



Intellectual Property

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Integrante de la "Red Ciencia, Tecnología y Género"

"Increasing Diversity and Inclusion in Science"

November 15, 2023

São Paulo, Brazil

ICTP-SAIFR/IFT-UNESP



Who am I?





Let me know something about you

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8456 2986

Property

What comes to
your mind when
hearing this
word?

www.menti.com

8456 2986





OUTLINE

1. General description of intellectual property
2. Copyrights
3. Industrial Property
4. Additional insights



1. General description of Intellectual property

*“Intellectual property (IP) refers to **creations** of the mind, such as **inventions**; **literary and artistic works**; **designs**; and **symbols, names and images used in commerce***

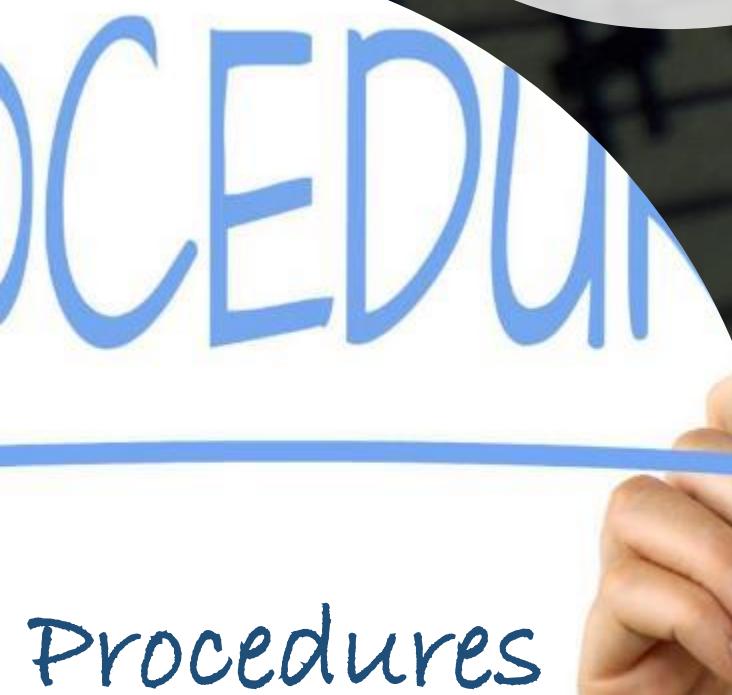
World Intellectual Property Organization (WIPO)



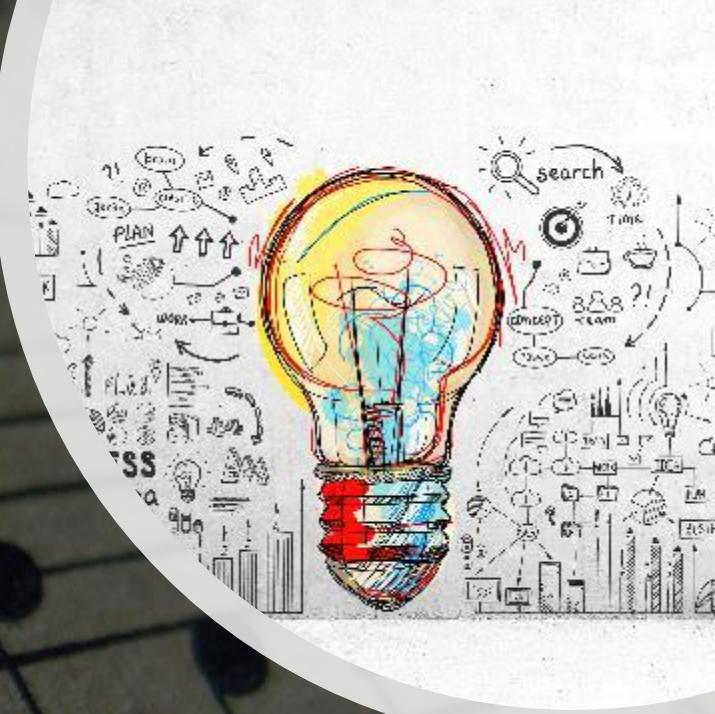
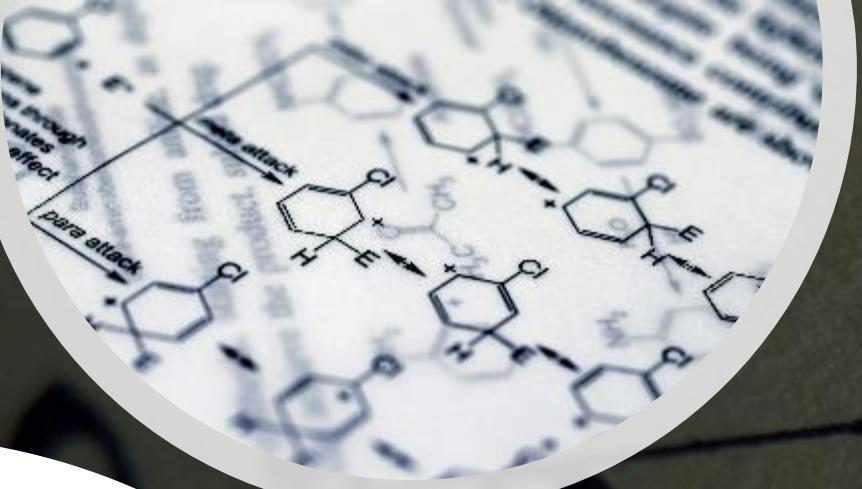
Creativity & Property



Procedures



From different academic fields we can **create**



Creativity: <<ability or power to create>>

What we do in any field is:

Scientific: <<for any area>>

Technological: <<related to technology>>



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We may think that this is important because of:

Knowledge economy

About the consumption and production that is based on intellectual capital.

Lets add

We need to protect what we create through our knowledge to guide uses and applications hence contribute towards a society with equity, diversity and inclusión.

