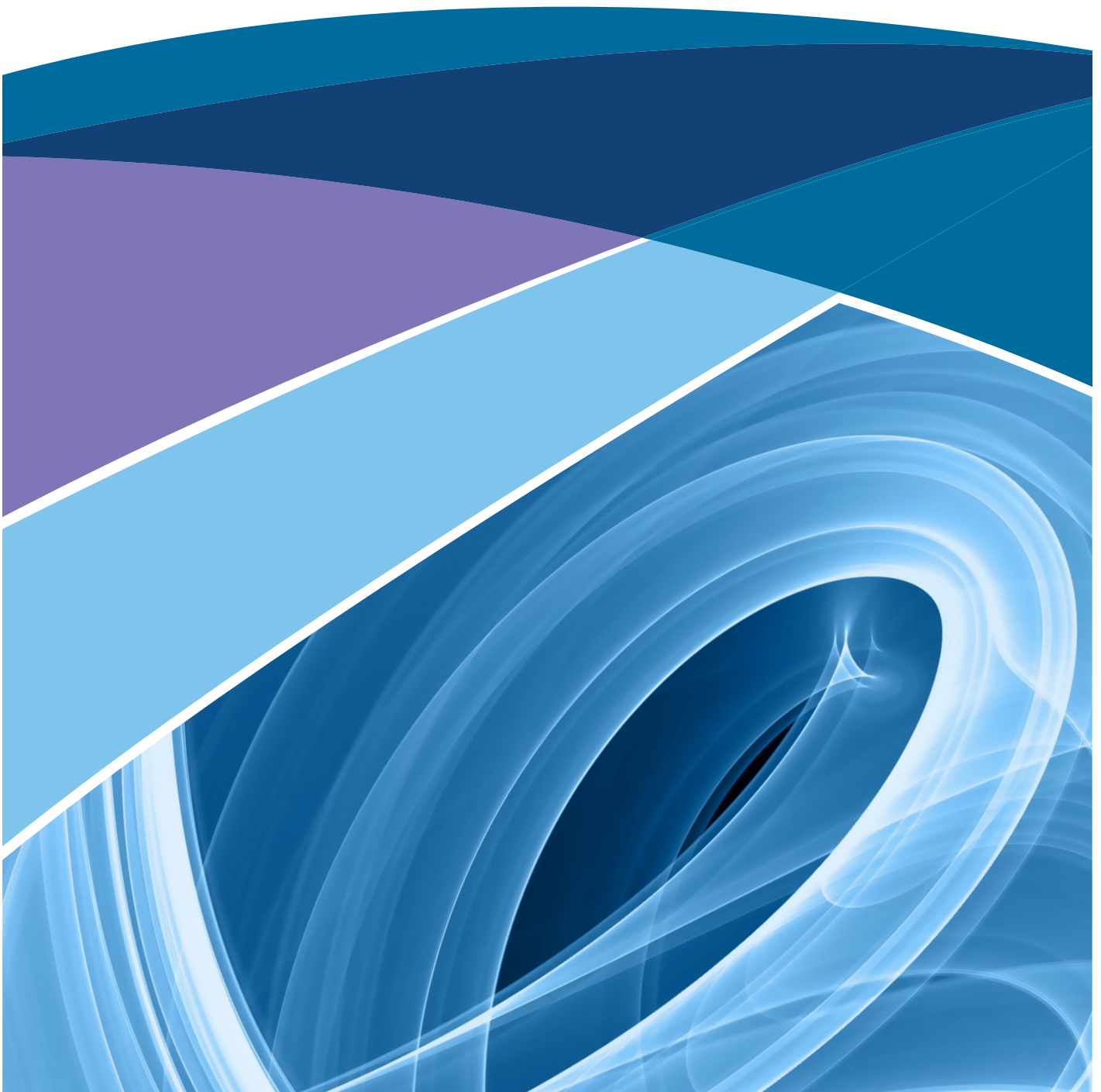




Intellectual
Property
Office

Intellectual Property Awareness Survey 2015



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Foreword

The UK Intellectual Property Office (IPO) has long championed businesses being able to recognise and derive value from the Intellectual Property (IP) that they own and to be able to manage the risks associated with IP ownership.

We encourage businesses to take a strategic approach to their IP and to make informed decisions about how they manage what can be their most valuable asset.

