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Women in Intellectual Property Addressing the Gender Gap

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ABSTRACT

Intellectual Property Rights fosters innovation, creativity and economic growth. We have witnessed the enormous contribution of IP towards the global trade, economy and development. With the beginning of the fourth industrial revolution, there has been a paradigm shift in the technology and digital space. This era symbolizes the manifestation of the omnipotence of human mindscape, and the coming age marks the absolute transformation in IP.

Throughout history, both men and women have transformed the world with their vision and industry. Yet women remain far under-represented in the domain of intellectual creation. Women have been subject to mass discrimination, bias, and stereotypes, and history is the evidence. It is not because they are incompetent or inept but because of the prevailing stereotype and male dominance. With the leap of civilization, women have found a better place for themselves and established their prominence in every sphere. The goal still needs to be achieved; inequality prevails at a considerably larger rate. “The embryonic and foundational waves of feminism paved the path to proving the potential of women. But today, at the outset of this modern era, this potential needs to be transformed into total gender parity”.

This paper shall effectively examine the problem of gender inequality in the domain of innovation, creativity, development, and intellectual property. It attempts to address the menace of gender inequality and assess the causes. It also shall outline effective solutions with reference to practical case studies and analyse the status quo. A prospective goal and its implication on the world IP scenario will be produced, highlighting the radical changes and transformation which shall be achieved with the attainment of gender parity.

Keywords: *Intellectual Property, Gender Inequality, Economy, Global Growth, Women Empowerment, Women Participation.*

I. INTRODUCTION

Gender disparity in the Intellectual property domain is the wide gap that prevails in the data and statistics of the involvement of female innovators in comparison to the male. There has been a

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significant increase in the involvement of women in the innovation sector in the 20th century compared to the past, but to attain gender parity, there is a long way to go.

Women and girls comprise the other half of the world's population and, therefore, also half of its potential². Women continue to be underrepresented in major areas of the innovation sector; this is because the data contributed by leading organizations reveal women hold a considerably meager amount of share in IP filings. These underrepresented areas constitute patents, copyrights, industrial designs, etc. All the available data and information suggest that women lag behind their male counterparts in innovative and creative industries.

II. GENDER DISPARITY: TRENDS AND DATA

The World Intellectual Property Organization (WIPO), in its recent analysis, shows that less than a third of all international patent applications filed in 2019 included women inventors. Under the premise of the international patent regime, patent applications are an important benchmark for measuring innovative activity in the global economy. The low representation of women in the innovation ecosystem is of particular concern as it indicates that enormous potential is being left unharnessed and a huge range of talents is not being put at the disposal of humanity to help solve pressing social problems such as climate change, sustainable energy production, and consumption or food security and to increase competitiveness³.

Most of the fields associated with the IP are dominated by men. According to the United Nations report highlighting the participation of women in the Entertainment industry, only 7 percent of the world's film directors are female; similarly, only 20 percent of women are screenwriters⁴. This substantially highlights the underrepresentation of women in the copyright regime. Creative and artistic domains are also dominated by men.

Likewise, a study of the global art market has revealed that artistic works by women artists fetch less or discriminatively low at auction than those by men. This is limited data on the global IP scenario, which is available, but entering into the IP regimes country by country with gender perspectives can produce a harsh reality.

Study into the US IP system

A study into the United States patenting regime provides us insights regarding the widespread gender gap. The National Centre for Women & Information Technology, in partnership with

² *Goal 5 Gender Equality*, United Nations, https://www.un.org/sustainabledevelopment/wp-content/uploads/2016/08/5_Why-It-Matters-2020.pdf.

³ *Gender equality and IP*, WIPO, https://www.wipo.int/women-and-ip/en/news/2020/news_0001.html.

⁴ *Power and decision making*, UN stats, <https://unstats.un.org/unsd/gender/chapter5/chapter5.html>.

