

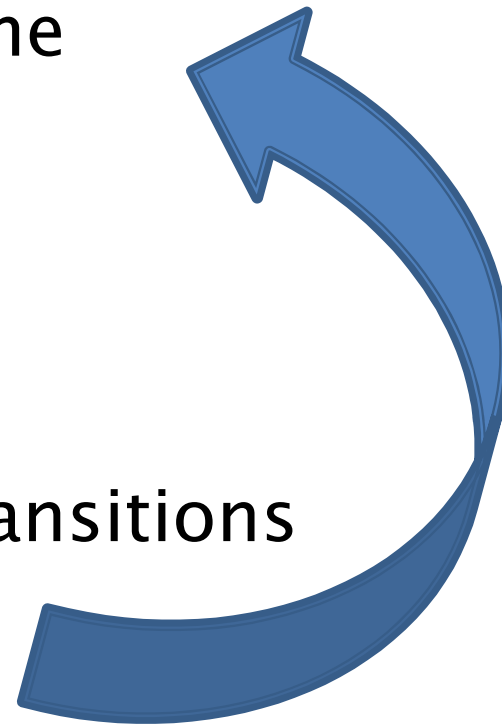
Women in IP *Survey Says...*

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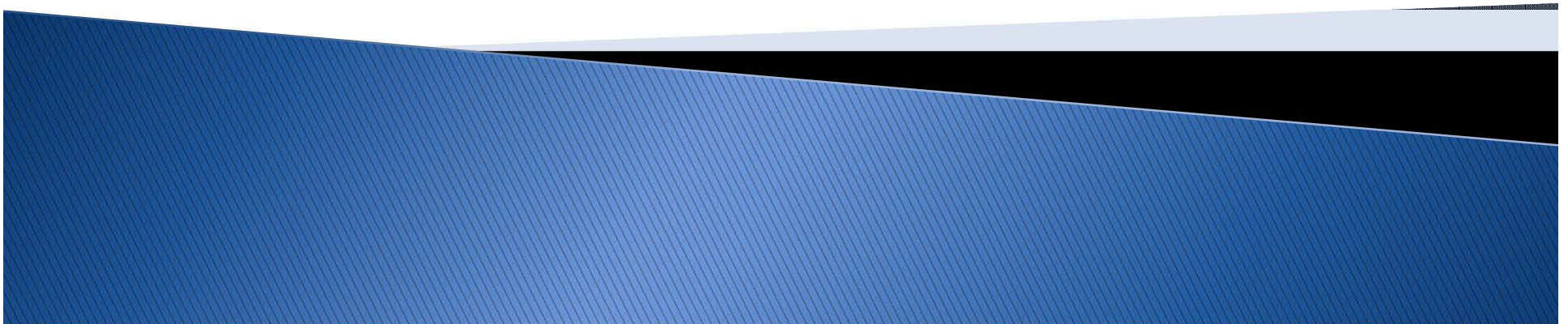


Topics

- ▶ Strengthening the pipeline
- ▶ Retention
- ▶ Satisfaction
- ▶ Advancement
- ▶ Attrition
- ▶ Facilitating successful transitions



Strengthening the Pipeline



- ▶ **Good news on the diversity front:**
 - Per the USPTO roster, women represent a higher percentage of patent practitioners admitted each year.
 - Up to 30% in 2012 – the highest percentage ever.
 - Demographics in the field are changing.



► Current Patent Roster:

Admitted	% of Roster
Before 1960	1%
1960–1969	2%
1970–1979	6%
1980–1989	8%
1990–1999	24%
2000–2009	45%
2010–2013*	14%

