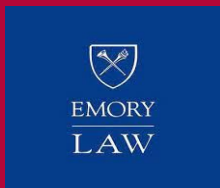




Session 1: Getting People off the Bench - Inventor Diversity Pilots

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Increasing Diversity in IP & Innovation



increasingdii.org

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Why Should We Care About Gender Diversity in Innovation?

- In 2018 and 2020 the USPTO was asked by Congress to study gender differences in patenting. At a national level, the USPTO found that women only participated on less than 13% of patents through 2019 data.
- Professor Lisa Cook (Michigan State University), both a former USPTO Edison Scholar and member of the Board of Governors for the Federal Reserve, found that ***if the U.S. could quadruple the number of inventors, it would increase the Gross Domestic Product (GDP) of the U.S. by 4.4% or approximately \$1 Trillion.***
- Countries have only recently realized that we can use patent data to help us visualize where there may be bias in company decision processes, which can then be eradicated.





seek

- (1) Learn about Underrepresented Inventors (URIs) and identify opportunities to increase engagement
- (2) Raising Internal Awareness



understand

- (3) Determine your baseline inventor data



commit

- (4) Examine and explore root cause(s) for each group of URIs and implement programming aimed at increasing engagement



ally

- (5) Benchmark your organization's DII data



advocate

- (6) Advocate and raise awareness of underrepresented inventors

The Diversity Pledge

Asking companies to commit to the following:

1. In Year 1-2
 - Tell us what under-represented inventor (URI) group you will be focusing on
 - Tell us what pledge practices you start and any you complete in a calendar year
2. In year 3
 - Tell us the rate of change for your URI groups from year 1 to year 3

Founding Pledgeses



BlackRock



EQUIFAX



FACEBOOK

Google



Hewlett Packard
Enterprise

Lenovo

LinkedIn

LUMENTUM

Microsoft

NetApp

nielsen

paloalto
NETWORKS



PURESTORAGE

THE BEST RUN



twilio

Uber

VIAVI
VIAVI Solutions

view

Western Digital

Pledge Working Groups



Data

- **Getting and Analyzing It:** focus on all aspects of data such as collection of, analyzing it to provide actionable insights, and how to move beyond gender data to other underrepresented groups.
- **Metrics & Reporting:** focus both on the creation and standardization of metrics as well as how companies can and should report on this data. A particular focus will be on standardization of information.

Working with URI groups

This group will focus on all aspects of interfacing with URI groups. Additionally, it will focus on finding effective practices that work for specific URI groups.

URI Innovation Sprint

This group will focus on best practices for running innovation sprints for URI groups, including delineating the various types of innovation sprints, and training on how to run a 635-method sprint. The 635-method sprint has been universally successful in improving engagement from the targeted URI group at the companies at which it has been implemented.

Key Findings So Far



Data – getting it from HR, vs. using external algorithms. Also, how best to classify and analyze the data

Messaging the importance of DEI to Management. Should IP align with the DEI groups or R&D or both? There are so many articles and studies on the business benefit of DEI for companies that what else needs to go in the case?

Mentoring – this has a lot of benefit, see Western Digital’s work on mentoring women in inventorship leading to a 26% increase in disclosures/patent apps. There is research on mentoring in R&D groups (Mercedes Delgado).

Language – we have lots of examples of changing words or messages can positively impact working with URIs. “Solving problems” vs “invention”. No longer using patent harvesting, instead using something else like Innovation sprints. Changing the automated disclosure rejection email to be more positive. What other things have people used/found useful?

Surveying URI groups – The group has shared genericized surveys for companies to customize for their own purposes?

Metrics – what metrics work best for internal decision making and what is desirable to benchmark for external comparison?

USPTO – what would companies like to see from the USPTO? What education, tools, etc can they provide that would be useful?



Learn More at:

www.increasingdii.org