1790 Analytics, published its report on female IT patenting, analysing records from the U.S. Patent and Trademark Office from 1980-2010. This report states that over the 31-year period, only 6.1% of the U.S. invented IT patents were produced by female inventors and 93.9% by male inventors⁵. In another estimate, in the Industrial design regime, only around 15 percent of those working in industrial design in the United States are female⁶. Similarly, the same is the case in copyright filings; male authors register double the number of copyrights than females⁷.

III. CAUSES

The root causes of the underrepresentation of women in IP are innumerable. There lies widespread gender inequality across different sectors. The strategic assessment of the causes of inequality can be better attained by focusing on the other side of the world, that is, the underdeveloped regions of developing nations. A different part of the struggling world still lives in extreme poverty, unemployment, hunger, and dire living conditions. And these areas strongly reflect adversely on the gender issue. The United Nations Conference on Trade and Development (UNCTAD), in its Least Developed Countries (LDC) Report published in 2019, designates 47 countries as LDCs. These countries majorly belong to Africa, some in Asia and the Pacific, very few in Latin America, and similar in the Middle East. And predominantly, these countries rank very poor or from the bottom in the Gender Inequality Index (GII) of the United Nations Development Program (UNDP). This index measures gender disparity using three critical dimensions, which are: empowerment, labour market participation, and reproductive health. Now, this significantly supplements our objective defining the causes of underrepresentation in IP, which can be highlighted by stating the critical aspects of it as follows:

1. Gender disparities in education

Gender disparities in education exist on a considerably large scale; today, around the world, 132 million girls are out of school. In countries affected by conflict or war, girls are more than twice as likely to be out of school or any form of education than girls living in non-affected countries. Only 25 percent of countries have achieved gender parity in upper secondary education⁸. Now this lack of secondary education among girls affects the involvement of

⁵ Ashcraft Catherine & Breitzman Anthony, *Who Invents IT? Women's Participation in Information Technology Patenting*, 2012 Update 3-4, (National Centre for Women & Information Technology) 2012.

⁶ Alissa Walker, *Women in Industrial Design: Where my Ladies at, Good* (Nov 8, 2010) <https://www.good.is/articles/women-in-industrial-design-where-my-ladies-at>.

⁷ Brauneis, Robert and Oliar, Dotan, *Copyright's Race, Gender and Age: A First Quantitative Look at Registrations*, *The George Washington Law Review* Vol. 86 No. 1, 101, 128-33 (2018).

⁸ *Girls Education*, UNICEF, <https://www.unicef.org/education/girls-education>.

females in fundamental institutions constituting the engineering, scientific, medical, political, economic, and technical subjects. This radically results in the backwardness of women in the innovation, creativity-led IP sector.

2. Gender-biased laws

Even to this date, many countries advocate gender-biased laws discriminating against women. Gender-biased laws radically undermine the position of women in any country. Societal customs can be challenged and overruled, but legalities and illegalities abridge individual dignity. It tends to suppress the voices, talents, and aspirations of countless females. And this subsequently deteriorates women's participation into the innovation, creativity and development.

According to the World Bank's *Women, Business and the Law 2020* report, only eight countries in the world give women and men equal rights⁹. These countries include Belgium, Canada, Denmark, France, Iceland, Latvia, Luxembourg, and Sweden. The report measured gender-based discrimination in 182 countries. The index assessed eight indicators which measured legal differentiation between men and women in various spheres as they transition through different stages of working life.

3. Gender Stereotype and Prejudices

Gender stereotype is predominantly witnessed in our societies. It is a generalized view or preconception about features or attributes, or the roles that are or ought to be possessed by, or exercised by women and men. Women are subject to various kinds of stereotypes, prejudices and dogmas and have been since time immemorial. A gender stereotype is menacing when it limits women's and men's capacity to develop their personal abilities, pursue their professional careers and make choices about their lives¹⁰.

