



Infusion Lawyers
— Your Partner in Innovation —

April Special

30 April 2018

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Infusion Lawyers Commemorates 3 World International Days in April!



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What are we commemorating?

This last day of April, we commemorate 3 World International Days: World Creativity and Innovation Day (April 21), World Book and Copyright Day (April 23), and World Intellectual Property Day (April 26). We also commemorate our first anniversary at Infusion Lawyers! Founded on World IP Day, 26 April 2017, Infusion Lawyers is ONE.

As a child of creativity and innovation, Infusion Lawyers must join the global community to celebrate not only World IP Day but all also the World Creativity and

Innovation Day (April 21) and the World Book and Copyright Day (April 23).

3 in 1: April is a Month of Genius— World Creativity and Innovation Day, World Book and Copyright Day (April 23), and World Intellectual Property Day

April 21: World Creativity and Innovation Day



Figure 1: UN Photo/Manuel Elias

The first official World Creativity and Innovation Day (#WCID) was celebrated 21 April 2018. Creativity and Innovation Day "encourages creative multidisciplinary thinking to help us achieve the sustainable future we want", says the United Nations.

Creativity and innovation build the wealth of nations. According to the findings of the special edition of the Creative Economy Report "Widening local development pathways", co-published by the United



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Nations Educational, Scientific and Cultural Organization (UNESCO) and the UN Development Programme (UNDP) through the UN Office for South-South Cooperation (UNOSSC), creativity and innovation "have become the true wealth of nations in the 21st century".

At Infusion Lawyers, we agree. And this is why we are committed to supporting, protecting, and exploiting creativity and innovation to help individuals and groups build wealth.

Through creativity, creators are building and transforming the creative economy. The creative economy—as rightly captured by the United Nations—"is a highly transformative sector of the world economy in terms of income generation, job creation and export earnings." Nigeria and Africa should not be different.

Creators need to keep pushing boundaries in the creative industries. According to the United Nations, creative industries are generating \$2.25 billion in revenue and 29.5 million jobs worldwide. We must therefore harness the potential of creativity and innovation to empower people and nations.

How Infusion Lawyers is Commemorating World Creativity and Innovation Day: 'The Inclusion Matrix'

At Infusion Lawyers, there is no better way to mark this day than to formally incorporate into our law business what we call 'The Inclusion Matrix'. This means that to create wealth for our clients and community, we are incorporating into our vision and corporate goal digital inclusion and financial inclusion. This will enable us play a more proactive role in today's new and global economy, thus creating greater value for both clients and the community.

April 23: World Book and Copyright Day



Figure 2: UN Photo/Albert González Farran

April 23 is World Book and Copyright Day. Back in 1616, Cervantes, Inca Garcilaso de la Vega, and Shakespeare all died on 23. The date of births and deaths of some other well-



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known authors is also 23. This made April 23 is a symbolic date in world literature.

World Book and Copyright Day is the day the world pays tribute to authors and books. It helps promote book culture. It also helps people—particularly young people—understand the significant contributions of authors whose works have "furthered the social and cultural progress of humanity."

Three major sectors of the book industry take central place in the celebration of this day—publishers, booksellers, and libraries. Together, they select the World Book Capital for a one-year period, effective 23 April each year. This year 2018, the city of Athens was chosen as World Book Capital. In 2014, Port Harcourt, Rivers State, Nigeria, was made World Book Capital. Port Harcourt had trumped 10 other cities that include Oxford in England and Moscow in Russia to get the crown.

How Infusion Lawyers is Commemorating World Book and Copyright Day: Publishing e-Book on Frequently Asked Questions on IP

At Infusion Lawyers, to commemorate this year's World Book and Copyright Day, we will make IP ABC, our weekly publication on FAQs on IP, available to the public as an e-book at the end of each year at an affordable price. This is part of our law firm's commitment to IP awareness in Nigeria, a major project of our IP & IT Advocacy Practice, led by Rita Anwiri Chindah, ACI Arb.

April 26: World Intellectual Property Day—Powering Change: Women in Innovation and Creativity



Figure 3: WIPO World IP Day Photo

April 26 of every year is World Intellectual Property Day (World IP Day). This is a special day set aside to learn about the role



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that intellectual property rights play in innovation and creativity. These intellectual property rights are copyright, industrial designs, patents, and trademarks.

This year's World IP day's theme is 'Women in innovation and creativity'. According to the World Intellectual Property Organization (WIPO), World IP Day "celebrates the brilliance, ingenuity, curiosity and courage of the women who are driving change in our world and shaping our common future." With this year's theme therefore, WIPO hopes to use this day to focus on women and encourage women to participate in driving the change going on all over the world.

According to WIPO, the motivation for creativity in IP is crucial as creators' Intellectual Property Rights can be protected, thus gaining financial rewards and recognition. It also helps creators contribute to economic growth, grow their commercial brands, and stop unauthorized persons from exploiting their works without due permission. Innovation and creativity are the engines of human progress.

Women are lagging behind in innovation. A WIPO report in 2015 showed that 17% of women filed an international patent application as opposed to the year 1995. This is sad and goes to show that women do not participate much as innovators. Globally, apart from innovation, women are also lagging behind in creativity, with just 10% of women filmmakers and directors, says a WIPO report. In Nigeria, while women are doing well in creative sector such as the booming entertainment industry, Nigerian women are lagging behind in innovation.