WIPO talks about Intellectual Property (OMPI)



Literary and
artistic works



Inventions



Designs



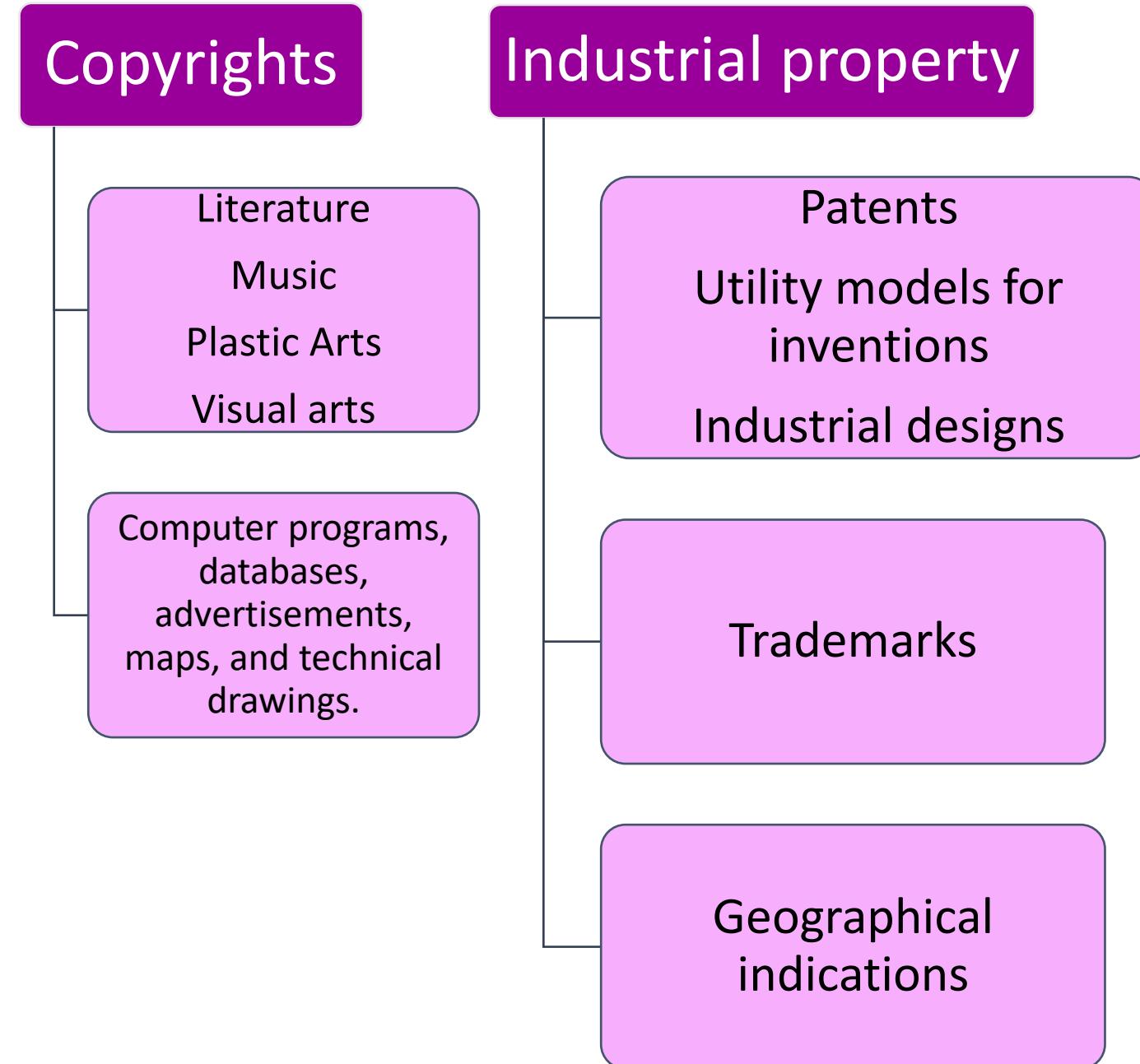
Symbols



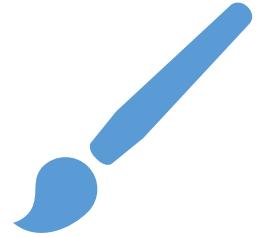
Names and
images

used in commerce

Branches of intellectual property



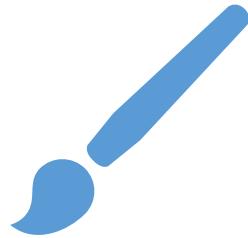
2. COPYRIGHT/author's right



**Literary and artistic
works**

“rights that creators have over their literary and artistic works” (WIPO)

COPYRIGHT/author's right



La bamba

Mexican folk song

1. Pa - ra bai - lar la bam - ba, Pa - ra bai - lar la bam - ba se ne - ce - si -
ta u - na po - ca de gra - cia. U - na po - ca de gra - cia pa' mi, pa' ti -
y ar - ri - bay ar - ri - ba. Ay, ar - ri - ba_y ar -
ri - ba por ti se - ré, por ti se - ré, por ti se - ré.

2. Yo no soy marinero,
Yo no soy marinero,
Soy capitán,
Soy capitán, soy capitán.

3. Yo te canto la bamba,
Yo te canto la bamba sin pretención
Porque pongo delante,
Porque pongo delante mi corazón.

4. ¡Que bonita es la bamba!
¡Que bonita es la bamba en la madrugada!
Como todos la bailan,
Como todas la bailan bien zapateo.

Music and Lyrics

Literary and artistic works

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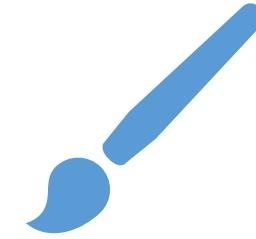
Electronic ISSN

1678-4448

Print ISSN

0103-9733

Journals



Literary and artistic works

ISSN - International Standard Serial Number

*“8-digit code used to identify newspapers, journals, magazines and periodicals of all kinds and on all media—**print and electronic**”*

And it is a condition for legal deposits.

When collaborating in or with different institutions or between organizations you may need to communicate results in a:

Manual

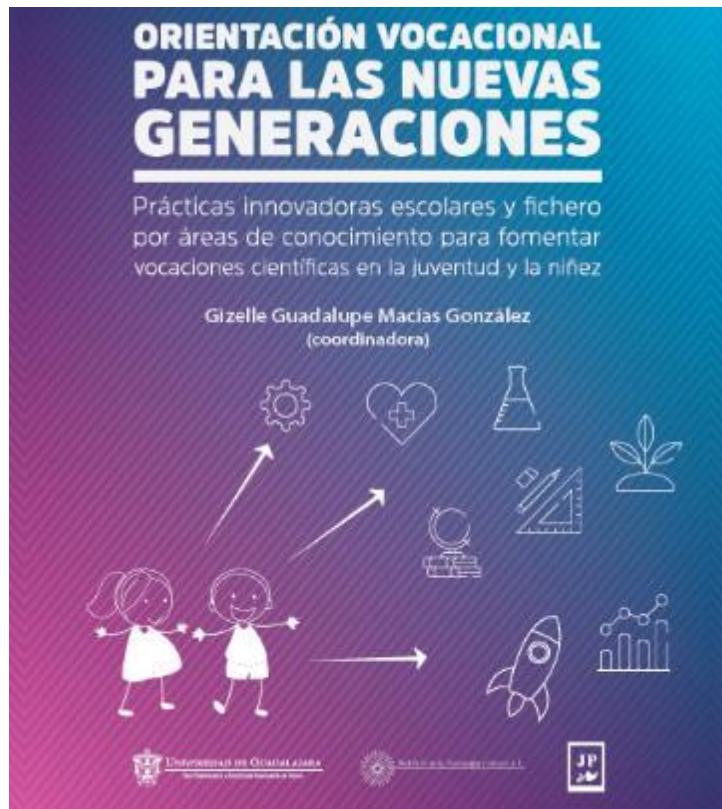
Book

Chapter

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“13-digit number that uniquely identifies books and book-like products published internationally”

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PARA FOMENTAR VOCACIONES CIENTÍFICAS EN LA JUVENTUD Y LA NIÑEZ
de Gizelle Guadalupe Macías González (coordinadora)

Primera edición, 2021

D.R. © 2021, Gizelle Guadalupe Macías González (coordinadora)

D.R. © 2021, Universidad de Guadalajara
Avenida Rafael Casillas Aceves número 1200,
Tepatitlán de Morelos, Jalisco, México

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Calle Matamoros No. 78-3 San Nicolás Totolapan,
Magdalena Contreras, Ciudad de México

D.R. © 2021, Juan Pablos Editor, S.A.
2a. Cerrada de Belisario Domínguez 19, Col. del Carmen
Alcaldía de Coyoacán, 04100, Ciudad de México
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Diseño de portada: Juan Luis González Cervantes

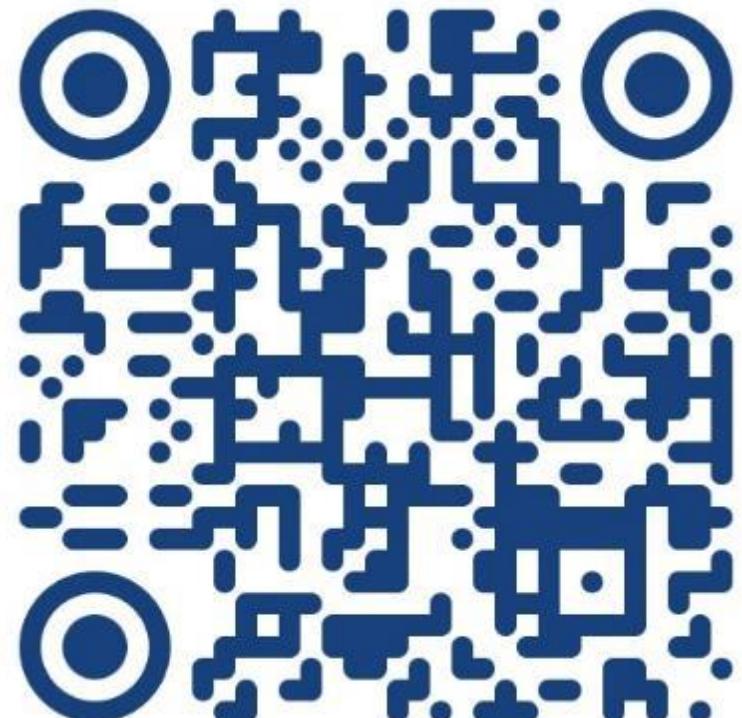
ISBN: 978-607-571-174-4 Universidad de Guadalajara
ISBN: 978-607-99445-0-6 Red de Ciencia, Tecnología y Género
ISBN: 978-607-711-628-8 Juan Pablos Editor

Esta publicación fue arbitrada por pares académicos, recibida por el Comité Editorial del Centro Universitario de los Altos de la Universidad de Guadalajara el día 20 del mes octubre del año 2020 y aceptada para su publicación el día 8 del mes diciembre del año 2020. Así como también consideró los lineamientos de publicaciones de la Red de Ciencia, Tecnología y Género, A.C.

Impreso en México/Reservados los derechos

Juan Pablos Editor es miembro de la Alianza de Editoriales Mexicanas Independientes (AEMI)
Distribución: TintaRoja <www.tintaroja.com.mx>

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Coords. Antonio Arellano Hernández, Lorena Romero Salazar, Jorge Loza López

Libro sometido a sistema antiplagio y publicado con la previa revisión y aprobación de pares doble ciego externos que forman parte del Sistema Nacional de Investigadores, niveles I y II. Expediente de obra 331/04/2022, Dirección de Difusión y Promoción de la Investigación y los Estudios Avanzados, adscrita a la Secretaría de Investigación y Estudios Avanzados de la Universidad Autónoma del Estado de México.

Primera edición: 22 de marzo 2023

ISBN 978-607-633-581-9 (impreso Universidad Autónoma del Estado de México)
ISBN 978-987-8918-90-7 (impreso Sb editorial)
ISBN 978-607-633-580-2 (PDF Universidad Autónoma del Estado de México)
ISBN 978-987-8918-92-1 (PDF Sb editorial)
ISBN 978-987-8918-91-4 (e-pub Sb editorial)

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Instituto Literario núm. 100 Ote., col. Centro
C.P. 50000, Toluca, Estado de México - www.uaemex.mx

© Sb editorial - Piedras 113 - C1070AAC - Ciudad Autónoma de Buenos Aires
Tel.: (+54) (11) 2153-0851 - www.editorialsb.com