The pre-conceived opinion with respect to women and their duties has continually placed the high potential of women innovation in vacuum. Women have always been underestimated and criticized in terms of their freedom and ambitions. With the evolution of time women have established their potential and marked their positions in every sphere of science, technology, innovation, business and arts yet these misconceptions persist.

⁹ World Bank. 2020. *Women, Business and the Law 2020*. Women, Business and the Law. Washington, DC: World Bank. doi:10.1596/978-1-4648-1532-4, *Women, Business and the Law 2020* (worldbank.org).

¹⁰ *Gender Stereotype*, UNHRC, <https://www.ohchr.org/en/issues/women/wrgs/pages/genderstereotypes.aspx>.

4. Hindrances in the IP system

Potential users fail to make use of the IP system due to multiple factors. The above posed causes are of general nature of women inequality. Exclusively dealing with the IP regime has its own factors and causes.

Addressing a predominant factor is that protecting a patent or a trademark can be very expensive in most parts of the world and is limited to big businesses. This leads to unaffordability. Also, the system includes too many complexities which is also a major predicament. There are no support systems to address the problems and grievances of the users. The services majorly focus only on big businesses and other entities remain neglected.

Similarly, IP education is also a determining factor which considerably limits the number of participants. Most of the women owned business even though at an expanding phase fails to seek funding and such IP protection due to lack of knowledge and information. With the evidence and sufficient research, it is evaluated that there are women owned businesses in most remote parts of the world which despite of abundance in potential lack several important resources which fail them.

IV. BRIDGING THE GAP

The World Bank estimates that, globally, differences between men's and women's total expected lifetime earnings is \$172.3 trillion, equivalent to twice the world gross domestic product (GDP)¹¹. According to a study by the Institute for Women's Policy Research, women won't reach gender parity in the patenting regime in the United States until 2092. Without education about and exposure to innovation and patenting, many women inventors do not have basic knowledge about the patenting process¹². This is the data which we can collect from developed countries like the US but as we witnessed previously under-developed countries exhaustively remain in most critical spheres. There is lack of data on IP filings in other parts of the world and other sectors of IP such as copyrights.

Excessive work remains to be done in this area to recover the core aspects of gender disparity and the prevailing gaps. We lack considerable data on gender-based IP, a closer scrutiny and analysis can help develop strategies to study the IP regime globally. With existing studies,

¹¹ World Bank. 2022. *Women, Business and the Law 2022*. Washington, DC: World Bank. doi:10.1596/978-1-4648-1817-2. License: Creative Commons Attribution CC BY 3.0 IGO, Reports, Key Findings - Women, Business and the Law - World Bank Group.

¹² Elsyé Shaw, MA and Haile Mariano, *Tackling the Gender and Racial Patenting Gap to drive Innovation*, Institute for Women's Policy Research, (July 2021), *Tackling-the-Gender-and-Racial-Patenting-Gap_FINAL38.pdf* (iwpr.org).

reports and data efficacious measures can be employed to mitigate the gender gap. This involves major reforms to engage women into the shaping of future of the society.

Achieving gender equality and the empowerment of all women and girls is one among the 17 Sustainable Development Goals of the United Nations¹³.

Empowering women into IP

The 2018 World Intellectual Property Day theme was “Powering Change: Women in Creativity and Innovation”. It addressed the gravity of the issue of women into IP the system. The then WIPO Director General Francis Gurry emphatically marked his words:

“On the event of World Intellectual Property Day, I call on everyone, everywhere, to ensure that we each do everything in our power to increase the full participation of women in innovation and creativity”.

The campaign celebrated the brilliance, ingenuity, curiosity and courage of the women who are driving change in our world and shaping our common future¹⁴.

To unlock the full potential of women and girls, their essential needs must be met in family and civic life, health, and education¹⁵. The effective solutions to upskill women and boost their progress needs to start from scratch. With efficient policy making and the addition considerable resources into the capital of women and girls can bring more women participation. Upscaling of incentive-oriented programs for women empowerment are such remedies to this problem. Below accommodated are concisely prepared effective solutions to mitigate gender inequality issues and productive remedies to empower women in the IP industry.