In 2006, 2010 and now again in 2015 we have undertaken research to establish a sense of understanding of IP within UK based businesses. In previous years we have engaged academia to develop the approach and report the findings. This year we have drawn upon the expertise within the IPO to produce this report; behavioural insight teams, customer research specialists and statisticians formed the project team and drew on further policy and operational expertise from around the IPO.

We have not only looked at a general business population but also businesses that the IPO has had contact with. A second report will be published separately covering these results. Previous reports have relied on postal responses; on this occasion we used an online survey approach. This methodology, coupled with a revision of the survey questions, means direct comparison with previous research findings cannot be made but general themes are clear.

My thanks go to the team at the IPO for producing this report and to all of the business representatives that contributed their time to answer the survey questions.

Guy Robinson

Deputy Director

Innovation Directorate | Intellectual Property Office

1.1 Introduction

Achieving strong, sustainable and balanced economic growth is the Government's economic policy priority and Intellectual Property (IP) is an increasingly important means of supporting growth.

This report presents the findings from the third UK IP Awareness Survey completed in February - March 2015. The aim of the survey is to give an indication of the state of IP awareness in the UK across all sizes of firm and all sectors of industry. The level of awareness will help us to target business outreach across the UK.

The 2015 IP Awareness Survey is an independent survey and isn't comparable against previous IP Awareness Surveys.

1.2 Survey summary

The 2015 survey contains 3 sections. An IP knowledge section which tested the respondent's familiarity with IP, a management section which sought to discover how firms were administering IP within their organisation and a final section which focussed on where IP information and advice was sourced from. The questions were formulated with input from IPO policy colleagues specialising in the various rights areas.

The results from each question are presented, broken down by business size and type if appropriate. Analysis based on the respondent's answers to combinations of questions is shown to gain further insight into specific questions, as directed by policy colleagues within the IPO.

1.3 – Executive summary

Unlike previous surveys the 2015 IP Awareness Survey was conducted by email, receiving 502 responses. Firms of all sizes and sector are represented in the results but it should be noted that the responses are not a representative sample of the wider UK business community. The findings offer an insight into the IP awareness and management activities of firms but should only be interpreted as concerning the businesses which took part.

The questions were set with guidance from IPO policy experts in three sections; IP knowledge, IP management & sources of IP advice.

Answers to questions throughout the survey were viewed in combination to gain a deeper insight into the activities and knowledge of the respondents. Where appropriate the results are also broken down by industry sector and firm size.

Highlights

- **94%** of respondents thought that it was important for businesses to understand how to protect their IP.
- **52%** of responding firms had protected some sort of IP (either through a single right or a combination).
- **65%** of respondents thought that confidentiality agreements are important to protecting their IP. This method of protection was the most popular.
- The majority of surveyed firms have not been involved in a dispute around IP, over **75%**.
- **96%** of firms have not valued their IP.
- **79%** of firms did not know that telling people about an invention before applying for a patent could lead to an unsuccessful application.
- **60%** of firms knew that a piece of work can be protected by copyright without it being registered with the government.
- **28%** of firms check they are not infringing other people's IP, the most popular IP management activity amongst respondents.
- **20%** of firms indicated that they license their IP, allowing others to use it for a fee.
- Less than **10%** of firms provide staff training on IP.



2.0 Responses

The survey was completed by 502 people representing firms of all sizes and from sectors across UK industry. The sample used was not truly random and the response rate between sectors and size bands differed. The results of the survey therefore cannot be considered as a representation of the wider UK business community. However, the results do meet the goal of this exercise which is to gain an insight into a wide cross section of firms activities and knowledge around IP. Respondents could select from more than one answer in certain multiple choice questions. In those cases, the sum of the answers given may exceed 100%.

2.1 IP knowledge

The survey started with a basic question to test whether the respondents could identify which IPR (Intellectual Property Right) could be used to protect 4 different items.

