



VANRELL

PROPIEDAD INTELECTUAL . ABOGADOS

When I was invited to participate in this panel, I was very grateful and honored but also ask me, what I will tell you, if actually our thoughts and ideas come and go and, many more questions are generated than Knowledge to transmit.

The objective of this panel is to discuss ways to raise public awareness of IP rights, especially between developing countries, to make them more aware of the contribution of IP to growth.

A large group of PI professionals are WORKING in these media, and we are trying to raise educational awareness about IP.

And they are not just words; when years ago we thought about achieving that education – as pedagogic didactic and ideological concepts – enters in our IP world, I discovered a very difficult reality to transmit.

Why? Because in order to EDUCATE you have to FEEL and, in order to FEEL we HAVE TO DO.

I do not think that, Theorizing about education it's the scope or what you want to listen and I do not feel apt for that either.

That's why this speech has a title: WE HAVE A PROBLEM

Yes, WE HAVE A PROBLEM. This problem is that we are educating child and youth, whose minds functions in a different way of ours and I wondered: How we, experts in IP can approach them trying that they learn about IP?

Why IP wants to enter in the educational world?

How can we create conscious about IP rights so as to promote its growing in the worldwide scenario, while we are so far of youth and child way of thinking?

For the above reason, the way has not been so good; WE HAVE FAILED IN THE WAY.

This is a problem, it's hard for us to study with our children, I sit with my 13 year old daughter to study and when I start explaining her, she says: "YOU DO NOT UNDERSTAND ANYTHING DAD, It is not like this".

And she is right, IT IS NOT LIKE THIS.

Because the young people of the 21st century do not think like us.



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They are STUDENTS OF THE XXI CENTURY.

- They spend hours in front of a computer
- MAKE INTERACTIVE ACTIVITIES
- Use tablets
- They COMMUNICATE BY THE CLASS BLOG
- They use Networks
- SEARCH FOR INFORMATION ON THE INTERNET
- WORK FOR COMPETENCES
- THE EXAM IS NOT THE ONLY WAY TO EVALUATE THEM
- SELF-EVALUATE WORK
- THEY WORK IN GROUPS
- THE CLASS IS NOT THE ONLY PLACE TO LEARN
- THEY REFLECT ON HOW TO LEARN

THEY CAN'T STUDY AS WE DID.

HERE ARE THE PARADIGMS OF THE EDUCATION OF THE 21ST CENTURY

How far we are many of us from understanding this logic. It is for this reason that, with a lot of heart, we started thinking about EDUCATING IN IP.

Educate in IP:

I belong to an association that is focusing in deepening this aspect, ASIPI EDUCA.

Seven years ago, when we started talking about this in the IP world, everyone looked as surprised, but today all the associations follow this educational experience. WELCOME, because part of the 21st Century education is discovering that compartmented knowledge does not reach any point.

We educate ourselves in believing that we have the truth. In this GLOBAL world there are as many truths as people we are here today, so let's change the hard disc. If we don't learn to SHARE KNOWLEDGE, OUR ROAD IS VERY SHORT.

EDUCATION IS LIKE A TRAIN THAT TAKES YOU TO THE KNOWLEDGE SOCIETY, DEPENDING on the seat that we sit, we can CONTEMPLATE the landscape or we can simply go looking at the wagon. We will not all arrive equal to the FINAL STATION.



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Starting from this idea is that ASIPI EDUCA, create an IP LEARNING platform, which has all the features a youth of the 21st century needs. That in the end, IS THE CUSTOMER YOU HAVE TO CAPTIVATE.

Keeping these elements in mind , Asipi proposes to generate educational instances of diffusion of the theme, with a multimedia support with a multimedia support that soon we will be presenting, one of the most famous cartoonists in America is working on the comics.

This dissemination will be carried out for a children's audience, whose ages vary between 6 years and 14 years.

According to the different national contexts, the project will reach Education Primary and Secondary.

WHO WILL BE THE TEACHERS: YOU. You are all invited, we help you organize workshops to spread it, by prominent members of the association that are attracted by the didactic function and the diffusion of the Thematic.

These workshops will show children and young people the reality of IP law and, will allow to evacuate doubts of the children and the accompanying teachers.

It will also be possible to promote meetings with teachers that will enable form them so that these are new diffusers of our proposal.

Approaching the frame of reference, Asipi raises some objectives:

- To promote, raise awareness and disseminate Intellectual Property in our partner countries.
- To promote the creativity of individuals through the dissemination of the Intellectual Property as something that must be respected.
- To promote respect for intellectual property in children and young people as a cultural necessity and not because the law promotes it.
- Facilitating access to the digital world, thinking that children and young people are digital alphabets and this is their language.

AT THE BEGINING I TOLD THAT EDUCATION IS FEELING, We can only do something for IP RIGHTS if we get involved in this world that seems so far away from EDUCATION, I invite you, it is a UNIQUE EXPERIENCE.

Finally, I present some of the moments of ASIPI EDUCA.



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LIFE IS LIKE RIDING A BICYCLE: TO KEEP YOUR BALANCE, YOU MUST KEEP MOVING.

ALBERT EINSTEIN.

Lic Juan E. Vanrell