* Through October 19, 2013



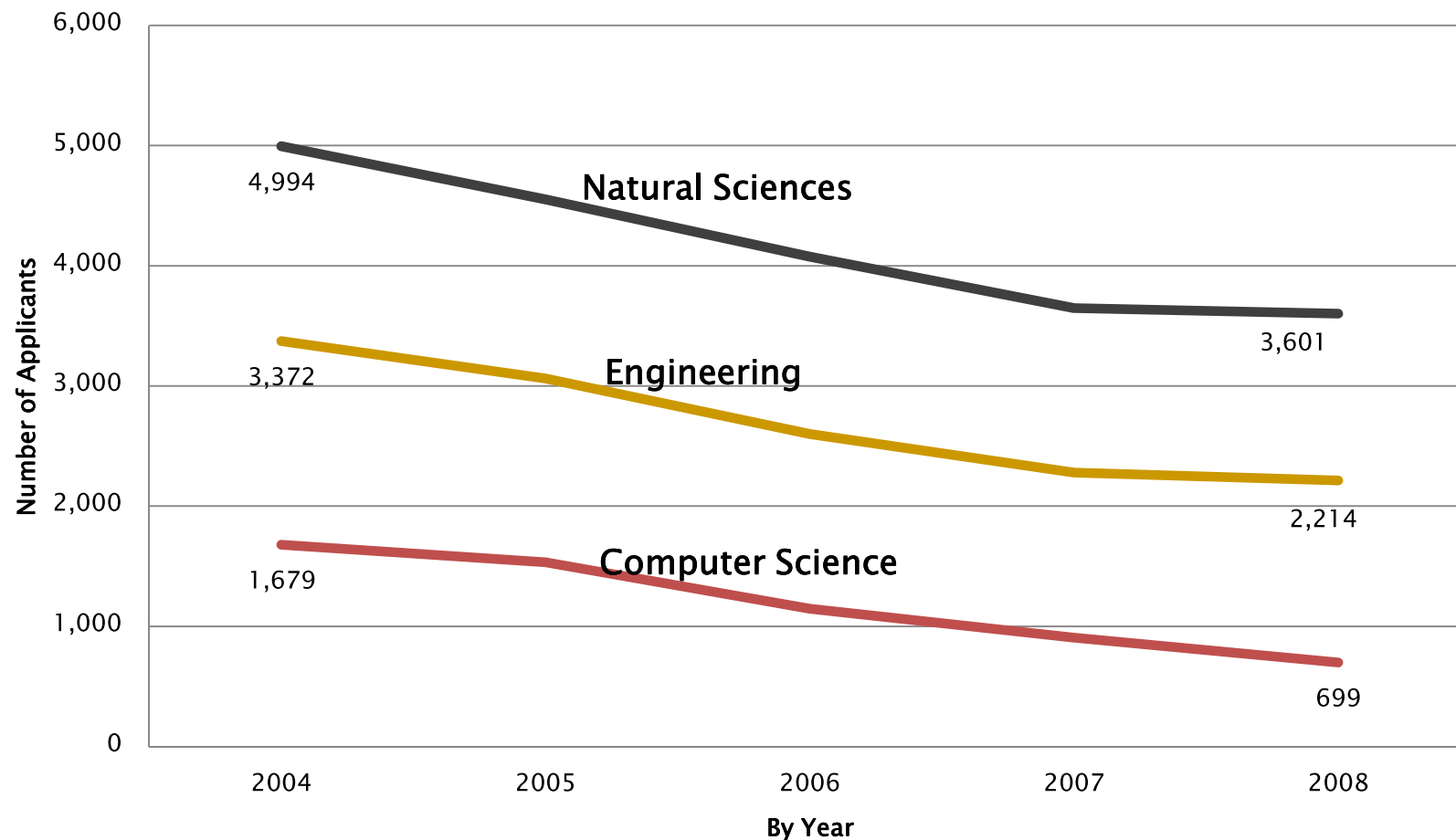
► Recent Educational Trends – Women (U.S.)

- 59% of biology degrees (increasing)
- 50% of chemistry degrees (increasing)
- 18.4% of engineering degrees (static)
 - Chemical engineering 32.1%
 - Electrical engineering 10.7%
 - Mechanical engineering 11.8%
- 18.2% of computer science degrees (decreasing)



Pipeline

Law School Applicants (STEM)