Education for girls

Education is the building block for any individual's success. It forms the fundamental step towards attaining gender parity. Any prospective vision, ambition and goal is incomplete without sound educational background. With few of the causes highlighted above it is conspicuous that girls are underrepresented and discriminated in education. To fully realize the goal of gender equality in education, lawmakers and stakeholders need to address several factors which deter the goal. Among the ways making better reach of education to girls are as follows:

¹³ *Achieving Gender Equality and Empower all Women and Girls*, Department of Economic and Social Affairs Sustainable Development, United Nations, <https://sdgs.un.org/goals/goal5>.

¹⁴ *World Intellectual Property Day 2018 – "Powering change: Women in innovation and creativity"*, WIPO, (Apr 26, 2018), https://www.wipo.int/ip-outreach/en/ipday/2018/dg_message.html.

¹⁵ *No Ceilings: The Full Participation Report*, Clinton Foundation, Bill and Melinda Gates Foundation, 2015 <http://www.noceilings.org/report/report.pdf>.

- Free education for all and easy access to school
- Incentives to meritorious students through scholarships, aids etc.
- Ensuring quality education, with trained teachers
- Prevention from abuse, discrimination and violence

Various governmental schemes, efforts of International Organizations, NGO's and other bodies are trying to realize the goal and right of basic education for girls. Examples to this include projects of UNICEF an organ of United Nations which works across 190 countries to provide education to underprivileged girls to support their rights and basic educational requirements. Similarly, in the Indian context the government in India has also taken up initiatives such as the "Beti Padhao Beti Bachao" to provide education to girls from poor backgrounds and those in extreme poverty. Effective implementation and enforcement of such programs are inevitable towards achieving gender parity in education.

Investing in Human Capital of girls and women

Now investing in the human capital of girls and women can significantly contribute to the economy. The investment made in their education, health and attention to their employment opportunities and empowerment can pay big dividends in terms of economic development.

So, prioritizing the needs and the requirements of women via legal, institutional, cultural reforms by the countries can be a significant step towards empowering women. Countries should enable gender mainstreaming in administration. Tools and mechanism's such as structural policies, norms, budgets, regulatory frameworks, facilitation and procurement processes when accompanied by gender-sensitive lens essentially the one magnifying can have a strong potential to boost women's economic empowerment including full participation in the labor and commodities market, mitigating occupational discrimination and supporting female entrepreneurship and access to finance.

Governments are increasingly using their resources and decision-making machinery to advance gender equality goals, even though the current speed and ambit of these schemes and initiatives is lagging from having a long-lasting impact.

Examples of incentivization in the trade and commerce for women can be seen in the Indian context. Many states in India have taken initiatives to provide start-up policies exclusively for women to effectively engage women-owned business enterprises. For instance, Andaman and Nicobar provides monthly allowance of 20,000 INR per month to start-ups by women for a

period of one year, similarly in Bihar start-ups owned by women get 5 percent additional grant other than the limit fixed under Start-up India initiative. These incentives significantly contribute to more women entrepreneurs to participate in business and the IP system.

Encouraging women into IP

In order to harness the full potential of women in IP, the IPR expertise needs to be developed and increased in industry, academia, legal practitioners, IP users and civil society. Encouraging and supporting capacity building among Women Creators, Innovators, Entrepreneurs, Practitioners, Teachers and Trainers. The enhancement of multidisciplinary human and institutional capacity for policy development, teaching, training, research and skill building is a must. The expertise and quality will facilitate in increasing generation of IP assets and their utilization for development purposes. Following are 5 such methods which can develop and strengthen the IP regime for young female professionals, they are

- Training
- Courses
- Research
- IP education in curriculum
- Support systems

In order to engage small and medium women owned business into the IP system there should be certain reforms. The system must be easily accessible to the users with improvisation in the website enhancing easiness. The process of filings must be simplified with the mitigation of complexities, sufficient notifications, guidance and assistance must be provided. Implementing support systems based with helplines to address user queries and grievances. These can be one among few practical improvements in the system which can effectively introduce and encourage more women entrepreneurs to enter the IP regime.

