

# The Patent Lawyer

GLOBAL REACH, LOCAL KNOWLEDGE

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## Femtech: the next big technology boom

Sarah G. Hartman, Partner at Brown Rudnick, evaluates the long-overlooked gap in the healthcare market surrounding women's health and how the next big technology boom is about to change women's lives for good.

Japanese  
"Amicus Curiae"

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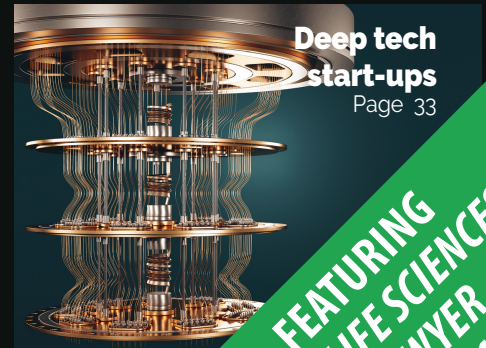
The Hungarian  
patent regime

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Deep tech  
start-ups

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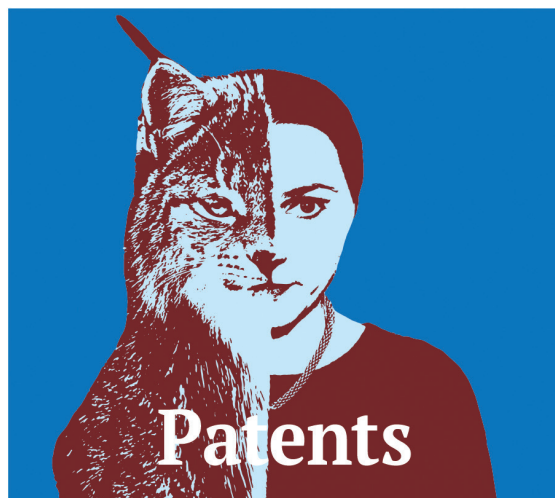




# IP Services in Russia and CIS countries



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# Women in IP Leadership

Celebrating achievements and continuing  
the empowerment of women



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We give special thanks to Zuykov and partners for their dedication and support in continuing the empowerment of women in IP by facilitating this opportunity.



This segment is dedicated to women working in the IP industry, providing a platform to share real accounts from rising women around the globe. In these interviews we will be discussing experiences, celebrating milestones and achievements, and putting forward ideas for advancing equality and diversity.

By providing a platform to share personal experiences we aim to continue the empowerment of women in the world of IP.

This segment is sponsored by Zuykov and partners, who, like *The Patent Lawyer*, are passionate to continue the empowerment of women. Zuykov and partners' sponsorship enables us to remove the boundaries and offer this opportunity to all women in the sector. We give special thanks to Zuykov and partners for supporting this project and creating the opportunity for women to share their experiences, allowing us to learn from each other, to take inspiration, and for continuing the liberation of women in IP.



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**Human innovation and creativity are the engines of progress. At Zuykov and partners, we believe that in order to best develop both Russia and the global economy, we must overcome inequality and achieve diversity. Every year we help more and more women innovators and owners of other intellectual property to protect their rights. We seek to encourage the talents of all groups to participate in solving the problems of humanity that only together can we defeat. Our mission is to create a supportive environment for all women and men and to give equal opportunity for their development in the intellectual property field.**

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**Maria Zuykova, Business Development Manager, Zuykov and partners**

If you would like the opportunity to share your experiences with *Women in IP Leadership*, would like to nominate an individual to be involved, or would like to learn more about sponsorship, please contact our Editor.



# Carolina Vera Matiz: General Director & Partner, Vera Abogados Asociados

**An interview: inspirations, experiences, and ideas for equality.**

**C**arolina is a Lawyer with a degree from the Andes University in Bogotá, Colombia. She has a Master's degree in Trademarks, Patents and Copyrights from the University of Alicante, Spain. Currently holds the position of General Director and Partner in Vera Abogados Asociados from Colombia.

## What inspired your career?

Despite great progress in this field, Colombia is still a male-dominated society and was even more so back when I started my career; however, with consistent effort this can be overcome and people tend to feel much more confident when a woman is in charge of their business matters.

I would advise all women to show total confidence in their ability, competence, and knowledge as well as taking full advantage of their emotional intelligence.

## What challenges have you faced? And how have you overcome them?

IP Management was generally seen as a field in which men were the main protagonists, but as women have begun to show their professional qualities and skills, the path ahead has started to open up and the presence of women in this area has become more accepted and well-regarded. Nowadays, IP management has evolved into a much more balanced profession in this sense.

A great deal is owed to all the pioneering women who went before; they undoubtedly forged the way for today's current set of circumstances and opportunities for women.

## What would you consider to be your greatest achievement in your career so far?

Our firm is about to celebrate 50 years since its founding and I have been part of our success for half of this time which for me has been a great source of pride and satisfaction to have been able to contribute to the solidity and prestige we are honored to enjoy.



