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

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## AGENDA

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Contextualization

INPI Strategy Committee on Gender, Diversity and Inclusion

IP Awareness Department

Partnerships with Brazilian IP stakeholders

IP Academy

IP awareness

CEGDI
Strategy Committee on Gender, Diversity and Inclusion
Scope and Objectives

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?
Methodology

**SURVEY – preparation**
- INPI Guide on IP Awareness
- IP knowledge questionnaire (INPI Mentoring Program)
- IP awareness questionnaire (INPI Academy)
- National IP Strategy

**SURVEY - submission**
- INPI Ombudsman clients database
- Participants of INPI training courses

**DATA COLLECTION AND TREATMENT**
- 139 complete responses
- Cross-checking with INPI IP Database (BADEPI) → IP filings in Brazil
- Data grouping and clustering

**DATA ANALYSIS AND REPORT DRAFTING**
- Demographic data
- Relevance of IP and knowledge of the subject
- Participation in IP awareness activities
- IP filings in Brazil
Characterization of Respondents

Respondents by Institution

- 48% of respondents come from private companies
- 23% from universities
- 6% are self-employed/independent professionals

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

Size of Institution (Number of Employees)

- 34% of institutions with more than 500 employees/workers
- 32% of institutions with up to 9 employees/workers

- Up to 9
- Between 10 and 19
- Between 20 and 49
- Between 50 and 99
- Between 100 and 499
- 500 or more
Characterization of Respondents

Sector of Institution

- 33% from the service sector
- 24% of research institutions
Characterization of Respondents

IP Filings

- 52% IP Filings
- 48% No IP assets

IP Filings by Type:
- Trademark
- Patent
- Software
- Industrial Design

- Joint Enterprise
- Private Company
- Public Company
- University
- Start-Up
- Self-employed/independent...
Demographic data from Respondents

Respondents by Gender

- 57% of men
- 40% of women
- 1 respondent declares non-binary

Legend:
- Men
- Women
- Non-Binary
- No response
Demographic data from Respondents

Respondents by Gender

- 79% Cisgender
- 21% did not answer
- No Transgender
Demographic data from Respondents

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

Legend:
- **White**
- **Brown**
- **Black**
- **Asian**
- **No response**
40% of respondents are white men
The sample of the study entails more discrepancy terms of ethnicity than gender.
Demographic data from Respondents

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

Bar chart showing the distribution of Black Women, Black Men, White Women, and White Men across different size categories of institutions.
Demographic data from Respondents

Gender and Race x Type of Institution

- Joint enterprise
- S System (industry)
- Public Company
- Start-Up
- Institute of Science and Technology
- Government
- University
- Private Company

Black women in Government, although few

More ethnic than gender imbalance in private companies
Demographic data from Respondents

Gender and Race x Area/Dept.

- Student
- Design
- Marketing
- Supply chain
- Innovation
- Rectory
- Teaching
- Research
- Legal
- Engineering
- Technological
- Operational
- Sales
- Human Resources
- Financial
- Administrative

Gender balance in research and innovation departments
White women area concentrated in legal departments
Race balance in operational departments
Results and Findings

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Black Women</th>
<th>Black Men</th>
<th>White Women</th>
<th>White Men</th>
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<tbody>
<tr>
<td>Events</td>
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<td>Informal Contact</td>
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<td>IP Mentoring</td>
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<td>Online support service</td>
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<td>Face-to-face service</td>
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<tr>
<td>Committee/Forum Meeting</td>
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<td>Meeting with Partners</td>
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<td>Doctorate in IP</td>
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<td>Master's in IP</td>
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<td>DL Courses</td>
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<td>Face-to-face training</td>
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Impact of IP awareness actions

- IP filing: White men have the greatest impact in terms of IP filings.
- Implementation of new techniques and/or work: White women are more active.
- IP awareness among coordinators: Black women have higher engagement.
- Knowledge exchange: White women are more likely to exchange IP knowledge.
- Deep understanding: Black men show higher engagement.
- Network with IP Professionals: White men have the highest participation.
- Correction of misconceptions about IP: Black women have higher engagement.
- Clarification of doubts: Black women show higher participation.
- First contact with IP: Black men have the highest engagement.

**Results and Findings**

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.
Main Findings and Next Steps

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!

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