The narrative needs to change.

Women innovators and creators need to close the huge gap and learn to use the IP system better.

The major barriers against women innovators and creators, as identified by WIPO, are:

1. Widespread gender inequality;
2. Prejudices, preconceptions and stereotypes;
3. Inflexible economic and social structures;
4. Bias against women; and
5. Significant financial commitment.



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At Infusion Lawyers, we are also very concerned about the gender disparity in creativity and innovation and also the huge gap between the levels of creativity and innovation in Nigeria and Africa. Africa has very few innovators but relatively many creators.

At this year's World IP Day program in Warri, Delta State, Nigeria, our Lead Partner, Senator Iyere Ihenyen, who was the Guest Speaker, brought attention to both the gender disparity and innovation-creativity gap. In his paper, *The Masculinity of Intellectual Property, Femininity, and the Malnourished Baby*, Mr Ihenyen identified some of the weaknesses in the present IP system and advocated for an inclusive IP system that doesn't only protect and exploit works that have commercial value but also serve critical cultural functions as well. He also emphasized the need for an IP system that has a strong framework for protection and exploitation of traditional cultural expressions, traditional crafts, and traditional knowledge in Africa. By ensuring this, he said, Africa will be able to contribute more to the global database of innovation and creativity, and not remain "the malnourished baby".

How Infusion Lawyers is Commemorating World IP Day: Introducing IP Final Year Project Guide (IP-FYP Guide)

IP research amongst final year law students in Nigeria is relatively lean. Through IP-FYP Guide, Infusion Lawyers will promote scholarship in IP in our universities by providing free guide on IP research to final-year law students whose dissertation topics border on IP. (If you are preparing for your final year project and your research topic borders on IP, you may email info@infusionlawyers.com.ng to apply.)

Role of Women in the Society and Intellectual Property

by Rita Anwiri Chindah, ACI Arb



Figure 4: robertharding / Alamy Stock Photo



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Back in the days, the role of women in most societies was all about child bearing, child care, and home keeping. This is fast changing. In the 21st century, more women are leading successful careers against all odds, especially in Africa.

Transforming our society through innovation and creativity and taking advantage of the IP system to protect and exploit these creativity and innovation require knowledge and then an adequate awareness of the IP system. By being aware of the IP system and knowing how best to use it to create both individual and group wealth, women innovators and creators would be able to benefit fully from the system.

The benefits and importance of Intellectual property rights (IPR) include protection and exploitation of one's creative work or innovation through copyright, industrial designs, patents, and trademarks (and also geographical indications); securing meaningful access to knowledge for human advancement; and promoting the cultural wealth of nations.

8 Nigerian Women Powering Change through Innovation and Creativity

There are a number of Nigerian women who deserve to be celebrated for daring to be creators and innovators in a patriarchal society. In alphabetical order, below are some of the women (and girl) powering change:

Achenyo Idachaba (Creator)



Figure 5: Image Source: Konbini

Achenyo Idachaba is the founder of MitiMeth which uses Water Hyacinth, an environmental problem, to create products such as multipurpose baskets, lamps, vases, ottomans, stationery, wall decor, diningware.



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Chimamanda Adichie (A Creator)



Figure 6: Image Source: Chimamanda.com

She is a multiple award-winning novelist. Some of her works include *Purple Hibiscus*, *Half of a Yellow Sun* (which was adapted into a movie featuring national and international acts), *Americanah*, and others.

Jessica Mathews (Innovator)



Figure 7: Image Source: Uncharted Power

A Nigerian-American, her company Uncharted Play created a power-generating soccer ball called 'The SOCKET'. It turns play into energy. She also has a battery-charging jump robe called 'PULSE'



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Mo Abudu (Creator)



Figure 8: Image Source: Pulse

She is owner of Ebony Life TV Station. Mo Abudu recently signed a major deal with Sony Pictures to develop 3 new TV projects for international distribution.

Olamide Babajide (Innovator)



Figure 9: Image Source: Pulse

Olamide Babajide is Founder of “Pear Recycling” a company that uses car tires, magazines, plastics, wood, and straws to make household items.

Sophia Ike-Onu (Creator)



Figure 10: Image Source: Bella Naija

Sophia Ike-Onu is Founder of 'The 5kshop', she makes ready-to-wear clothes at affordable prices.



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Tara Fela-Durotoye (Creator)



Figure 11: Image Source: Connect Nigeria

Tara Fela-Durotoye is Founder of one of the biggest makeup brands in Nigeria called 'House of Tara'. She is a pioneer in the industry.

Tomisin Ogunnubi (Innovator)



Figure 12: Image Source: TheSheet.ng

Tomisin Ogunnubi is a 12-year old Nigerian girl who built an app called 'My Locator'. The app helps kids find their way home. Tomisin is a student of Vivian Fowler Memorial College for Girls, Lagos.

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Keep Creating, innovating, and infusing!

All of us at Infusion Lawyers celebrate these women (with the 12-year old girl as well). Today, we encourage the girl-child in Nigeria and the rest of Africa to dare to dream and become innovators and creators the world needs to power change.