Carolina Vera Matiz

**A great deal is owed to all the pioneering women who went before.**

## What are your future career aspirations? And how will you work to achieve them?

I have a dual purpose: the idea would be to continue the internationalization process already underway at VERA ABOGADOS, as well as gaining a deeper knowledge in order to author and pen specialist articles and books which may contribute to the wider development of IP in the world.

## What changes would you like to see in the IP industry regarding equality and diversity in the next five years?

The changes which I would like to see in the IP industry as regards equality and diversity over the coming five years or so would be as follows:

More enterprise undertaken and led by women covered by all areas of IP which would make them more commercial and profitable and allow women to be greater protagonists on the business world stage.

To see more women at the head of their IP companies and greater numbers of women leading non-profit organizations in the field of intellectual property where they can impose their own personal stamp.

For those women belonging to ethnic minorities to be empowered and further taught how to develop and use intellectual property for the benefits, consolidation, and advancement of their respective communities.

## How do you think the empowerment of women can be continued and expanded in the IP sector?

In my view, there are many valuable projects being undertaken by women in a wide range of industries. Most of these projects are excellent, the main issue is that these women need more financial support and for people to firmly believe in their projects in order to help all women create businesses and enter new markets for their projects to be viably sustainable around the world.

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# Niti Dewan: Patent & Trademark Attorney, Head of Patents & Business Development, R. K. Dewan & Co.

**An interview: inspirations, experiences, and ideas for equality.**

**D**r Niti Dewan, a medical doctor and a Patent and Trademark Attorney, heads the Patents Department at R. K. Dewan & Co. She is also responsible for the firm's Business Development, Finance and Administration operations.

With over 15 years of experience in the IP field, Niti's areas of speciality include: patent drafting, patent searching & analysis, international patent filing and prosecution, and IP portfolio management. Niti's primary sectors of speciality are the life sciences, biosciences, pharmaceuticals and chemicals; however, she has extensive experience in carrying out invalidation and freedom-to-operate searches in all fields of technology including automobiles, IT, nanotechnology and material sciences. She frequently advises clients on their IP strategy.

## **What inspired your career?**

I trained to be a doctor and I was practicing - then I met Dr Mohaan Dewan, my husband. He is the principal of our firm and seeing him deal with new inventions and creating brands, seeing how he was helping to protect against infringement and offering strategic advice to clients, was inspiring.

I started working on pharmaceutical and other medical related patents, such as dealing with patent searches, and I really liked the work because I was always at the receiving end of the latest technology and every day was new. There was so much that I could relate to and so much to be witness to. There are the challenges of understanding the latest technology from the

inventor(s), and then being able to start advising on the technology - how to protect it in the best way. That was very inspiring for me.

There are also personal advantages - it is nice to work together, I and my husband, and we could travel together for work.

A large part of the rewarding experience for me was really helping the clients with their intellectual assets - protection and building value.

## **Can you offer advice from your experience?**

I feel that sometimes people come across opportunities which are different to what we are trained for or that we've been doing but we fall in a comfort zone. We may find that we've lost interest, but we don't want to leave that comfort zone and then we miss out or we don't grab the opportunity. So, if possible, if you're financially able and your other commitments allow you to step out and take such opportunities, particularly if it's something you're passionate about or something different, then do it!

It takes a little while and there are hurdles along the way, but I think it's very rewarding. So that's a message that I would definitely give to anybody who comes across such an opportunity - if you want to do something then step out of your comfort zone!

## **What challenges have you faced? And how have you overcome them?**

It was a very long period of learning, especially in the medical field. We do five years of study and then two years of internship; by that time it was really a case of wanting to get out of

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**If you want to do something then step out of your comfort zone!**

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learning! But I had to start learning again in respect of the IP laws.

Also, a lot of people questioned what I was doing; leaving the medical profession because it's supposed to be the "normal profession" and you're supposed to be helping patients - my colleagues and my family were quite amazed. But I do feel that I've stayed in touch as a lot of my work relates to pharmaceutical inventions and medical device. The change was right for me and now I help the field in a different way. But it was a challenge to balance that transition and the peer reaction.

Another aspect is, because our firm is a 79-year-old firm, people were used to a certain way of doing things. I've brought about a lot of changes to benefit the firm, including introducing information systems and practices like ISO certification. They weren't particularly happy with me coming in with a little experience in IP and then bringing in the management aspect of it, which added challenges. But then they began to see the value this was adding to their hard work and expertise, and what these recommendations and improvements led to. So it became quite nice and now people understand what I'm doing and they respect it. I have much more cooperation now; people look forward to what's coming.

They used to think that I was bossing around just because I happened to be the principal's wife, so I had to prove to them that I wasn't just doing that because I happened to be his wife but I'm doing it because I have researched, am passionate and want to create a better work environment as well as a better client experience. I belong to a business family and know how things run and how things could be improved.

