- Results of the present study will be shared within INPI and with its Strategy Committee on Gender, Diversity and Inclusion for analysis and propositions
- IP awareness actions targeting black IP users
- IP awareness actions to promote the use of Brazilian IP system by women
- IP mentoring for black people
- IP mentoring for women
- IP awareness activities focusing on geographical indications
- IP partnerships targeting tech transfer activities
- IP awareness for women in STEM
 - Software training
 - Patent training
- Industrial design training for black IP users
- Trademark training for black women



Thank you!
Merci!

www.gov.br/INPI/en



rafaela@inpi.gov.br



@rafaela-guerrante

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