



Promoting Intellectual
Property Rights in the
ASEAN Region

Workshop on Intellectual Property for Women Entrepreneurs

*IP as a Tool for Economic Development and Why
Women Need to be Encouraged to Pursue IP
Protection*

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OVERVIEW

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IP Protection

2

IP as Development Tool

3

Current Challenges

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Way Forward

WHAT IS IP?

Refers to the creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.



WHY PROTECT IP?

IP protection ensures economic incentives exist to invest and innovate, leading to economic growth

WHY SHOULD WOMEN PROTECT IP?

- Converts ideas into profit generating assets
- Creates an image for your business
- Assists in accessing or raising finance for your business
- Increases business profits



**ECONOMIC GROWTH &
WOMEN EMPOWERMENT**



**POWER TOOL FOR
ECONOMIC DEVELOPMENT**

CURRENT CHALLENGES

IP AWARENESS

IP FUNDING



IP ASSET

IP MANAGEMENT

Grooming a Successful Woman with Intellectual Mind (GSWIM)

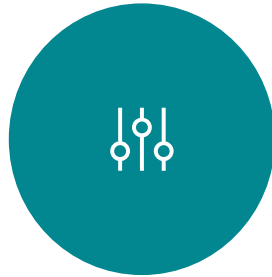
GSWIM is an organisation in Uganda with the specific goal of promoting innovation and creativity amongst women by using IP as a tool for growth and development.

<https://www.gswim1.org/about>



WAY FORWARD

PROTECTION



ECONOMIC GROWTH



*'Your IPRs, when registered, are equivalent to a...
LAND WITH A STRONG FENCE: YOU OWN
WHAT IS INSIDE'* (AANZFTA Handbook on IP
Commercialisation)



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THANK YOU
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