

PROSPECTIVE STUDY ON THE PRODUCTION OF INTERACTIVE E-BOOKS ON INTELLECTUAL PROPERTY FOR AUDITORS



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ABSTRACT

This study aims to verify the existence of interactive didactic materials on Intellectual Property, aimed specifically at auditors. The objective is to identify if there are similar products already available and, thus, to support the innovation and originality of an interactive e-book to be developed as a product for audit professionals. To this end, a quantitative and qualitative analysis was carried out through a prospection using the Google Books and WorldCat databases. The results indicate that, although there are e-books on intellectual property, none of them is a didactic material with broad interactivity and aimed at auditors. It is concluded that there is a significant gap in the market, which reinforces the need to create a modern educational product focused on this audience. It is hoped that this study will serve as a basis for more in-depth work, suggesting research that explores the use of interactive e-books in other areas of corporate governance, as a form of professional improvement.

Keywords: Intellectual property, Interactive e-book, Corporate education, Auditing.

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INTRODUCTION

Auditing is recognized as a strategic and essential activity for modern organizational management, contributing significantly to the evaluation and improvement of operational and financial processes. Its performance, in addition to focusing on compliance with government regulations, aims to mitigate risks and strengthen internal controls (CGE/MG, 2023). In this way, auditing not only identifies and evaluates risks, but also plays an active role in corporate governance, offering recommendations that help organizations achieve their strategic objectives. As the Federal Court of Accounts (TCU, 2014) points out, internal audit is an integral part of the governance system in public and private organizations, acting as one of the "three lines of defense" and collaborating directly in the continuous improvement of organizational processes.

In this context, the work of auditing has expanded, covering not only the assessment of the effectiveness of internal controls, but also the support of corporate governance, risk management, and strategic decision-making (MALUF, 2023). Internal audit has, therefore, an increasingly strategic role in helping senior management to identify critical problems and implement improvements that ensure the integrity and transparency of operations (MOLINA; BRAZ, 2021). The importance of this role is especially evident in complex areas such as intellectual property management, which requires a careful approach to protect organizations' intangible assets and mitigate the risks associated with rights violations.

Intellectual property refers to the legal protection granted to creations of the human intellect, encompassing inventions, literary, artistic, and commercial works, such as trademarks, patents, copyrights, and trade secrets (WIPO, 2021). These legal protections are key to encouraging innovation and creativity, offering creators an economic return on their creations. The intellectual property system is, therefore, a key piece for the economic development and competitiveness of companies, allowing them to economically exploit their innovations without the risk of unfair competition (INPI, 2013). However, the management of these assets faces increasing challenges due to technological evolution and globalization, which facilitate the violation of intellectual property rights on a global scale (TRUZZI, 2024).

In this scenario, auditing plays a key role in assessing the effectiveness of internal controls related to intellectual property management, identifying risks, suggesting improvements, and ensuring that organizations are in compliance with applicable laws and regulations. Additionally, internal audit helps organizations protect their intellectual property assets and maximize the return on those assets, contributing to the long-term sustainability

of business operations. Given the strategic nature of internal audit in intellectual property management, it is essential that auditors are adequately trained to deal with the complexity of these issues, which requires the use of innovative educational tools that facilitate learning and deepening in specific topics.

With the advancement of digital technologies, interactive e-books emerge as a promising alternative for the training and continuous qualification of professionals in technical and specialized areas, such as internal auditing and intellectual property management. Unlike traditional digital books, interactive e-books incorporate multimedia resources and interactive elements, such as videos, quizzes, animations, and hyperlinks, which make learning more dynamic and engaging (NOVO FOCO, 2021). In addition to facilitating knowledge retention, these resources enable users to actively participate in the learning process, improving the understanding of complex concepts and stimulating practical learning (SOUZA, 2023).

Research indicates that the use of interactive elements in teaching materials can significantly increase the effectiveness of learning. For example, interactive e-books can include 3D models to explore abstract concepts or audio clips to enhance language learning, demonstrating the potential of this technology to transform teaching and training in various areas (Foster Capital, 2024). In the context of auditing and intellectual property management, interactive e-books can be used to simulate practical scenarios, present case studies, and provide access to relevant legislation and standards, facilitating the application of the concepts learned in the daily lives of auditors.