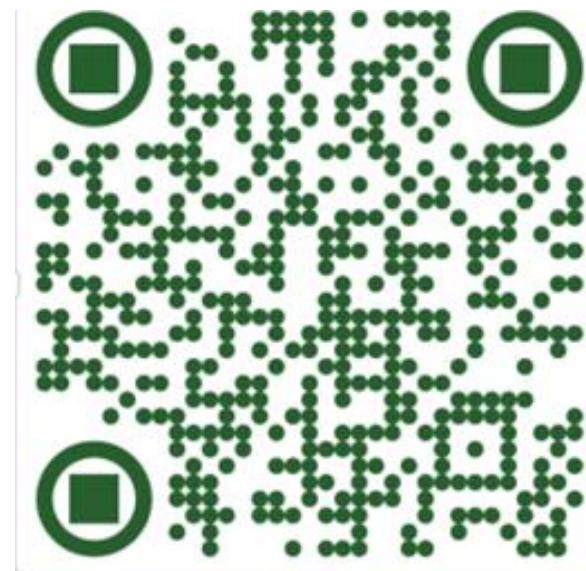
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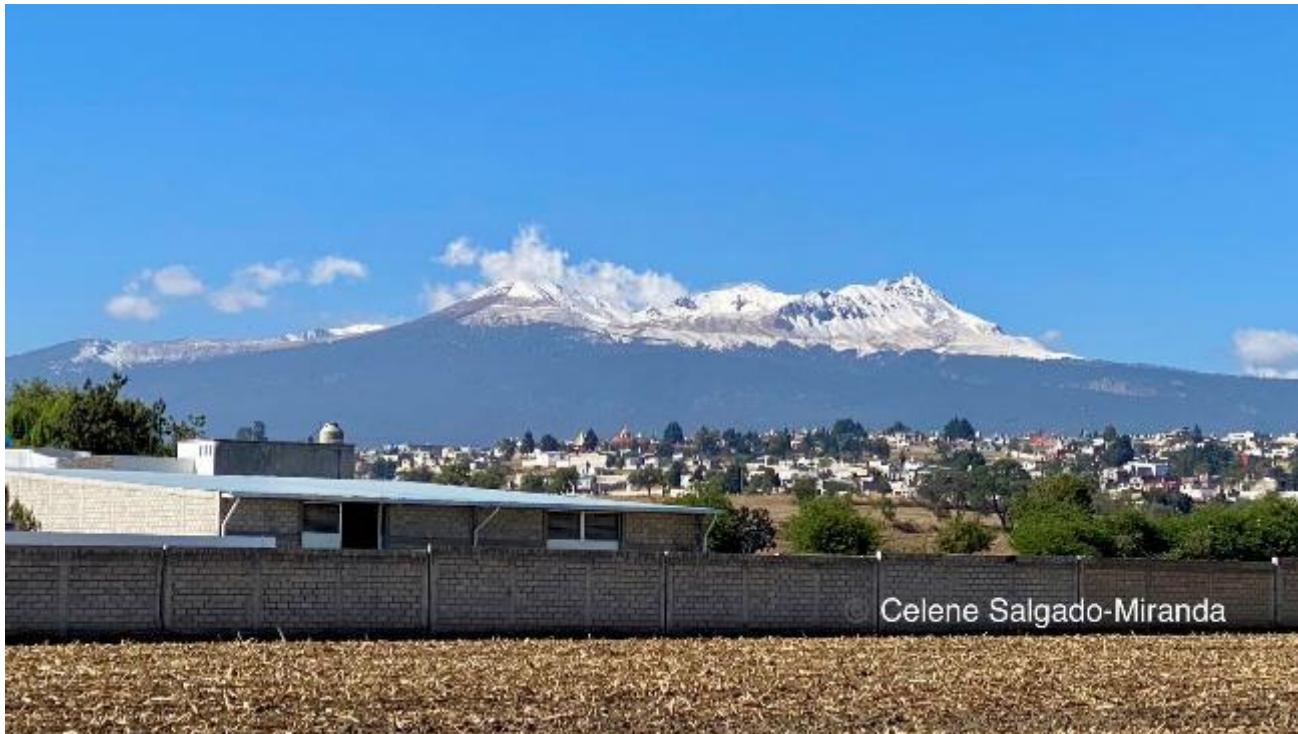
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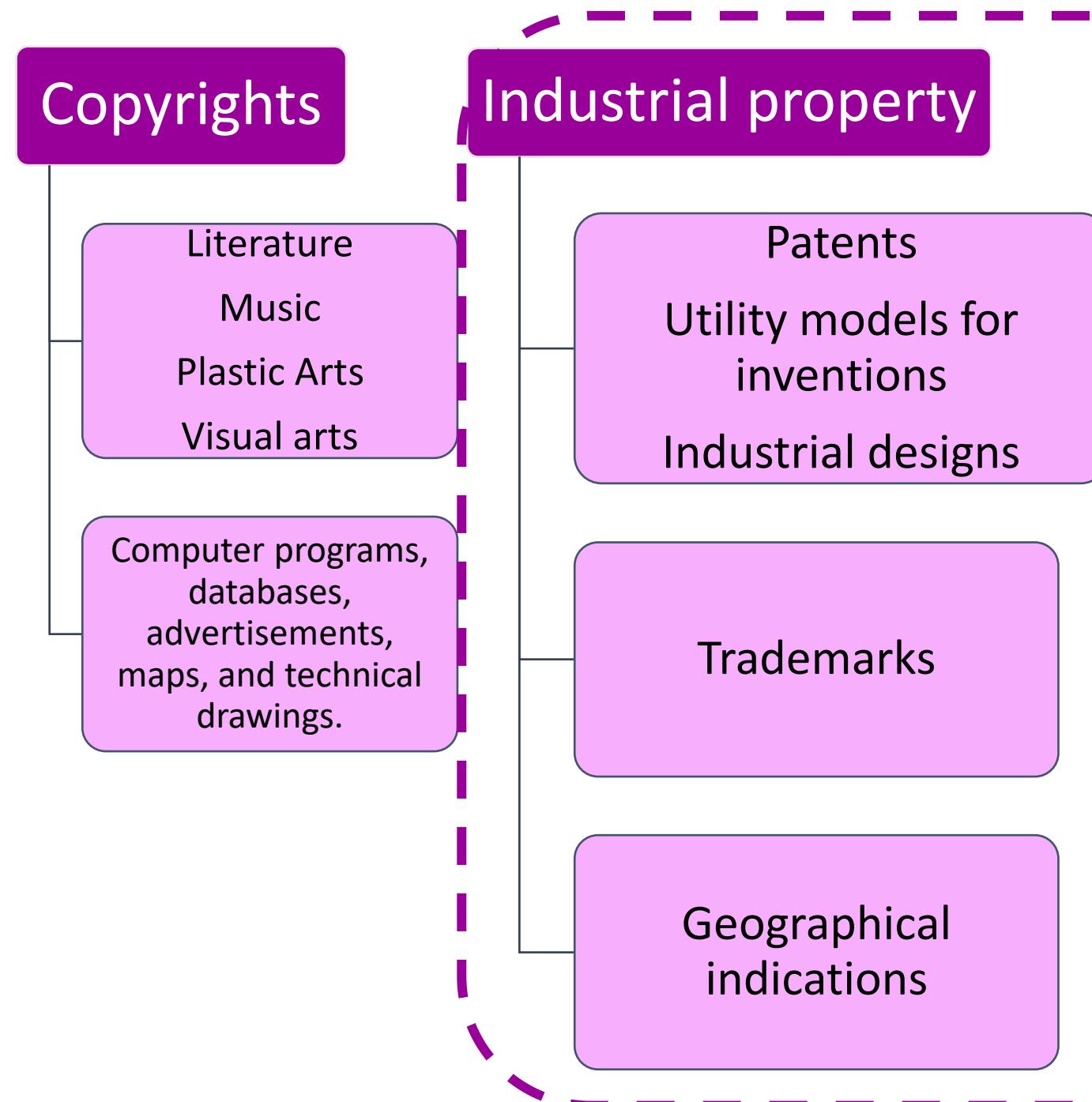
Ciencias

