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Las mujeres y la PI: Acelerar la innovación y la creatividad

Opinion Article

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WORLD INTELLECTUAL PROPERTY DAY



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Article

WORLD INTELLECTUAL PROPERTY DAY

World Intellectual Property Day is celebrated on April 26. This day was established by the World Intellectual Property Organization (WIPO) to raise awareness about the importance of this discipline and its role as a framework for intellectual production, innovation, and creativity.

What is understood as Intellectual Property includes the careful treatment of inventions, trademarks and service marks, and art services in all its manifestations and parallel disciplines (writing, music, painting, sculpture, architecture, design, etc.) as well as all creation of the human intellect.

Since their early presence on the planet, human beings, as inhabitants of the earth, have used the ability to create intellectually as an instrument of survival. The first inventors: the cavemen...

And human beings have also used their ability to incorporate, in their day-to-day life, the refreshing of the arts to warm their lives. Music, poetry, and painting are human creations that crystallize in people's souls.

After many years, it has been demonstrated that intellectual property is a fundamental pillar of the global economy, being the engine for the economic growth of nations and humans, as thinking beings.

Intellectual property allows creators, inventors, and entrepreneurs to protect their ideas, inventions, and trademarks, providing them with the security to invest in research, development of new products and services, and healthy business competition.

The State, as it happens in other areas of the human endeavor, becomes the guardian of the holders, being responsible for establishing the appropriate legal framework so that they can enforce the rights emerging from the production of the human intellect.

In an increasingly interconnected and digital world, the importance of intellectual property becomes evident. Technology has made possible the creation, distribution, and use of digital content, but it has also led to increased vulnerability of intellectual property. That is why it is important to continue to develop policies and legal frameworks that ensure adequate protection of the rights of owners, highlighting that, intellectual property not only benefits the rights of the holders, but also society as a whole. Intellectual property also encourages innovation and creativity, which leads to the incorporation of new products and services in the market and the generation of employment and wealth. And it allows the diffusion of knowledge and culture, which contributes to the enrichment of society and the inner growth of the human being.

On this World Intellectual Property Day, let's celebrate the achievements so far and work together to ensure adequate protection of intellectual property in the future.

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they work assertively to provide exceptional service, sophisticated advice, and creative, practical solutions.

PPO is the law firm with the largest geographical coverage in Bolivia, with its own offices in five cities: La Paz, Cochabamba, Santa Cruz, Sucre and Cobija.

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