However, the supply of interactive teaching materials aimed specifically at audit professionals may be limited, particularly with regard to topics such as intellectual property. The use of interactive e-books may still be under-explored, especially in areas that require specialized technical training. This opens up a significant opportunity for the development of new educational products that fill this gap by providing auditors with up-to-date and interactive resources to enhance their skills and competencies.

In view of this scenario, this article aims to verify the existence of interactive educational materials on intellectual property aimed specifically at auditors. From this analysis, it is intended to identify if there are similar products already available in the market and, thus, to support the innovation and originality of an interactive e-book to be developed as a product for audit professionals. The development of this e-book aims not only to fill the

existing gap, but also to provide auditors with a practical and engaging tool that helps them manage intellectual property and strengthen corporate governance within organizations.

METHODOLOGY

The present research is a search of anteriority, based on information extracted from databases with national and international content, in order to verify the existence of interactive didactic materials on intellectual property specifically aimed at auditing professionals. Quintella *et al* (2018), defines the search for anteriority as a survey of information and evidence in order to thoroughly review the state of the art of a given technology, seeking, succinctly, innovations correlated to the invention and scientific works on the subject. Being a type of technological prospecting, the search for anteriority also allows the evaluation of existing technologies, their level of maturity and how they are inserted in society, enabling the identification of gaps and opportunities for the development of new technologies.

As it is a Technological Prospection, this research is classified as exploratory, aiming to provide more information on the subject, with a view to making it clearer and more defined (PRODANOV; FREITAS, 2013).

The survey was conducted in September 2024 according to the steps described in figure 1. The search terms were adjusted according to the syntax required by each platform used, and the data collected were organized and analyzed with the help of electronic spreadsheets. After entering the search terms and verifying the results, information was presented plus examples of published publications that are related to the main themes researched. Thus, the quantitative aspects of the published materials were analyzed, as well as their characteristics and possible gaps according to the study proposal.

Figure 1 - Description of the steps developed to carry out the study to search for the anteriority of interactive e-books on intellectual property for internal auditors

STAGE	DEFINITION OF ACTIVITIES
Scoping	Search for digital books (e-books) that are related to intellectual property and auditing topics and that have interactive elements
Definition of research databases	Database used to search for terms in Portuguese: - Google books Database used to search for English terms: - WorldCat

Definition of search terms	All fields: "intellectual property" and "audit"
Tabulation of search results	Manual tabulation of results in electronic spreadsheets.
Quantitative data analysis	Identification of quantitative information from publications related to intellectual property and auditing in any period.
Exporting documents	Analysis of publications according to the viewing and export possibilities of each platform
Qualitative analysis of the data	Verification of the presence of interactive elements, what types and how they were applied

Source: Prepared by the authors of this article (2024)

In the context of technological prospecting, the choice of the search tool varies according to the area and theme investigated, and there is no universal search approach. It is essential to consider the objective of the research and the geographic scope of the data collected (UCHÔA; SAINTS; BALLIANO, 2019). After preliminary research, the authors of this study decided to search two databases in order to obtain the largest possible number of results related to didactic materials with interactive elements focused on the themes of intellectual property and auditing.

Data collection considered only the publications where it was possible to obtain the complete visualization of each e-book, in order to enable the qualitative analysis of the materials, especially with regard to the application of interactive elements. Customized filters were also used referring to the type of access and the type of document, in order to obtain the records of materials that most resemble the proposal of an interactive educational material on intellectual property for audit professionals. The data were searched by combining the terms in Portuguese and English: "intellectual property" and "Audit". The analysis of the interactive elements was done manually after viewing the publications. The databases used in this study are described below according to their main characteristics.

The Google Books platform is a tool developed by Google that allows users to search, view, and in some cases, download books in digital format. It is a useful tool for both academic research and recreational reading, providing access to a vast digital library in a practical and accessible way (COELHO, 2022).