Q. How do you think the following things can be protected?

A brand name or logo? (Trade marks)

An invention e.g. a bag-less vacuum cleaner? (Patents)

Creative works e.g. a photo you've taken? (Copyright)

The visual appearance of something e.g. clothing? (Designs)

With the following options to select;

Trade marks

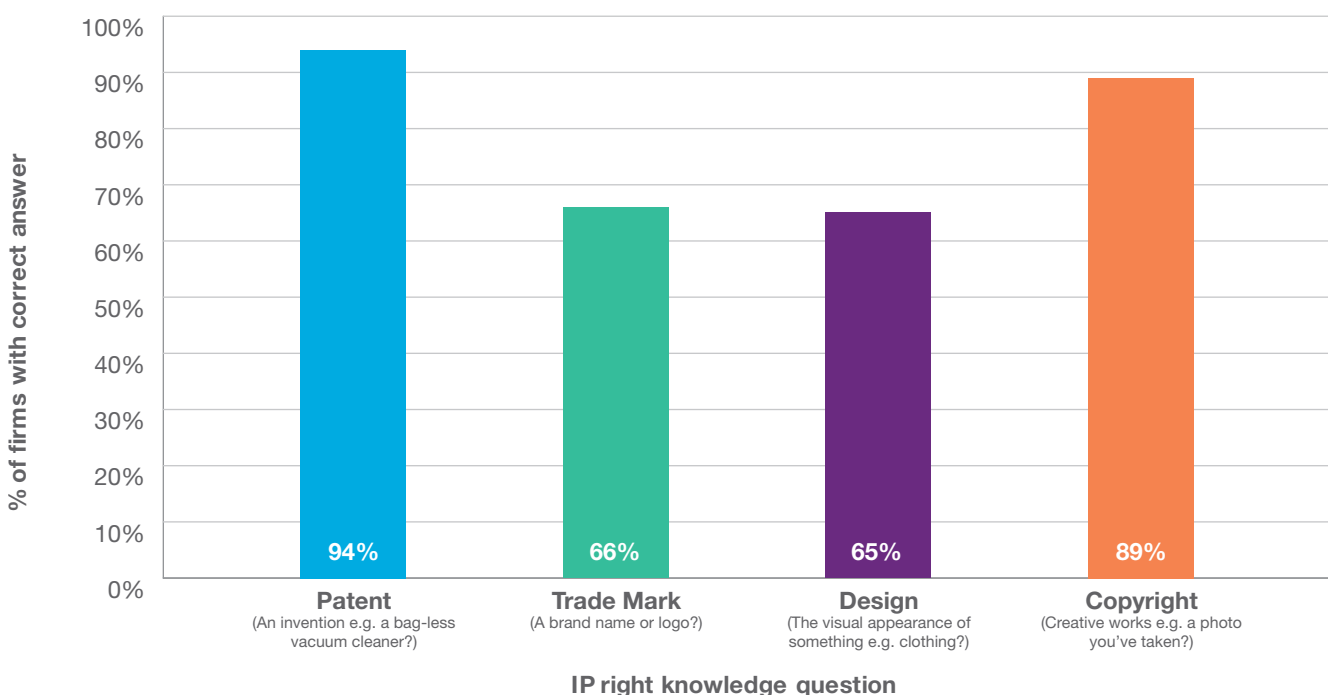
Patents

Copyright

Designs

The correct answers are shown in brackets after the questions above.

Figure 1 – Correct answers to initial knowledge questions.



A full breakdown of the results is shown in table 1 below.

Table 1 – How do you think the following things can be protected?

Question	No. of correct answers	Respondents	% of respondents with the correct answer
An invention e.g. a bag-less vacuum cleaner? (Patents)	461	493	93.5%
A brand name or logo? (Trade marks)	331	498	66.5%
The visual appearance of something e.g. clothing? (Designs)	323	494	65.4%
Creative works e.g. a photo you've taken? (Copyright)	440	495	88.9%

Responses to the initial knowledge question broken down by firm size.

The results of the initial knowledge question are broken down by firm size, unfortunately not all firms had associated size data. The size of firm is known for 96% of the respondents. The size breakdown analysis throughout the report only considers firms where their size was known, as such the total number of respondents in this breakdown may be lower than the total number of firms who actually answered the question.

Figure 2 – Correct answers to initial knowledge questions, firm size breakdown.