V. ANALYSING THE POTENTIAL OF WOMEN

The bias which overwhelmingly persists undermining the credibility and capability of women in innovation and creativity is untrue. With all the existing challenges and hurdles the inspiring contributions made by women across the globe till date lies evident and landmark. Auxiliary inputs to this subject substantially reinvigorate the standing of women.

The preponderance of evidence reveals that women can vastly improve innovation efforts, but

are often victims of indifference. The belittled approach rather than incentivisation towards women has been detrimental. As a matter of fact, throughout history, men have taken credit for discoveries and innovations that were actually achieved by women. Indeed, giving women a larger role in innovation would not only be just and fair, even more importantly it shall improve quality and performance¹⁶. Similarly, in the fields of arts and creation women are equally or rather more creative than men, it is the social difference which is responsible for gender disparity and not their abilities. Recently a study proved that female artists are more creative than men¹⁷. They are divergent thinkers, their treatise benefits from social interaction, they thrive in collaborative settings. Female artists are not only beyond capable, it is manifest that their potential exceeds than those of their male counterparts in multiple ways. Through the data that supports these claims, researchers prove that bias and cultural context are serious hindrances.

VI. CASE STUDIES

1. Bethlehem Tilahun Alemu: A Rebel with a Cause¹⁸, The IP Revolution in Africa

This is the journey of an aspirational and visionary young lady from Ethiopia who is now the founder and executive director of soleRebels. soleRebels is a family-owned brand and manufacturer of hand-crafted footwear based in Zenabwork village, Addis Ababa, in Ethiopia. The brand name is inspired by Ethiopian rebel soldiers famous for wearing handcrafted rubber tire sandals. The name glorifies the country's long history of independence and its unique, proud culture. Ethiopia has a long history in traditional knowledge and its indigenous craftsmanship and artistic creation. For centuries women and craftspeople have used manual looms to spin indigenous plants, cotton, hemp, koba or famously re-purpose used car tires to create useful products, particularly shoes and clothing. Traditionally, these indigenous products and the skills, creations have remained only in the local and regional areas without the exposure to the national or global market.

With a bank loan of 580,000 Ethiopian Birr or \$33,000 naming the brand soleRebels she embarked on the journey to establish Africa's fastest growing consumer brand. Today

¹⁶ Greg Satal, *Why We Need Women To Have Larger Role In Innovation*, Inc., (Nov 17, 2018), <https://www.inc.com/greg-satell/why-we-need-women-to-have-a-larger-role-in-innovation.html>.

¹⁷ Samantha Hissong, *Finally research suggests that female artists are more creative than men*, Rollingstone (Mar 6, 2020), <https://www.rollingstone.com/pro/features/research-proves-female-artists-are-more-creative-than-men-962899/>.

¹⁸ Kelly Anderson, *Bethlehem Tilahun Alemu: A Rebel with a Cause*, US Chamber of Commerce, Global Innovation Policy Centre, <https://www.theglobalipcenter.com/bethlehem-tilahun-alemu-a-rebel-with-a-cause/>.

soleRebels has expanded its outreach around the world establishing its presence in Canada, France, Japan, Denmark, the UK, the US.