WorldCat is one of the world's largest bibliographic databases, managed by the Online Computer Library Center (OCLC), connecting library catalogs globally and providing

access to more than 2 billion resources, including e-books, journals, and multimedia. This database has an intuitive interface that allows users to perform advanced searches and filter results by type of material, year of publication, language, among others. As a limitation, it does not guarantee direct access to the full content of the listed materials. It often directs users to libraries that have the item, which may require registration or payment for services (WORLDCAT, 2024)

RESULTS AND DISCUSSION

The search for interactive teaching materials on intellectual property for auditors was carried out in order to promote an analysis of the largest possible number of documents corresponding to the themes. Through the use of specific keywords, we sought to build an overview of the use of interactive elements in digital books in the areas of intellectual property and auditing in Brazil and in the world.

A summary of the search strategy adopted with the databases can be seen in figure 2. The Google Books database returned a total of 16 results for the search for the terms in Portuguese ("intellectual property" audit) using the following filters: "books" and "full view". When using the terms "intellectual property" audit, together with the "ebook" and "open access" filters, the WorldCat database returned 48 results. Thus, the research found 64 materials and, after excluding duplicate items, in more than one language and without access, a total of 38 e-books were obtained.

Figure 2: Extract from the search in the databases

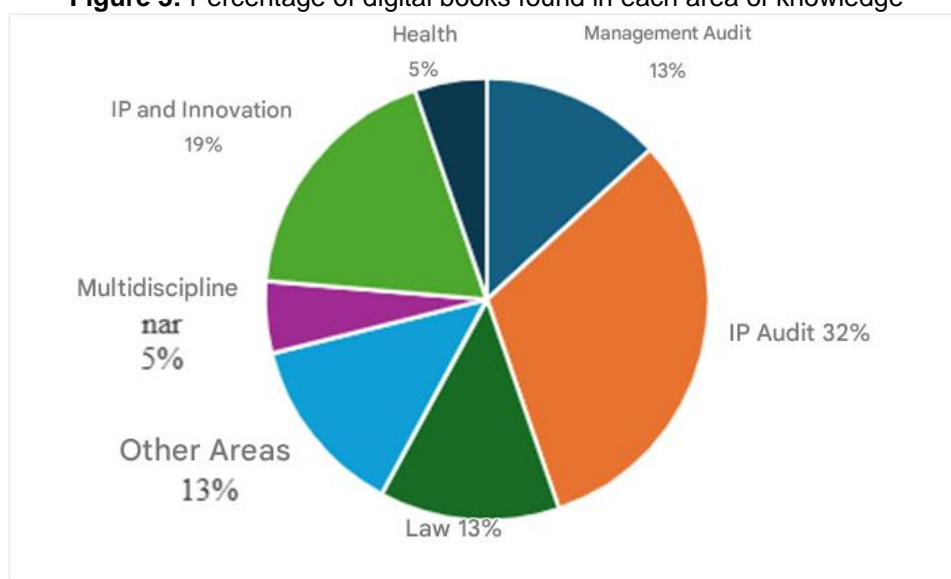
Database	Search term	Applied filters	No. of E-books found
Google Books	"Intellectual Property" Audit	"books" "full view"	16
WorldCat	"intellectual property" audit	"ebook" "open access"	48
Grand Total			64
Total (After deleting duplicate e-books, in more than one language and without access)			38

Source: Prepared by the authors of this article (2024)

Search results indicate that while there are materials related to intellectual property and auditing, they are relatively scarce. However, it is important not only to consider the number of results, but also the relevance and quality of the materials found. In this sense, the choice of the "full view" and "open access" filters is relevant, as it ensures that the materials found are accessible for detailed analysis.

Figure 3 presents an overview of the e-books found according to the area of knowledge. Most of the titles found are related to intellectual property, innovation or auditing (64%), which demonstrates adherence to the main themes of the research. The other materials are divided into different areas, with emphasis on the areas of law (13%), health (5%) and multidisciplinary (5%). It is worth noting that materials related to other areas were also found, such as: political philosophy, accounting, e-commerce and international trade, however only one e-book in each of them.

Figure 3: Percentage of digital books found in each area of knowledge



Source: Prepared by the authors of this article (2024)

It is noteworthy that 32% of the e-books found are related to the area of IP Auditing, such as the materials entitled: "Audit of intellectual property and technology transfer: audit report" and "Audit of Intellectual Property (IP) related royalties and awards". In this case, these materials are predominantly audit services performed in technology transfer processes or royalty and premium payments, so they are not teaching materials on intellectual property aimed at auditors, which demonstrates the scarcity of digital books with this focus.

