



IPO Research Priorities 2020-21

Since 2010 the Economics, Research and Evidence (ERE) team at the Intellectual Property Office (IPO) has published nearly [70 research reports](#) involving leading experts from the UK and around the world. This strong team of economists, researchers and analysts are working to:

- Build data on the role of IP in the UK economy;
- Link IP data to business data to better understand incentives and impacts;
- Tackle the gaps in empirical evidence, in support of the industrial strategy and better understanding the role of innovation in the economy;
- Supporting IPO policy teams, providing economic analysis on key issues;
- Develop an economic, evidence-based approach to inform enforcement policy; and
- Support IP operations through analysis of patent pendency, and demand forecasting.

The team continues to work closely with industry and academia to build support for the IPO's work and we also cooperate with international counterparts in the World Intellectual Property Organisation (WIPO), the EU Intellectual Property Office, the European Patent Office (EPO), the US Patents and Trade Mark Office (USPTO), the Canadian IPO, IP Australia and the OECD.

The research priorities will be delivered under the IPO's three corporate pillars:

- Delivering Excellent IP Services;
- Making the IPO a Brilliant Place to Work; and
- Creating a World Leading IP Environment.

This allows the IPO to look at big picture issues such as the impact of IP on innovation and put the spotlight on how IP rights interact and add value to each other and the economy. In addition, this programme of work will need to take account of and consider the policy implications of the UK's decision to leave the EU and the opportunities that provides.

This is a rolling programme of work and whilst several of the projects listed have been commissioned and will be published over the next 6 to 18 months, the IPO has identified a range of new areas of work which are to be scoped. In addition, the IPO will be undertaking a range of internal analysis to inform trade discussions. The IPO welcomes expressions of interest from any potential suppliers in undertaking specific projects, or in helping deliver an achievable and realistic research specification. The IPO is keen to build partnerships with industry and academia wherever possible to maximise the influence that evidence and data can have on IP policy making, nationally and internationally.

In the development of this work the team would like to thank all those that have contributed their time, knowledge and experience to support the IPO's objective of balanced, independent and relevant research. Special thanks go to the IPO's

Research Expert Advisory Group (REAG), chaired by Catriona Hammer.

Delivering Excellent IP services

Title/Theme	Description	Due for completion
Regulators Pioneer Fund: AI	Using Artificial Intelligence to assist patent examiners in prior art searching and classification. Using Artificial Intelligence to assist trade mark examiners (and applicants pre-filing) in trade mark image searching	Spring 2020 Spring 2020.
Benchmarking performance against other IP offices	Comparison of IPO services to other leading offices, benchmark excellence and set a clear path to achieving it.	Autumn 2020
Analysis of Forecasting and Renewal Fees	To include a review of how the IPO undertakes forecasting; and search and examination practices.	Autumn 2020
An international analysis of trade mark applications	Identification of the true origin and what it means to measuring the economic impacts of trade marks – collaborative project with Canadian IPO and IP	Spring 2021
IPO Annual Facts and Figures	An annual overview of the IPO's activities and the transactions with our design, patent & trade mark customers.	Summer 2020

Making the IPO a brilliant place to work

Title/Theme	Description	Due for completion
Artificial Intelligence	What is the potential impact of AI on skills and on the workforce?	Autumn 2020

Creating a world leading IP environment

Title/Theme	Description	Due for completion
Online Copyright Infringement Tracker	10 th wave of a large-scale consumer tracking study into the extent of online infringement among people 12+ in the UK. This will include additional survey work to better understand the impact of COVID-19 on consumer behaviours.	Summer 2020
Physical Counterfeit Goods Tracker	2 nd Wave of a large-scale consumer survey to measure the current level of consumption of counterfeit goods and to assess the attitudes of consumers towards counterfeit goods.	Autumn 2020
Physical Counterfeit Goods Tracker Survey with Young Scotland	A short form pilot survey of members of Young Scotland to better understand the behaviours of young consumers in Scotland. If successful, this could be a model for others to use.	Autumn 2020
Enforcement and infringement – Review of Data	To review and compare all existing data from IPO research on enforcement and infringement, alongside publicly available industry data and consider commonalities and identify evidence gaps.	Spring 2020
Consumer behaviours and messaging	Working with the results from the wider enforcement /infringement work to understand what works and what doesn't work in consumer messaging.	Spring 2021
Enforcement Landscape Review	This will explore case studies of the legal tools used by businesses to protect their IP.	Summer 2020
Research into the sale of counterfeit goods in the audiovisual sector	IPO to partner with the Alliance for IP and the Royal United Services Institute (RUSI) in a pilot project to research counterfeit goods in the audiovisual sector.	Spring 2021

Unified Patent Court – case monitoring	The IPO requires detailed information on UK patent and non-patent cases to fulfil the UK's obligations under the Unified Patent Court Agreement (UPCA).	Autumn 2020
Building the evidence base: Use of IP rights across UK industries	Publication of UK data and analysis, exploring the use of granted patents, trade marks, copyright and designs across UK industries	Spring 2020
Creators Earnings in the Streaming Age	IPO to partner with members of the Council of Music Makers to better understand the impact of streaming on creators' earnings.	Spring 2021
Design Rights – Registered and Unregistered	To identify and scope key research questions on design. This will be delivered in partnership with the Policy and Evidence Centre and key stakeholders	Early 2021
Artificial Intelligence and future tech	Working to define key priority questions following the IPO / WIPO AI conference held in June 2019. Important to consider the impact of disruptive technologies such as AI / 3D Printing / Augmented Reality / VR.	Autumn 2020
Non-traditional trade marks	Prevalence of non-graphically represented marks in UK? Possible value of these? Do we have big UK companies likely to make use? – Is there likely to be possible increase in applications because of UK legislative changes?	Spring 2021
The Economic and Innovation Impacts of Trade Secrets	To provide a better understanding of the economic role of trade secrets	Spring 2020
Innovation and Growth	IPO working with the Enterprise Research Centre (ERC) and the Policy and Evidence Centre (PEC) to define key areas of interest and commission research.	Spring 2021

<p>Developing learning resource around intellectual property, focusing on film/TV piracy and its impact on the creative industries.</p>	<p>IPO to work in partnership with the Industry Trust for IP to develop learning resources for young people on the impact of digital infringement.</p>	<p>Summer 2020</p>
<p>Copyright 101</p>	<p>The delivery of a user-friendly guide to music copyright for all creators, officials, and industry professionals to ensure they know where to license their music.</p>	<p>Summer 2020</p>
<p>Copyright Education in Higher Education Institutions (HEIs)</p>	<p>Pilot project to better understand and identify areas of best practice on IP education in the HEI sector.</p>	<p>Autumn 2020</p>