El Bordo Las Maravillas

Por Edgardo Soriano-Vargas y Celene Salgado-Miranda



Branches of intellectual property



3. Industrial property

Patents

Utility models for
inventions

Industrial designs

Trademarks

Geographical
indications

- ✓ Exclusive
- ✓ Territorial
- ✓ Temporal

RIGHTS

Industrial property

- Patents
- Utility models for inventions
- Industrial designs

Any proposal must demonstrate **novelty, inventive step and industrial applicability.**



WIPO-OMPI

An invention can be defined as a product or process that offers a new way of doing something, or a new technical solution to a problem.

* UTILITY * NOVELTY
* NON-OBVIOUS

Furthermore, the invention must not fall under *non-patentable subject matter*. Patent laws in many countries, for example, exclude scientific theories, mathematical methods, plant or animal varieties, discoveries of natural substances, commercial methods and methods of medical treatment (as opposed to medical products) as not generally patentable.

[What is intellectual property? 2020 \(wipo.int\)](http://www.wipo.int)

Industrial property

- Patents
- Utility models for inventions
- Industrial designs

- ✓ Distribute
- ✓ Commercial purposes
- ✓ Transfer knowledge
- ✓ Increases intangible values
- ✓ PROTECT intangible values



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Titular(es): UNIVERSIDAD AUTÓNOMA DEL ESTADO DE MÉXICO
Domicilio: Instituto Literario Oriente 100, Col. Centro, Toluca, Estado de México, 50000, MÉXICO
Denominación: MODELO INDUSTRIAL DE DISPOSITIVO DE LAVADO DE TEJIDO BIOLÓGICO.
Clasificación: 24-01
Diseñador(es): LORENA ROMERO SALAZAR; LIZETH DORANTES GÓMEZ; HUGO ARIAN MARÍN TAPIA; DANIEL LUNA LÓPEZ; JUAN CARLOS ARTEAGA ARCOS; MIGUEL MAYORGA ROJAS

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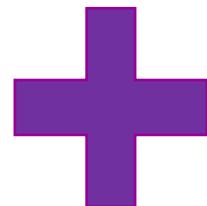
Número:
MX/f/2019/002545

Fecha de Presentación:
17 de Septiembre de 2019

Hora:
12:12

Industrial property

- Patents
- Utility models for inventions
- Industrial designs



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equity, diversity
and inclusive
framework



LET'S GET DOWN TO BUSINESS WITH
TEEN CEO

LILY BORN
of the KANGAROO CUP

The poster features a young girl with glasses smiling at the camera. She is sitting at a table with several mugs and a blue 3D-printed object. The background is purple with various business-related icons like a bar chart, a piggy bank, a lightbulb, and a gear.

Xóchitl Guadalupe Cruz López



Originaria de los
Altos Chiapas.



Desde los 4 años mostró
interés por la CIENCIA,
creó un calentador de agua
para su comunidad.



A los 8 años recibe el
“Reconocimiento
ICN a la mujer”



Industrial property

Trademarks

- ✓ Brand for a product/service
- ✓ Commercial announcement
- ✓ Name of an Enterprise