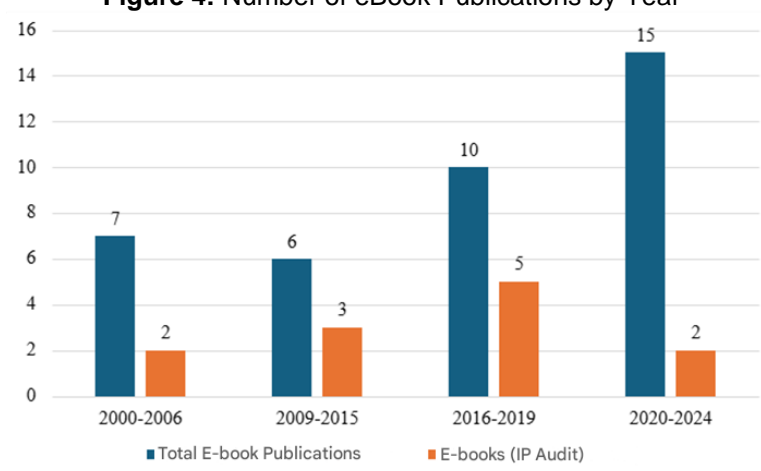
Regarding the results of the temporal analysis of e-book publications (figure 4), the data indicate a gradual increase in the publication of new digital books that cite the terms "intellectual property" and "audit" over the selected periods. However, between the years 2020 and 2024, there was a considerable drop in the publications of e-books on IP Auditing in relation to the total materials published. This trend suggests that in recent years, the

production of e-books with a specific focus on these areas has been limited, and the market may be underserved in terms of up-to-date digital books.

It is worth noting that, of all the materials analyzed, only four were published in 2024, three of which are directly associated with the area of law, such as the e-book entitled "Corporate Governance and Corporate Financing", which brings a series of articles focusing on various aspects of corporate governance in the field of business law.

The decrease in the recent production of e-books aimed at internal auditors reflects a possible outdated of the available materials, which hinders access to recent information and practices on intellectual property. This drop in production may also be related to a lack of incentive or a limited perception of demand for auditor-specific educational materials, which creates a disconnect between market needs and the content produced. As internal auditors work in a dynamic and constantly evolving field, the absence of up-to-date materials directly impacts the efficiency and quality of these professionals' learning, reinforcing the need for the proposed interactive e-book, which aims to fill this significant gap in the market.

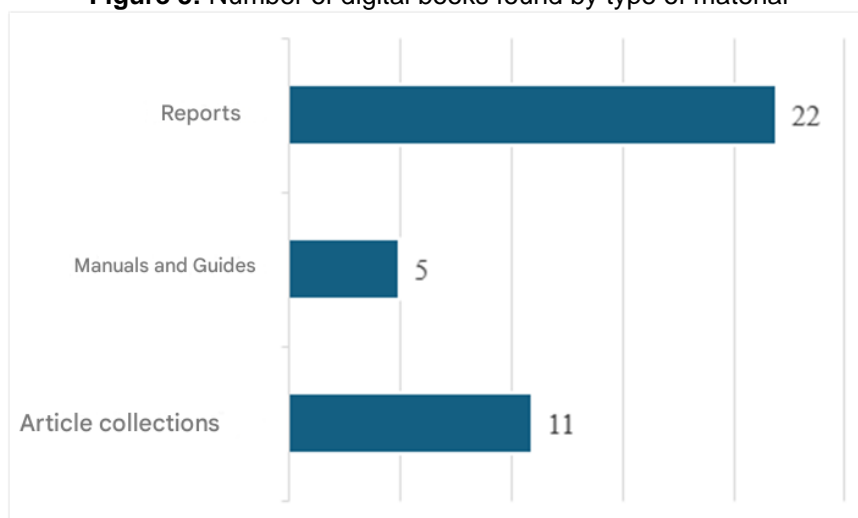
Figure 4: Number of eBook Publications by Year



Source: Prepared by the authors of this article (2024)

When we analyzed the results found by type of material (Figure 5), we observed that most of the results refer to collections of articles or reports, with 11 and 22 e-books found, respectively. Often this type of material has a more theoretical approach and not necessarily practical. This shows that the vast majority of digital books found do not meet the specific needs of auditors, who often need more practical content directed to their area of expertise.

