INTELLECTUAL PROPERTY

Gina Bibby
Donna Chamberlin
Irene Lee
Introduction

Intellectual Property Panel

Donna M. Chamberlin
• Chemical Engineer
• Patent Attorney

Irene Y. Lee
• Biochemistry
• IP Attorney
• Top 250 Women in IP
• Women of Influence

Gina Bibby
• Computer Software Engineer
• Patent Attorney
• Fashion & Technology
• Women of Influence
What Is IP?

Irene Lee – Teaching & Working in IP
Intellectual Property

TRADEMARK

PATENT

COPYRIGHT

TRADE SECRET
STEM = Empowerment

How Does it Impact You?
Careers in IP
Brands
Any word, name, symbol, design, color, or sound that identifies the source of a product or service
Trade Dress

Protects the “design and appearance of the product,”
But only if the design carries “secondary meaning.”
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Copyright is a form of protection granted for original works of authorship fixed in a tangible medium of expression.
Patent

- Property right relating to an invention granted by the Government
- Right to exclude any person/entity from
  - making
  - using
  - offering to sell, or
  - selling the invention covered by the patent
Samsung v. Apple

**D618,677**
Rectangular, round-cornered front face, excluding the home button

**D593,087**
Rectangular, round-cornered front face, including the bezel and the home button

**D604,305**
Display screen on which graphical user interface appears
Careers?

- Inventor - Engineer
- Expert - Engineer
- Patent Agent - Engineer
- Patent Attorney
- Management – Eng/Att.
- Founder
- Fashion
- Beauty
Alternatives to Traditional STEM Careers
Ensuring Women and Diverse Candidates in the Patent Bar: We Must Address the Root of the Problem
This lack of diversity is based, in part, on the patent bar requirement of a hard science background, such as a degree in engineering, chemistry, physics, or biology; however, the science, technology, engineering, and mathematics (STEM) field has historically been dominated by men, who, as of 2017, account for 76% of all STEM jobs, according to the U.S. Department of Commerce. There is also a glaring lack of racial diversity among the patent bar.

Overall, women make up 22% of U.S. Patent and Trademark Office (USPTO)-registered attorneys and agents (see fig. 1). Of those women, 76% are attorneys and 24% are agents. Although USPTO registration data is available as early as 1950, female registrations were virtually nonexistent until the early 1980s, with the first significant jump in registrations among women occurring in 1989 and gradually increasing until 2015 (see fig. 2). Data shows that the period from 2008 to 2009 is the only time in USPTO registration history where male registrations decreased while female registrations increased. That year, 75% of registrants were men, while 25% were women. In 2017, the highest percentage of women were registered with the USPTO than any other year. In that year, 34% of all registrations were female. Given that women account for more than 50% of law school-entering classes, there is still a long way to go toward leveling the field.
BY REBECCA MINKOFF
MARCH 1, 2016 17:24

For new digital innovations in fashion and retail to resonate with female customers, women must be part of the technology teams that build them, argues Rebecca Minkoff.

NEW YORK, United States — Six words are all it took to undo months of work and countless dollars of research and development: “This mirror makes me look fat.”

It was the last thing that anyone on our team wanted or expected to hear during the pre-launch preview of the interactive dressing rooms for our flagship store. Until that day, despite an extraordinary investment into our vision of building what have been called the “store of the
What is Fashion Technology?
Would you spend $10,000 on a virtual dress? Gucci is betting on it

As the physical and virtual worlds become increasingly blurred, Gucci is designing with your avatar in mind.
Summary
Thank You

Gina Bibby
Donna Chamberlin
Irene Lee