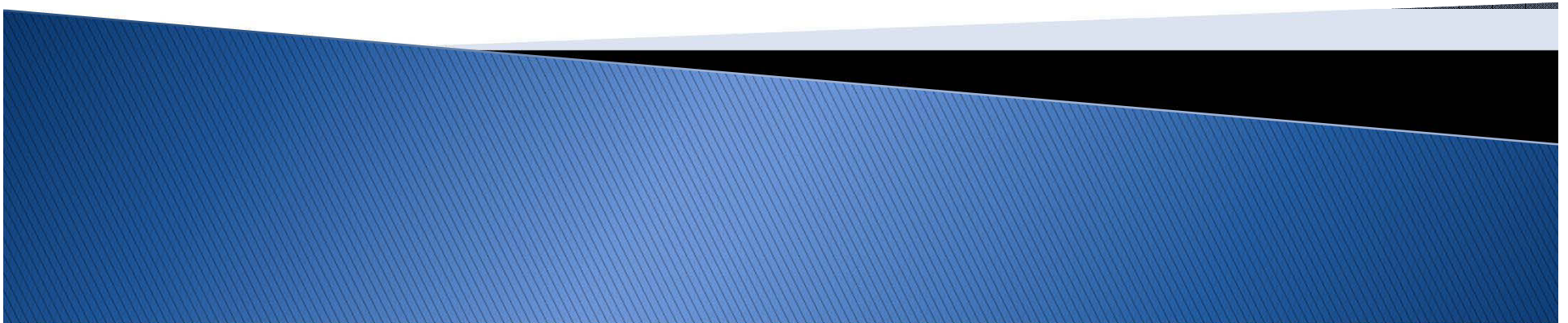
Observation: 23% drop in patent bar admittance, 2010 to 2013 (est.)

▶ AIPLA membership

- 93% of AIPLA members are licensed attorneys
- 7% are in other (potential pipeline) categories
 - Students
 - Patent Agents/Technical Advisors
 - Paralegals
 - Other non-lawyer IP professionals
- *Presents an opportunity for growing membership and/or performing outreach activities and creating networks.*



Retention and Satisfaction



Retention and Satisfaction

Survey Says...

- ▶ Money
- ▶ Job Satisfaction
- ▶ Respect
- ▶ Building a practice
- ▶ Work-Life Balance **
- ▶ Client satisfaction/success **



Retention and Satisfaction

Survey Says...

Work-Life Balance

- ▶ *Does your work environment provide sufficient flexibility in your work hours to achieve an acceptable work/life balance?*

<u>Answer</u>	<u>Men</u>	<u>Women</u>
YES	82%	83%
NO	18%	17%



Retention and Satisfaction

Survey Says...

- ▶ Women's career goals:
 - "Respect/recognition from MY CLIENTS!! That's the most important goal of all, and I am ASTOUNDED it's not on the above list!!"
 - "Do excellent work for my clients."
 - "Serving my clients and successfully representing them."
 - "Appreciation from my clients."
 - "Success for my clients."
 - "Provide high quality service for my clients and feel appreciated and respected by them."
 - "Obtain and retain clients."



Retention and Satisfaction

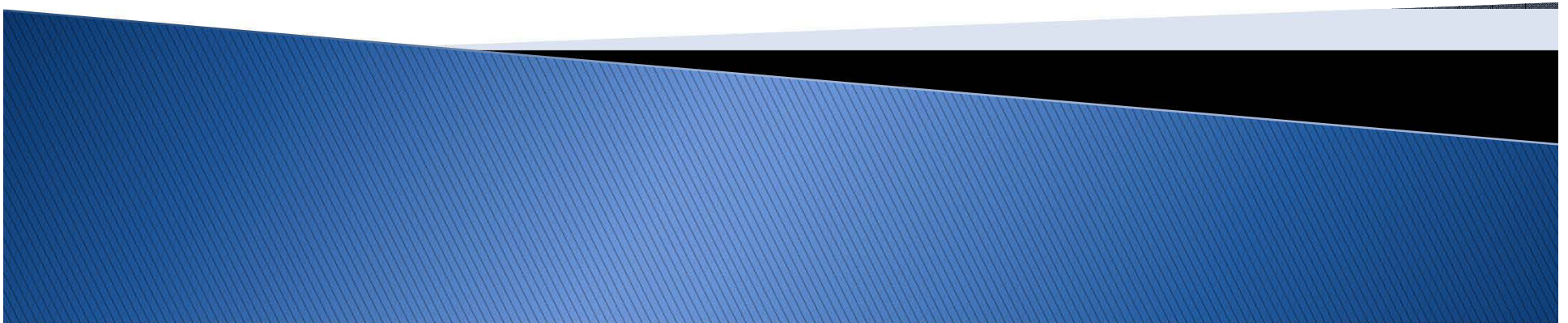
Survey says...

▶ *AIPLA Membership Retention*

- 73% of female former members were members for less than 3 years, compared to 47% of former male members.
- 27% of women were members for 4–10+ years, compared to 53% of men.



Advancement



Survey says...