**What would you consider to be your greatest achievement in your career so far?**

One of the major things was getting one of our largest clients signed up - they are an Indian conglomerate. I got introduced to them at a conference and that led to signing them up and now we've been working with them for many years. I handled their work and then all of their other subsidiary companies were added on to the firm as clients.

Before 2009, we weren't on the international scene very much; we were a very largely domestic firm and with only a few international clients who really wanted a good Indian attorney (we didn't meet them through conferences, they actually came to India and did research and came to us). We wanted more international clients to benefit from our expertise. So, we took the initiative to start attending several international conferences. It helped in understanding the working of our peers from various jurisdictions, learning about best practices in

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**We are asking for equal rights and we want to be treated equally but we're also expecting special treatment by creating a meeting for just women.**  
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different countries and offered great networking opportunities. I think that I've been instrumental in developing that part for the firm's practice. Before that we had a good reputation in India, so building the international reputation that we have now is a great achievement.

We are now ranked by several publications and we're almost in the top tier in all. We were doing very good work but I realized that just doing good work is not enough; you also need to tell and show people that you're doing that work. I think I've been instrumental in that.

**What are your future career aspirations? And how will you work to achieve them?**

For the firm, we feel that we're ready to go to the next level and expand what we are already doing. We do have a great client base now but we would like to work more for international clients. India is becoming a hub for IP activity and we are experienced in multi-jurisdictional filings for our domestic clients. We're one of the major Indian firms who file in multiple countries for trademarks and patents and have been handling litigation for all domestic clients in multiple countries as well. I think that because





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**I think the most important part is appreciating yourself; whatever you're doing, whatever percentage of time or whatever level of success you have in one sector or another of your life, it's OK!**

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we have such experience in dealing with every aspect of IP in so many countries, in 97+ countries, I am extending these services of managing complete worldwide IP portfolio to more foreign companies. We are already doing that for some clients; even our US clients are using us as a primary attorney and we do their primary filings and then go all around the world for them. That's an area that I'd like to expand.

On the personal front, I'd like to spend more time gardening and painting. I don't give these passions as much time as I would like to, so I'd like to do that. During COVID, having to work from home, I set up an art corner for myself so I've been able to paint again and I hope to continue doing so.

**What changes would you like to see in the IP industry regarding equality and diversity in the next five years?**

To be honest, I feel that women have been doing very good work in IP and more and more I see that they are holding prominent positions and are being taken more seriously. Women may have some limitations, but everyone has limitations.

I would really like to see, just like in our firm, equity in the way people are perceived and valued including equal they are holding and

based on their qualifications, their experience, their attitude, their productivity - never to do with their race or gender or difference. But I have come across and heard of inequity in different jurisdictions, where designations and pay can be different and that's not a good model. Things shouldn't be based on race or gender or any form of difference. And it's not just about the formal qualification and experience, it's about productivity, attitude, commitment - there needs to be some impartiality there and not based on other factors and that's what I'd like to see in all sectors.

**How do you think the empowerment of women can be continued and expanded in the IP sector?**

There are many International Organizations, for example INTA, AIPPI, APAA, that organize "women in IP" meetings. Sometimes I feel that these are, and I'm a very big feminist, counter-intuitive. We are asking for equal rights and we want to be treated equally but we're also expecting special treatment by creating a meeting for just women. I understand that young practitioners need role models and these initiatives are good for providing mentors and support but I do feel that we could work on a different approach. Perhaps a sector for young practitioners, perhaps different types of groups and better integrated groups rather than increasing the separation by suggesting that we

need special treatment by making a group just for women. I find a dichotomy in that approach, that we say we want equality but we also want our own meeting.

There should be more sharing of women's stories where, like this interview, people can read about more and more women doing well and how they've built their business and showing that it's possible for them to run a firm/ organization. I think these can really help in promoting this good and responsible work that we need to be doing.

I think IP is a great career for women because it does provide some flexibility for time to be given elsewhere, with family for example. Of course, there are deadlines, but you can still organize yourself around those. I think working women often beat themselves up a lot saying, "well I've not done this, I've not done that". We want a perfect balance between work and home and family, but with my experience there is no perfect balance - it's what works for you! Maybe it'll be in one direction today and tomorrow it will be in a different direction, but I think learning to live with that and appreciating yourself is very important. I think the most important part is appreciating yourself; whatever you're doing, whatever percentage of time or whatever level of success you have in one sector or another of your life, it's OK! It doesn't need to be that perfect balance between everything that you're doing. I think that's a very important aspect to give us strength and hopefully more women will understand that and not get upset if things aren't doing well in one particular area at all times. I see lots of people take extended leave or maybe even resign and stay at home because we ask too much of ourselves; we shouldn't expect ourselves to be able to work full time and be able to manage our home and have everything perfect all the time. It is very important learning to me that it doesn't have to be perfect, everybody's life is different and we have to be content and happy with whatever we're doing whatever way we view the balance.

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