Figure 5: Number of digital books found by type of material

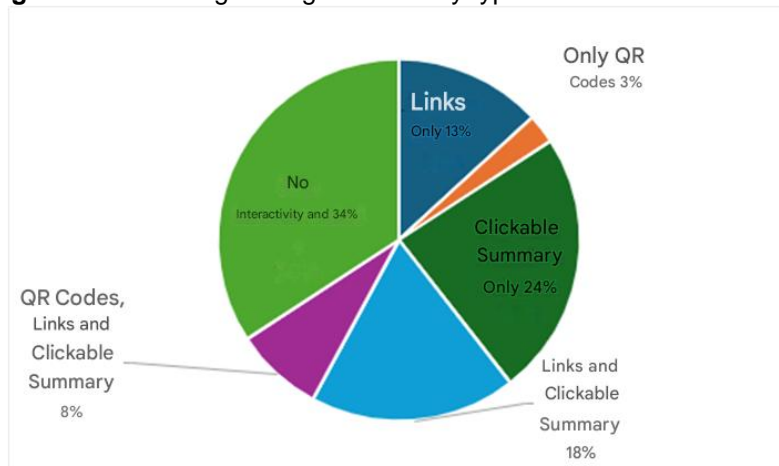


Source: Prepared by the authors of this article (2024)

It is also observed a limited amount of didactic materials, such as manuals and guides, which returned only 5 e-books, reinforcing a gap for this type of proposal when it comes to the topics researched. In this category, for example, we found the material entitled "WIPO's Good Practice Toolbox for Collective Management Organizations (The Toolbox)" whose objective is to demonstrate global examples of laws and regulations on collective copyright management and turn them into a guide to good practices. Another example is the e-book "Practical Manual for LGPD Adequacy for Law Firms", which aims to provide practical guidance for law firms and their clients in adapting and implementing the General Data Protection Law. Thus, these publications can be considered didactic materials, but they do not meet the product proposal researched, as they do not focus on IP instruction for auditors.

When we analyze the level of interactivity of the digital books found, figure 6 shows that 34% of the e-books found do not have any type of interactive element and another 40% have only one item of interactivity. This demonstrates that most of the materials found still follow a traditional, static format, without exploring the potential of interactive elements. When we analyze the interactive form present in these materials, we can see that the interactive elements applied are of only 3 types: links, QR Codes and clickable summaries.

Figure 6: Percentage of digital books by types of interactive elements



Source: Prepared by the authors of this article (2024)

It should be noted that only 8% of the e-books found simultaneously apply these 3 forms of interactivity. This is the case of the e-book "Perspectives on data protection with an emphasis on the challenges of advocacy", which brings together a series of articles by experts who address the application of the LGPD in various areas of law, seeking to share this knowledge among lawyers, that is, it is a different target audience from the one for which the product is intended to be developed.

In addition, no e-books were found that used videos, audios, infographics, narration or other more elaborate elements. With this, it is clear that interactivity is still an underexplored aspect in digital books related to intellectual property and auditing, which reinforces the development of the proposed e-book.

From the observed information, a heat map was built with the objective of relating the areas of knowledge with the presence or absence of interactivity. This can help identify if there is any pattern or trend in the presence of interactivity in each of the areas. Figure 7 represents a heat map where the number of e-books that have some type of interactive element was counted in relation to the area of knowledge and the type of material found.