Best Global Brands

SORT

Sort by

SECTOR

Technology

REGION

All

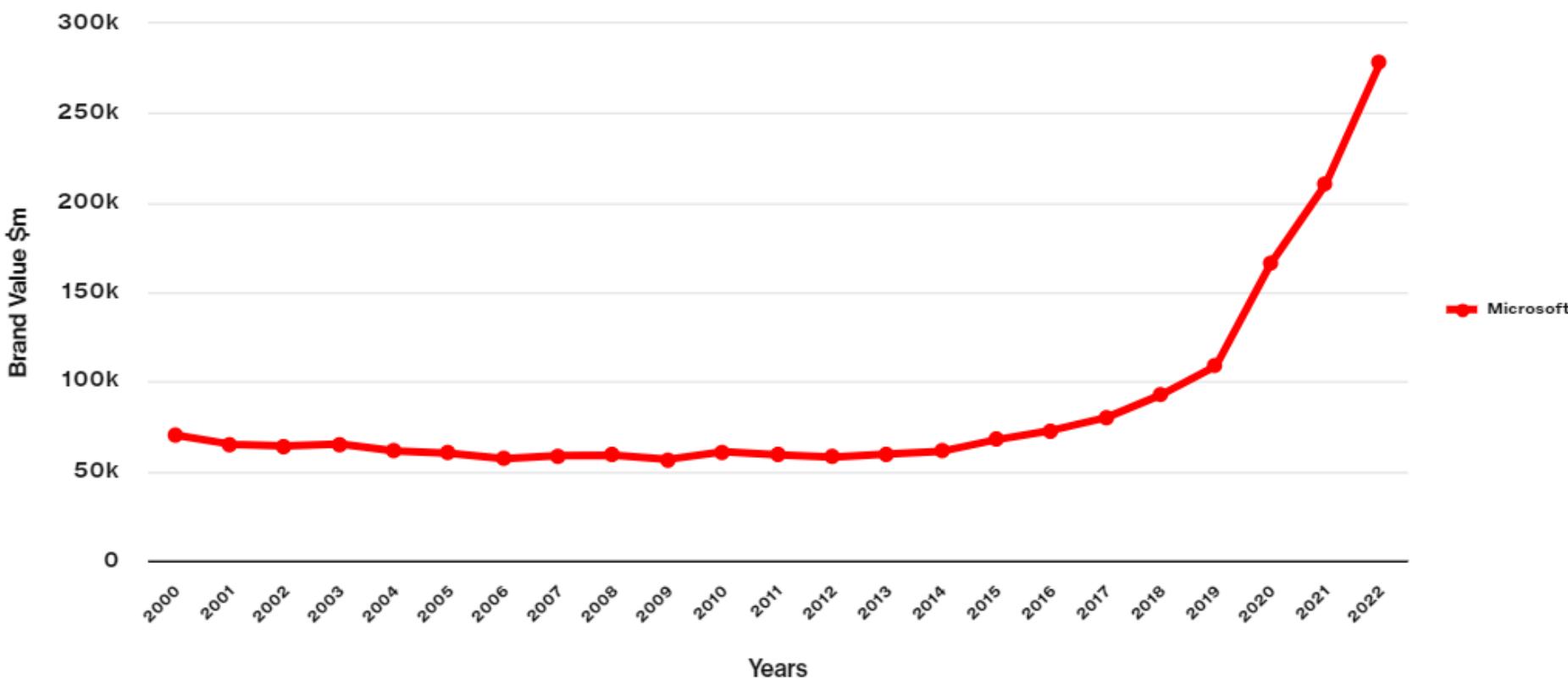
COUNTRY

All

01 Apple +18% 482,215 \$m 	02 Microsoft +32% 278,288 \$m 	03 Amazon +10% 274,819 \$m 	04 Google +28% 251,751 \$m 	05 Samsung +17% 87,689 \$m 
19 Intel -8% 32,916 \$m 	21 Adobe +23% 30,660 \$m 	54 Airbnb NEW 13,416 \$m 	59 Philips +6% 12,801 \$m 	84 Xiaomi NEW 7,326 \$m 
86 Huawei +7% 6,634 \$m 				



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Daniel Luna López

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RESILIENCIA AMBIENTAL PARA LA SUSTENTABILIDAD

Nice Classification

Explanatory Note

Class 42 includes mainly services provided by persons in relation to the theoretical and practical aspects of complex fields of activities, for example, scientific laboratory services, engineering, computer programming, architectural services or interior design.

This Class does not include, in particular:

- certain research services, for example, business research ([Cl. 35](#)), marketing research ([Cl. 35](#)), financial research ([Cl. 36](#)), research in the field of education ([Cl. 41](#)), genealogical research ([Cl. 45](#)), legal research ([Cl. 45](#));
- business auditing ([Cl. 35](#));
- computerized file management ([Cl. 35](#));
- financial evaluation services ([Cl. 36](#));
- mining extraction, oil and gas drilling ([Cl. 37](#));
- installation, maintenance and repair of computer hardware ([Cl. 37](#));
- sound engineering services ([Cl. 41](#));
- certain design services, for example, landscape design ([Cl. 44](#));
- medical and veterinary services ([Cl. 44](#));
- legal services ([Cl. 45](#)).

Nice Classification

Explanatory Note

Class 42 includes mainly services provided by persons in relation to the theoretical and practical application of science.

This Class includes, in particular:

This Class does not include, in particular:

- business auditing ([Cl. 35](#));
- scientific and technological fields, including technological consultancy;
- computer and technology services for securing computer data and personal and financial information and for the detection of unauthorized access to data and information, for example, computer virus protection services, data encryption services, electronic monitoring of personally identifying information to detect identity theft via the internet;
- software as a service (SaaS), platform as a service (PaaS);
- installation, maintenance and repair of computer hardware ([Cl. 37](#));
- scientific research services for medical purposes;
- sound engineering services ([Cl. 41](#));
- architectural and urban planning services;
- certain design services, for example, landscape design-[\(Cl. 44\)](#);
- certain design services, for example, industrial design, design of computer software and systems, interior design, packaging design, graphic arts design, dress designing;
- legal services ([Cl. 45](#)).
- surveying (engineering);
- oil, gas and mining exploration services.

Industrial property

Geographical indications

“A geographical indication (GI) is a distinctive sign used to identify a product whose quality, reputation or other such characteristics relate to its geographical origin”

PDO – protected designation of origin (food and wine)

PGI – protected geographical indication (food and wine)

GI – geographical indication (spirit drinks).





We can collaborate in
protecting our
ancestors knowledge
on different topics...

Theoretical framework

- <<This is how Feminist Epistemology, during the last four decades, has denounced the patriarchal, androcentric, sexist and misogynistic science, which inevitably permeates scientific knowledge. It has reviewed a good part of this scientific production with another perspective and has generated new knowledge from a new perspective, that of gender (Alejandra Restrepo,2015)>>
- <<Good research can be done by both men and women, and that both can use feminist criticism, now that research flaws due to gender biases have been revealed. From this perspective it is accepted that certain areas of science that have to do with sex and gender are deformed by gender ideology, and it is maintained that the methods of science are not in themselves masculine and that they can be used to correct the errors produced by that gender sociocultural organization (Norma Blazquez, 2010)>>

Science always presents subjectivity if those who build it do not consider the perspective of 50% of the population...

Evelyn Fox Keller

This also goes for technology not only science





"Women and men cannot understand or explain the world we live in or the real choices we have," ..., "as long as the sciences describe and explain the world primarily from the perspectives of the lives of the dominant groups."

Sandra Harding

And if there are other groups that are not represented in these intellectual products we are missing the opportunity for creative solutions