▶ Women are younger and lack seniority

<u>Age</u>	<u>Men</u>	<u>Women</u>
Under 40	27%	39%
40–59	53%	53%
60+	20%	8%

<u>Title</u>	<u>Men</u>	<u>Women</u>
Equity Partner	26%	13%
Associate	17%	24%



Survey also says...

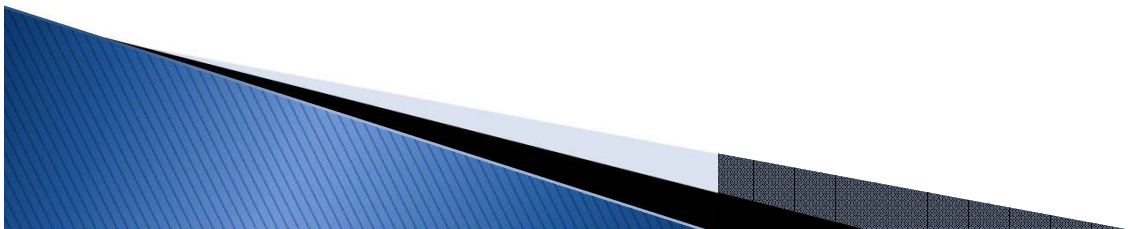
► Women earn less money

<u>Salary</u>	<u>Men</u>	<u>Women</u>
<\$100K	13%	21%
\$100–\$200K	34%	43%
\$200–\$400K	27%	18%
> \$400K	12%	3%



Survey Says...

- ▶ AIPLA can help its members advance.
- ▶ Women and men want the same things from their memberships:
 - CLE
 - Professional Development
 - Networking



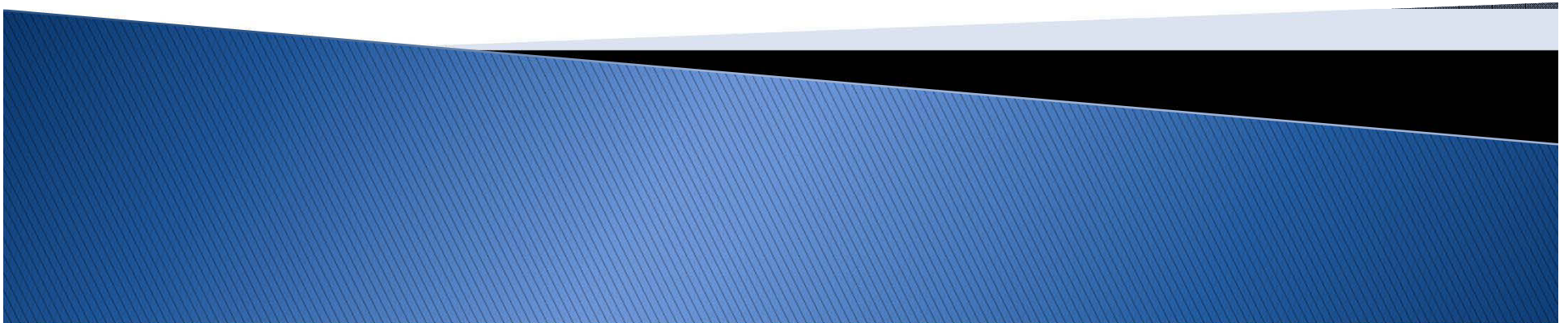
Survey also says...

Optimism is high

- ▶ 42% of female survey respondents indicated that they see themselves as being on a partnership or management track.



Attrition



Survey Says...

- ▶ More women than men are thinking about leaving IP law or leaving the practice of law entirely.
 - 26% of women are thinking of leaving IP law, compared with 18% of men.
 - 37% of women are thinking of leaving law altogether, as compared to 28% of men.
 - Men most frequently cite “retirement” as the reason.
 - Women want to “explore other interests and capabilities.”



- ▶ Costs of attrition can be high.
- ▶ Employers should circle back to principles of Retention...
 - Money
 - Job Satisfaction
 - Respect
 - Building a practice
 - Work–Life Balance
 - Client satisfaction/success



Facilitating Successful Transitions



Transitions

- ▶ Law school to law practice
- ▶ Full-time to Part-time
- ▶ Part-time to Full-time
- ▶ Changing specialties
- ▶ Changing employers
- ▶ Starting a solo practice
- ▶ Exiting the field
- ▶ Re-entering the field

One size does not fit all.