Alemu and the IP System

Along with the brand strategy soleRebels developed a robust intellectual property (IP) strategy secured through the IP system. For its prospective entry into the lucrative USA market, the company officially registered a trademark with the name Sole Rebels in 2010 at the United States Patent and Trademark Office (USPTO). That registration set a new benchmark as soleRebels became the first privately owned company in Ethiopia to register a mark in the USA. In the very particular year, soleRebels again made a trademark application for its corporate name in the EU market via the Office for Harmonization in the Internal Market. The company has also acquired the Walk Naked brand via another trademark registration at the USPTO. Among its IP strategies soleRebels has relied on domain names registrations in order to protect its IP assets while keeping its future avenues for expansion open.

It is the only footwear maker in the entire world to receive the WFTO's Fair Trade certification. WFTO Fair Trade certification is an independently audited accreditation that has officially certified soleRebels as fully satisfying all of the organization's Fair-Trade principles.

2. Mary Engelbreit: Artist and Entrepreneur

Mary Engelbreit is famous and known for her distinctive illustrations featured on books, cards and calendars. Her talent in artistic creations was obvious from a tender age. She always dreamt of being a professional illustrator and began her career with working in small agencies, designing and creating cards, books etc.

Her designs had distinctiveness and great art which caught attention of leading publishers. Eventually various well-known card companies purchased her designs, and sales were rampant. She has been grasping opportunities ever since. As her greeting card venture expanded in size and popularity, it acquired attention from other companies who were anxious to license her distinctive artwork on a very broad range of goods which among others included calendars, T-shirts, mugs, toys, gift books, rubber stamps, ceramic figurines and more. Producing and marketing designs was an enormous, expensive undertaking. To launch her greeting card business, she borrowed \$60,000 to cover the printing costs for 5,000 copies of each of the twenty designs she began with.

Mary and the IP System

Mary is well aware that her creative work is protected by copyright and has played a role in creating awareness that artists must retain all rights to their unique work and copyright each design under their name once they are printed. According to her “copyrighting the work permits and allows the maker the freedom to license the same image to multiple manufacturers”. Her “Chair of Bowlies” image has been licensed to reproduce everything ranging from apparels and mugs to placards and stationery. The beauty of licensing is that the manufacturer sustains the risk and obligation for actually making and distributing the products. The artists, in turn, have more time to innovate, invent and draw!” she sums up.

Mary Engelbreit enterprises filed their first ever trademark with the United States Patent and Trademark Office in 1988, registering "Mary Engelbreit" as a service mark. Since then, the enterprise have filed more than 30 trademarks including Mary Engelbreit® (registered for “licensing of copyrighted and trademarked custom graphic artwork for use in gifts and home furnishings”, “retail variety store services” and “flat paper goods, namely, stationary and social note cards”), Leading the artful life® (registered for “stationary and magazines in the area of interior design and aesthetics, home decor, cooking, artwork and crafts, and gardening and/or landscape design”), and ME ink® (registered for “greeting cards”)¹⁹.

Among many, these stories of extraordinary women set the benchmarks of the enormous potential of women. It resembles the vigor, talent, ingenuity in women just like men, and the precedent redefining women’s capabilities. Many women from different regions have come forward with their intellectual innovations with the use of the IP system.

VII. IMPLICATION ON WORLD ECONOMY AND FUTURE OF WORLD IP

In 2015 The McKinsey Global Institute reported that \$28 trillion could be added to global GDP by 2025 by advancing women’s equality in the public, private and social sectors. Gender inequality is not only an acute social concern but also a perilous economic challenge. As women account for half the world’s working-age population and if they fail to achieve their full economic potential, the global economy will suffer²⁰. It includes all the sectors and full participation of women. This also entails the crucial inclusion of IP intensive industries and the participation of women in the IP regime. As highlighted in the previous sections the implication of IP in the fourth industrial revolution is humongous and achieving gender parity can unlock

¹⁹ *Mary Engelbreit: Artist and Entrepreneur*, WIPO, <https://www.wipo.int/ipadvantage/en/details.jsp?id=2500>.