4. Additional Insights

*We also
have a
gender
pipeline for
Intellectual
Property*



+ 126 millones de HABITANTES

Población de
mujeres en México

61,473,390

Mujeres en edad de
estudios superiores

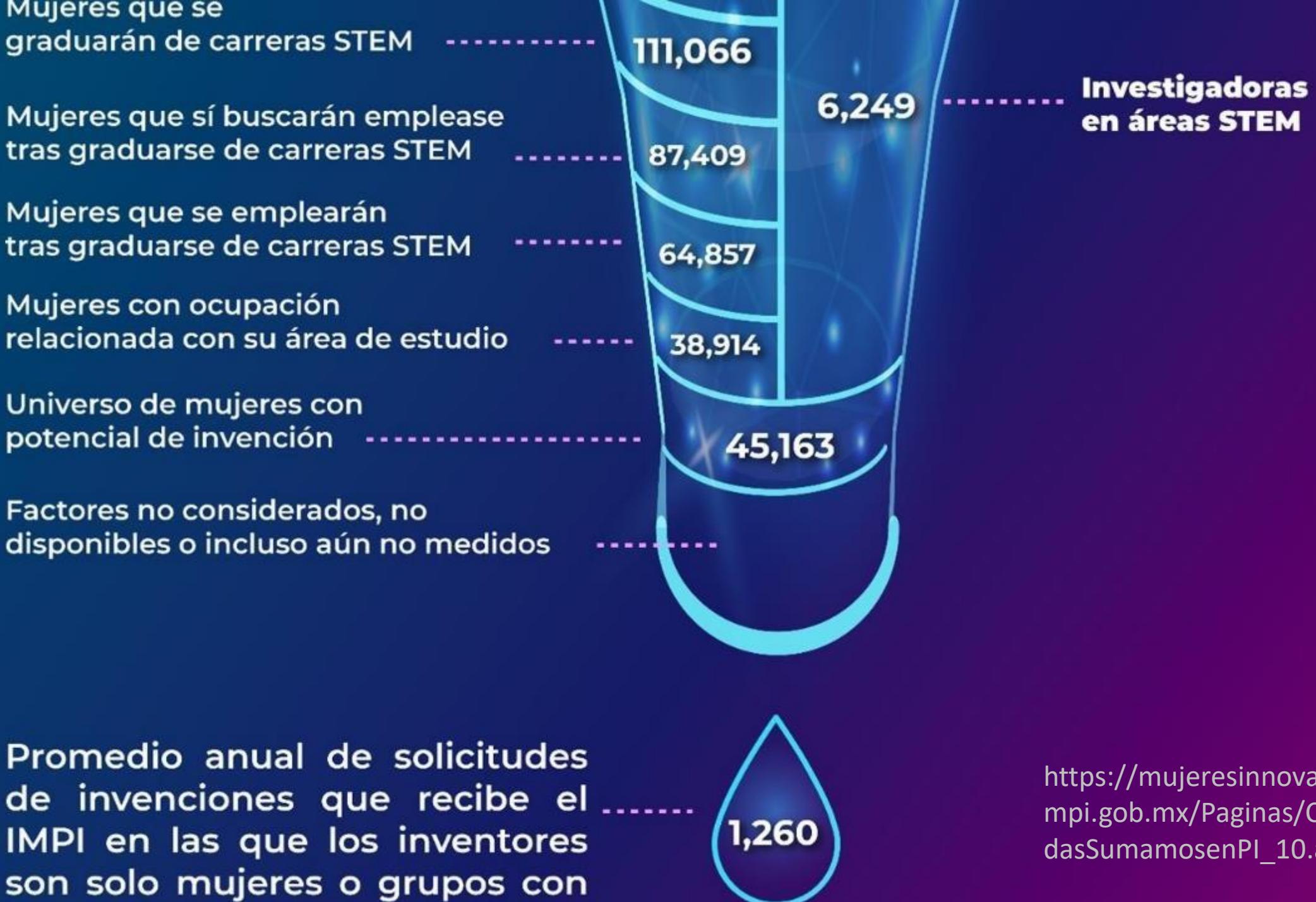
32,246,375

Mujeres con
educación superior

8,004,053

Mujeres estudiantes de
licenciatura

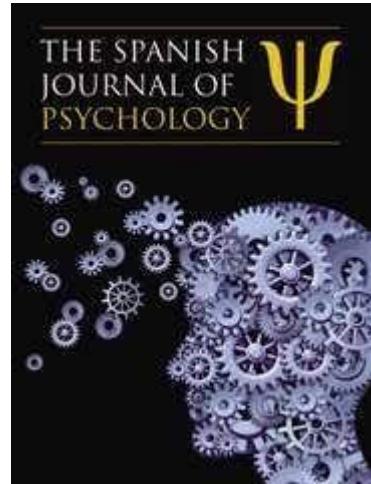
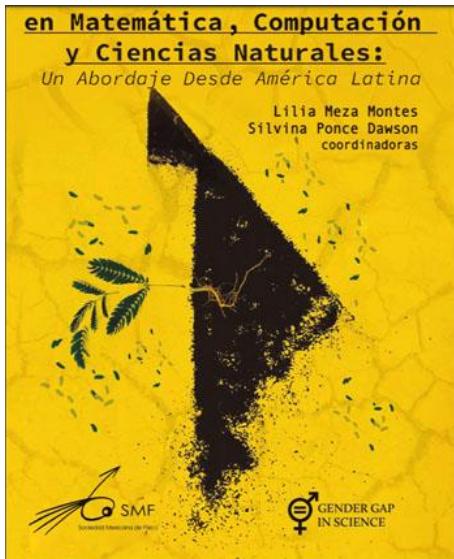
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Where do you find intellectual property when constructing your research background ?

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Journals, books, Scholar Google,
University webpages, ...

®

- WIPO World Intellectual Property Organization
- ESPACENET – European open data base
- Google Patents
- Your country's own data-base from the corresponding office

<https://patentscope.wipo.int/search/en/search.jsf>



<https://worldwide.espacenet.com/patent/cpc-browser>

<https://patents.google.com/>



<https://siga.impi.gob.mx/busquedas-especializada>





Enter your search terms



Classification search

Enter a keyword or a classification symbol

Search

Index

A | B | C | D | E | F | G | H | Y

← → ⌂ 🔍 CPC [...] 2000 2000

A »

Classification symbol	Title and description	
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<input type="checkbox"/> B	PERFORMING OPERATIONS; TRANSPORTING	
<input type="checkbox"/> C	CHEMISTRY; METALLURGY	
<input type="checkbox"/> D	TEXTILES; PAPER	
<input type="checkbox"/> E	FIXED CONSTRUCTIONS	
<input type="checkbox"/> F	MECHANICAL ENGINEERING; LIGHTING; HEATING; WEAPONS; BLASTING	
<input type="checkbox"/> G	PHYSICS	
<input type="checkbox"/> H	ELECTRICITY	
<input type="checkbox"/> Y	GENERAL TAGGING OF NEW TECHNOLOGICAL DEVELOPMENTS; GENERAL TAGGING OF CROSS-SECTIONAL TECHNOLOGIES SPANNING OVER SEVERAL SECTIONS OF THE IPC; TECHNICAL SUBJECTS COVERED BY FORMER USPC CROSS-REFERENCE ART COLLECTIONS [XRACs] AND DIGESTS	

Selected classifications

Find patents



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What did you use for classical documental research?

- Key Word
- Authors' names
- Specific Institutions, labs, organizations
- Operators AND OR *
- Key words
- Identify the type of industrial property
- subarea
- Industrial specific subject
- Specific patent country offices

Where?