Figure 7: Heat map of the number of interactive e-books in relation to type of material and area of knowledge

Subject	Collection of articles	Reporting	Manuals & Guides
Management Audit	0	4	0
IP Audit	0	6	1
Right	3	0	2
Health	2	0	0
Multidisciplinary	0	0	0
IP & Innovation	0	4	2
Other Areas	0	1	0

Source: Prepared by the authors of this article (2024)

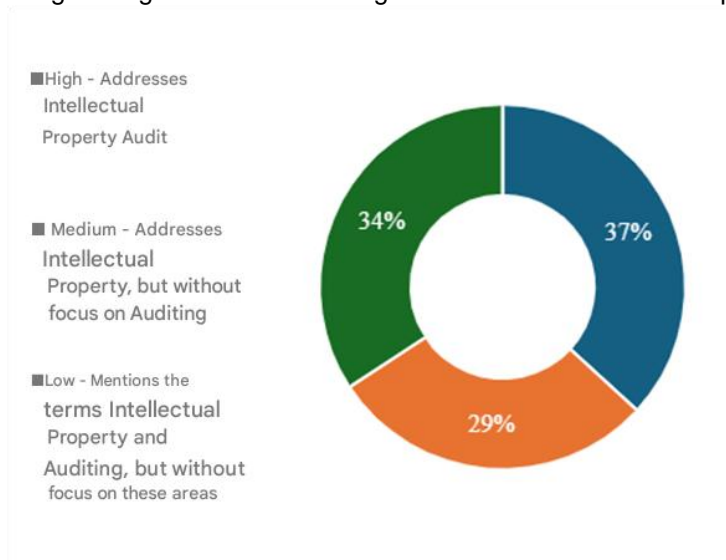
It can be observed that the areas of Management Audit, IP Audit, and IP and Innovation, have the largest number of digital books with some type of interactivity, 17 in total, especially when it comes to audit reports related to intellectual property processes. The areas of Law and Health presented 7 e-books with the presence of interactivity, 5 of which were collections of articles and 2 of manuals and guides. Other areas presented only 1 interactive e-book of the report type.

This result indicates a relatively low presence of interactive e-books related to the areas of auditing and intellectual property in the form of teaching materials, such as manuals and guides. Considering that these characteristics are the ones that are closest to the product proposal to be developed for auditors, this can be considered another factor that justifies the development of this solution.

When we analyze the materials according to their relevance to audit professionals seeking knowledge about intellectual property (Figure 8), we consider that 34% of the e-books found are those of less relevance, since they only mention the terms "intellectual property" and "audit", but do not have a specific focus on these areas. Another 29% were considered of medium relevance, as they deal with intellectual property issues, but are not aimed at auditors. This result indicates that most of the e-books found do not focus on audit professionals and, therefore, do not fit the product proposal to be developed.

The remaining 37% of the materials were considered the most relevant for auditors, since they are specifically audit reports on intellectual property processes, such as the reports: "Audit of intellectual property and technology transfer: audit report" and "Audit of the management of intellectual property at PHAC: final report". Despite this considerable number, it is understood that these materials are not similar to the e-book that is intended to be developed, since they are not didactic materials, but the description of auditing services.

Figure 8: Percentage of digital books according to relevance for intellectual property auditing



Source: Prepared by the authors of this article (2024)

The distribution of the materials, as presented, may be an indication that most of the available resources are of little direct use to auditors seeking specific knowledge about intellectual property. This also contributes as an element that helps to justify the creation of the proposed interactive e-book, since a smaller amount of relevant materials for auditors is observed. This analysis reinforces the originality and necessity of the product, in addition to highlighting the opportunities for innovation, especially in the use of interactive elements that can make learning more engaging and practical for these professionals.

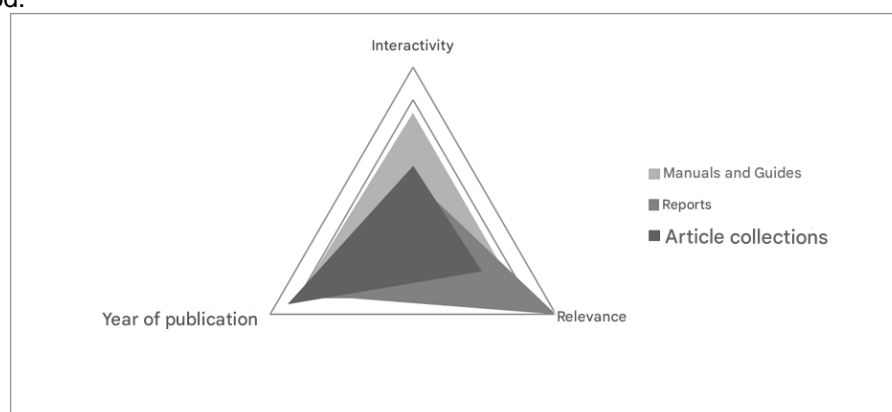
Seeking to simultaneously analyze the previous information, a radar chart was elaborated (Figure 9), where we can compare the different types of ebooks found from various aspects, such as relevance to auditors, the level of interactivity and the period in which the material was published. The objective is to visually demonstrate which types of e-books stand out in relation to these criteria and if there are materials with characteristics that are close to the researched product proposal.

