

ANALYSIS

**THE CHALLENGE OF WOMEN
IN LAW AND INTELLECTUAL
PROPERTY**

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Every day is a good day to appreciate the work of professionals who have dedicated years of their lives to the practice of a field of knowledge.

On this occasion, and in commemoration of International Women's Day, I extend my greetings to my professional colleagues and to every woman who has devoted and continues to devote, her knowledge and efforts to fields related to Law or other areas.

The journey women have undertaken in the world and throughout history has been lengthy and complex. As we strive for equal rights, easily granted to men, it's impossible not to acknowledge the epic journeys and relentless struggles that continue. Though ongoing, these efforts gradually translate into spaces won over time.

I have been working in the field of Intellectual Property Law in Bolivia for many years, and I continue to do so. It hasn't been an easy task. Prejudices still constitute barriers that hinder women's professional development. Fortunately, these prejudices are becoming increasingly irrelevant, less significant, and have fewer effects with each passing day. I am happy and pleased to see and confirm that young colleagues are venturing into areas that were once exclusively reserved for men's presence and performance in the realm of Intellectual Property.

I have had the opportunity to be part of a Commission for the Drafting of a bill on the Intellectual Property Code. Hard work shared with both men and women, which, unfortunately, did not advance in Congress. It's uncertain where it ended up, possibly forgotten in some deputy's desk drawer. It's sad to note that the presence of multiple women on that committee was one of the causes contributing to the bill not receiving the attention it deserved.

I want to encourage my female colleagues to confront such challenges frequently. To clearly and unequivocally show that a woman's expertise is as valuable as a man's. In order to put an end to the barriers that have persisted since time immemorial, it is essential to demonstrate that our capabilities often exceed those of our male colleagues.

In individual professional performance, women have more options for success, but they also face a greater workload. Achieving "parity" and recognition from male colleagues is very challenging. But that shouldn't be the goal. The aim must be to advance in our respective professional fields, to achieve success where barriers have been placed. To offer serious, decisive services that aim for effective results. The task is not to win over the men. That would be overly simplistic, very mundane. The duty is to deliver professional quality to society, the nation, and the world. To occupy key positions from



where our services and knowledge can reach those who need it, and in the best possible manner.

On this March 8th, as we do every year, we remember the brave actions of women who paved the way to claim the place we deserve. I extend my warmest regards and much energy to women, whether professionals or not, who strive to occupy their rightful place in the world, and who skillfully balance the demands of not only their professions but also motherhood, marriage, and increasingly, roles as politicians, leaders, and entrepreneurs. Eternal creators of lives, paths, and solutions.

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

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