²⁰ Jonathan Woetzel, Anu Madgavkar, Kweilin Elingrud, Eric Labaye, Sandrine Devillard, Eric Kutcher, James Manyika, Richard Dobbs, and Makala Krishnan, *How advancing women’s equality can add \$12 trillion to global growth*, McKinsey & Company (Sept 1, 2015), <https://www.mckinsey.com/featured-insights/employment-and-growth/how-advancing-womens-equality-can-add-12-trillion-to-global-growth#>.

new dimensions and also revive the global economy. Despite women comprising half of the world population only half of its potential is contributing to the global growth, there is nothing infelicitous as such.

This is equivalently applicable to all the countries throughout, unleashing the potential of women which have long been belittled can boost economies. Among the poorest countries in the world for example Malawi, Uganda and Tanzania closing the gender gap only in the agricultural sector can add up to \$100 million in Malawi, \$68 million in Uganda and \$105 million in Tanzania yearly to the national economy and lift close to a quarter of a million people out of poverty according to the World Bank Report²¹. Now this report is particularly addressing the gender gap in agricultural sector in one of the poorest countries defining the gravity of women's role. Comparatively it should be assessed with full participation of women in all the major sectors. Similarly, achieving gender equality in a developing country like India would have a larger economic impact there than in any other region in the world with \$700 billions of added GDP in 2025²². So, it is the status quo in every region across the globe be it the Africa's, Middle East, Caribbean or Asia.

Women in Economy is women in IP

Intellectual property could be called the Cinderella of the new economy. A drab but useful servant, consigned to the dusty and uneventful offices of corporate legal departments until the princes of globalization and technological innovation - revealing her true value - swept her to prominence and gave her an enticing new allure²³.

IP is not irreconcilable with economic growth. It revolves around any trade, economic growth, industrial development. And likewise, is gender parity is for global growth.

VIII. CONCLUSION

This paper, from inception, has outlined the innate ingenuity of women and belittled approach in the mainstream IP regime. With the pace of global development and transformation, the

²¹ *The Cost of Gender Gap in Agricultural Productivity in Malawi, Tanzania and Uganda*, UN Women, the United Nations Development Programme–United Nations Environment Programme Poverty-Environment Initiative (UNDP-UNEP PEI) Africa, and the World Bank. The collaboration was led by UN Women, Eastern and Southern Africa Regional Office (ESARO) (2015), <http://documents1.worldbank.org/curated/en/847131467987832287/pdf/100234-WP-PUBLIC-Box393225B-The-Cost-of-the-Gender-Gap-in-Agricultural-Productivity-in-Malawi-Tanzania-and-Uganda.pdf>.

²² Jonathan Woetzel, Anu Madgavkar, Rajat Gupta, James Manyika, Kweilin Ellingrud, Shishir Gupta, and Mekala Krishnan, *The power of parity: Advancing women's equality in India*, McKinsey & Company (Nov 1, 2015), <https://www.mckinsey.com/featured-insights/employment-and-growth/the-power-of-parity-advancing-womens-equality-in-india>.

²³ Kamil Idris, *Intellectual Property: a power tool for economic growth*, World Intellectual Property Organization https://www.wipo.int/edocs/pubdocs/en/intproperty/888/wipo_pub_888.pdf.

inclusion of women in innovation and creativity is too precious to be lost. With credible data and resources, it is conspicuous that women have, in time, progressed and will need to overcome the gender gap. Gender bias, stereotypes, and any such discriminatory institutions must be eliminated from society. The remedies and solutions highlighted in the paper are the primary steps to address the issue with greater gravity. We have closely observed the potential and examples of remarkable women in entrepreneurship and the IP system. The void in the global economy is to be filled with the widespread participation of women in all sectors leading to a greater role to be played in the IP system. It is only with efficient policy-making, administration, and reforms that the upliftment of women is possible. In addition to this it is time that women realize their greater goal of discarding and overcoming all the deterrents in their way and embracing the revolution ahead in the IP industry and Global growth.