According to the radar chart, each type of e-book is represented by a triangle with a different color. The closer each figure is to the ends of the colorless triangle, the more recent the publications, as well as the greater the levels of interactivity and relevance for the auditors when it comes to each type of material found. As can be seen, reports are the types of e-books that have the lowest average of interactive materials, and are also impacted by a significant amount of materials that did not present any type of interactivity, however they presented the highest average of materials relevant to auditors, despite the slightly older average publications.

The collections of articles, in turn, also had a relatively low average of interactive materials, since more than half of this type of material did not have any interactive elements. However, this type of e-book is the one with the most recent publications on average and the lowest level of relevance for auditors.

Manuals and Guides were the digital books that presented the highest average interactivity. Of the 5 materials found in this category, all had some interactive element, including one of the e-books presenting 3 types of interactive elements simultaneously. Despite this, these e-books were considered on average less relevant to auditors when compared to reports and on average published longer than collections of articles.

Figure 9: Radar map of the types of e-books in relation to the criteria of interactivity, relevance to auditors and publication period.



Source: Prepared by the authors of this article (2024)

The analysis demonstrates that, although there are digital books focused on intellectual property and auditing, they fail to meet the needs of auditors who seek to find more current intellectual property teaching materials that explore various types of interactivity. Thus, the radar chart highlights that no type of material has reached a high level in all aspects surveyed, reinforcing the scarcity of e-books that combine interactivity, relevance and topicality. This confirms the opportunity to develop an interactive e-book, focused on the needs of auditors, directly addressing intellectual property issues with a modern and engaging experience

FINAL CONSIDERATIONS

In view of the objective of conducting a prior art search to identify interactive e-books on intellectual property, aimed at auditors, this study revealed important gaps in the market. First, it was found that there is a reduced number of publications in these areas, especially

in recent years, which suggests a decrease in interest and production of materials focused on this topic. This trend highlights a possible outdated of available resources, which can directly impact the quality of learning for professionals who need more recent and practical content.

The scarcity of teaching materials, specifically e-books, reinforces that the market has not prioritized the interactive format, which could be a valuable tool to improve the learning of complex concepts, such as those related to auditing and intellectual property. The absence of diversified interactive elements, such as videos, quizzes or simulations, shows that the potential of these tools has not yet been fully explored, limiting the learning experience of users.

In addition, it was observed that many of the available e-books have low relevance for auditors, which demonstrates that the existing materials do not adequately meet the specific needs of this audience. The few materials found that are relevant to the audit context have minimal interactivity, being restricted to links, clickable summaries, or are static PDFs, without any additional engagement features.

Finally, no e-book was found that completely met the proposal of the product to be developed. This finding, added to the gaps identified throughout the research, reinforces the importance and need to develop an interactive e-book aimed at audit professionals, with updated content and interactive elements that facilitate practical learning and the application of intellectual property concepts. In this way, the development of the proposed e-book proves to be not only innovative, but essential to meet a demand not yet met in the market.

FUTURE PERSPECTIVES

This study identified important gaps in the production of interactive e-books aimed at auditors, specifically in the areas of intellectual property. The materials found showed low interactivity and little practical relevance, which reinforces the need to create more targeted and modern resources for this audience.

Future research may focus on the development of advanced interactive e-books, using new technologies such as augmented reality and simulators, as well as investigating how these elements impact auditors' learning. Other research can also expand this format to other areas of corporate governance, seeking to understand how modern technologies have been applied in teaching materials for certain audiences.

It is understood that this study offers an initial basis for future investigations, pointing out opportunities for innovation and providing data on gaps in the market. New works can also explore the impact of interactive e-books on the performance of professionals in other areas of knowledge.

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