Brazil



Nicaragua



Peru

Instituto Nacional de Defensa de la Competencia y de
la Protección de la Propiedad Intelectual



Chile



Philippines



Instituto Ecuatoriano
de la Propiedad
Intelectual

Ecuador



India



South Africa



Mexico



Uruguay

Gender innovations: How inclusive analysis contributes to research and innovation

DID YOU KNOW?



GENDER ROLES AND IDENTITIES INFLUENCE HOW PAIN IS EXPERIENCED, HOW READILY PATIENTS' REPORT PAIN, AND HOW PAIN MANAGEMENT IS HANDLED BY HEALTHCARE PROFESSIONALS?

Women, for example, are more likely to be referred for psychological treatment, receive non-specific diagnoses, wait longer for treatment and receive more antidepressants than men. While men, in contrast, are often perceived to be more resistant to psychological treatment and in greater need of painkillers. A better understanding of sex and gender in pain can lead to better treatments and better outcomes.

SEA TURTLE POPULATIONS AT THE NORTHERN GREAT BARRIER REEF IN AUSTRALIA HAVE BECOME HIGHLY FEMALE-BIASED DUE TO RECENT GLOBAL WARMING?

Over 99% of juveniles and subadults originating from northern sites are now female, and local extinction is possible in the near future. Understanding the different sensitivities of female and male marine organisms to climate change is critical to effectively managing ecosystems.



<https://op.europa.eu/en/publication-detail/-/publication/33b4c99f-2e66-11eb-b27b-01aa75ed71a1/language-en>

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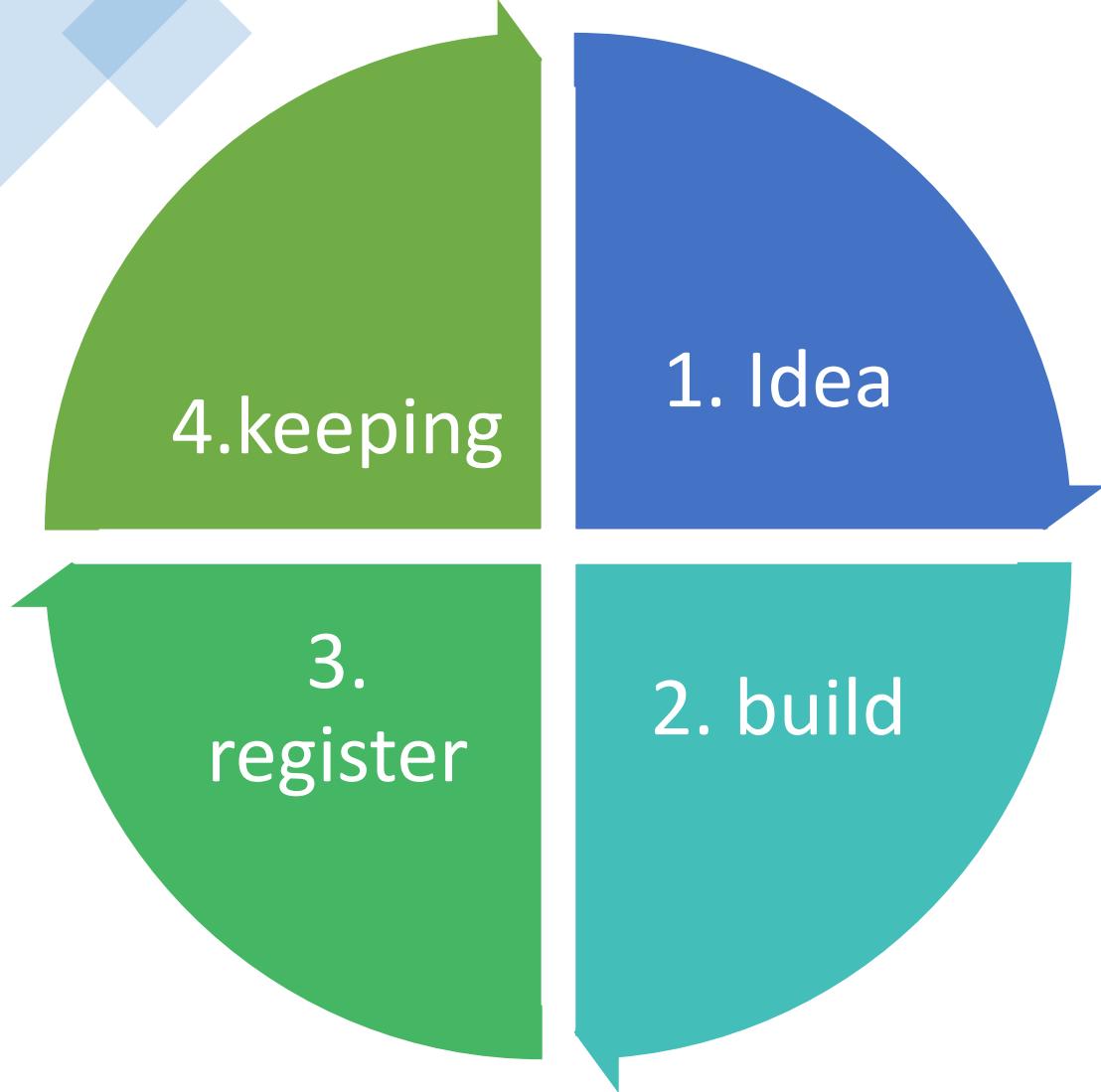


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We can contribute as authors and/or inventors at different stages to contribute to our region, country or worldwide.

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Linked to previous theoretical frameworks



<<This is how Feminist Epistemology, during the last four decades, has denounced the patriarchal, androcentric, sexist and misogynistic science, which inevitably permeates scientific knowledge.

Restrepo, 2015)>>



Alejandra

When competing for seed money!!!

Legal arrangements !!! Who can register?

Additional working hours !!!



"Women and men cannot understand or explain the world we live in or the real choices we have," …, "as long as the sciences describe and explain the world primarily from the perspectives of the lives of the dominant groups."

Sandra Harding

And if there are other groups that are not represented in these intellectual products we are missing the opportunity for creative solutions





We need to build specific tools (procedures, curricula, AI) to promote equity diversity and inclusion when building intellectual property

.... for national and international solutions... and improve policies for industrial property management.

For communities, for underrepresented, for specific needs...

This is not only a challenge for a single area or discipline...



**We can contribute to create
intellectual property and
increase diversity and inclusion.
And it is also an alternative for
professional development for
new generations**

lors@uaemex.mx

<http://www.redciteg.org.mx/>

