

Network for Innovative Women and IP

Mexico



ECONOMÍA
SECRETARÍA DE ECONOMÍA



IMPI
INSTITUTO MEXICANO
DE LA PROPIEDAD
INDUSTRIAL



Closing the gender gap in IP

“Project on Increasing the Role of Women in Innovation and Entrepreneurship”



National consultations: Creation of the Network

 February 2021



WIPO – IMPI Study

 2019 - 2020



Digital Community of the Network

 July 2021

WIPO-IMPI Assessment Study



Patent applications in México



62.5%



6.2%



31.4%

After including a gender identification box in applications...

Right holders in applications of
trademarks
(persons, excluding companies)

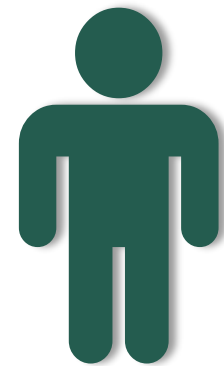


66%



34%

Inventors in national applications of
patents, industrial designs
and utility models



64%



14%



22%





Visibility



Podcast



Blog



Short videos



Information



Advice



Videos



Links



Data



Assistance



Mentorships

Visibility

 **Podcast
blog**

Showcase success stories

7 women entrepreneurs
6 women inventors



 **Short
videos**

Inventions by Mexican women



Information

Advice



- Monthly sessions by outside experts
- On demand sessions by IMPI experts

Videos



- How to talks
Trademarks
Inventions
- Tutorials

Data



- Notes
Gender based information from IMPI's databases

Links



- Other resources
National
International



Assistance: Mentorship project

Sept-Nov 2021

Calls for:

- Mentors
- Mentees

Partners and allies

- IP private associations
- Chambers
- Industry
- Universities
- Other agencies

Follow-up

- Facilitators (IMPI)
- Participation in sessions
- Questionnaires



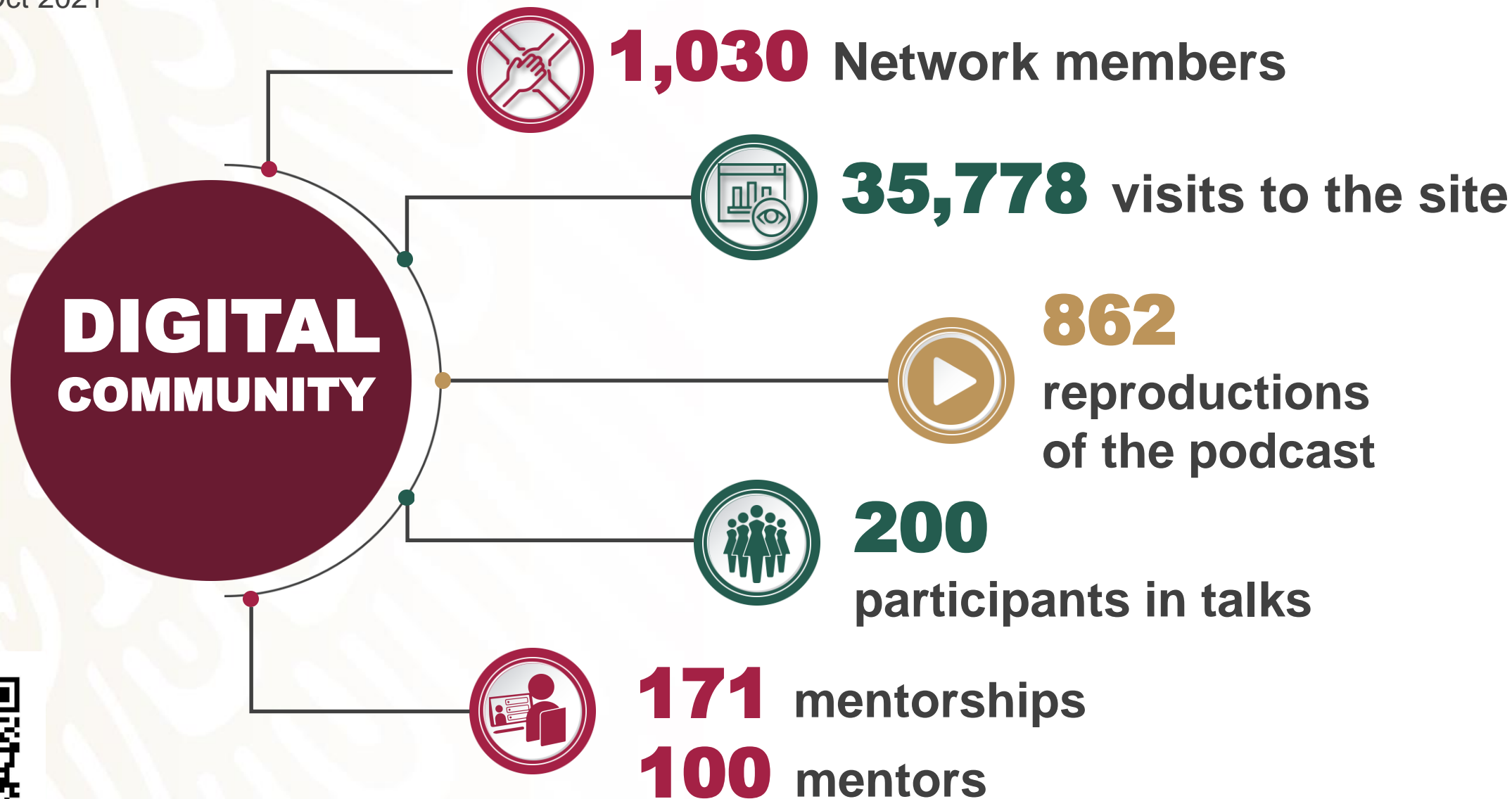
Organization

- Solve a problem
- 4-6 sessions for TM
- 8-12 sessions for inventions
- Commitment/ rules
- Individual work plans



Some results

July - Oct 2021



¡GRACIAS!



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