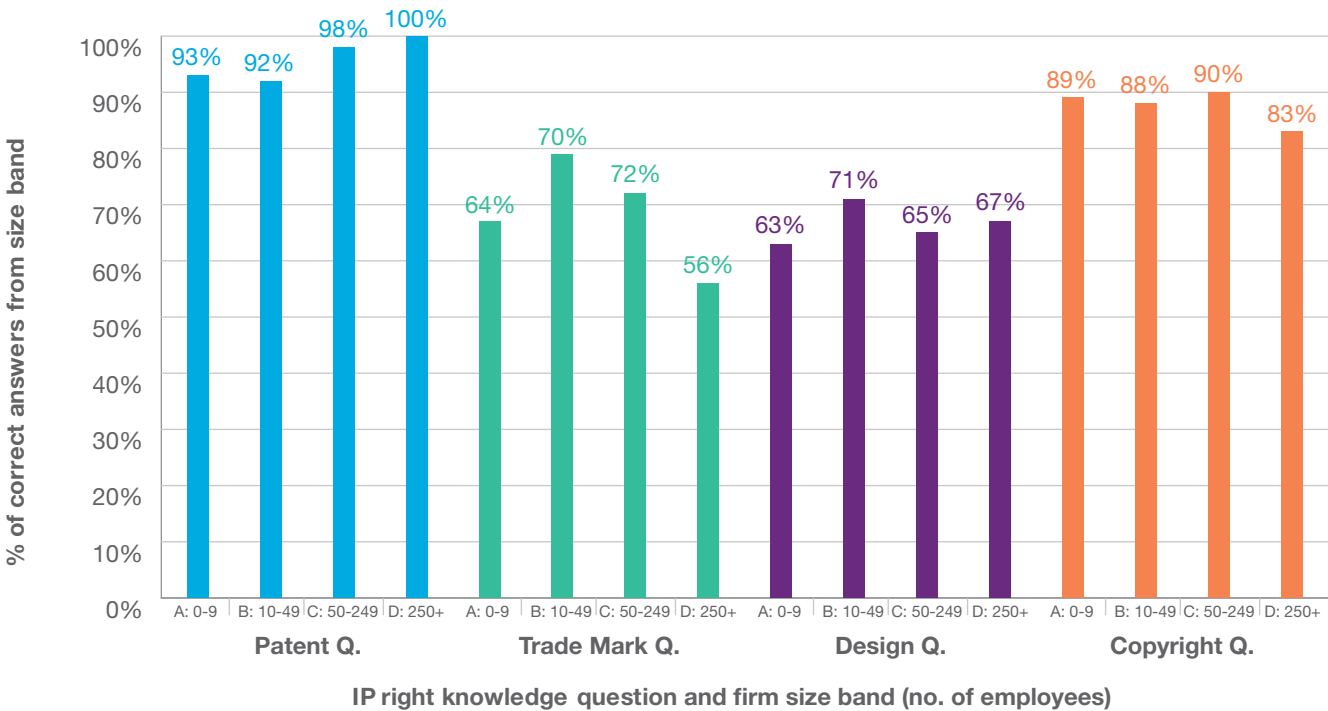


Figure 2 shows that the item that could be protected by a patent was correctly identified by the most respondents, this is true across all the size bands. Fewest correct responses were received when trying to identify the items that could be protected by copyright and trade marks. Annex 1.1 shows a full tabulation of these results.

Responses to the initial knowledge question broken down by firm sector.

The results of the initial knowledge question are broken down by firm sector, for an explanation of the different SIC sectors see section 3.0 - table 9. Not all firms in the sample had associated SIC information. The sector analysis only considers firms with known sector information; as such the total number of respondents in this breakdown may be lower than the total number of firms who actually answered the question. When looking at how the various sectors performed in the knowledge section of the survey we have only commented on sectors with over 30 respondents. This is to avoid the problems with small sample sizes. Although the survey is not intended to offer a statistically significant representation of the wider business community, interpreting the results from sectors with a low number of replies has been avoided due to the lower confidence we can have in these results with their susceptibility to small changes (high variance).

Q. How do you think the following things can be protected?

An invention e.g. a bag-less vacuum cleaner? (Patents)

The SIC sectors which were most successful at identifying which item could be protected by a patent were:

- **G - Wholesale and retail trade; Repair of motor vehicles and motorcycles.** With 94% of the respondents (34 of 36) answering correctly.
- **J – Information and communication.** With 96% of the respondents (74 of 77) answering correctly.
- **M – Professional, scientific and technical activities.** With 97% of respondents (33 of 34) answering correctly.

Of the sectors with 30 or more responses, the lowest performing for the patent questions was:

- **Q – Human health and social work activities.** With 88% of respondents (28 of 32) answering correctly.

Q. How do you think the following things can be protected?

A brand name or logo? (Trade marks)

The sectors most successful at answering this question were;

- **J – Information and communication.** With 91% of the respondents (70 of 77) answering correctly.
- **M – Professional, scientific and technical activities.** With 82% of respondents (28 of 34) answering correctly.

The lowest performing sectors in identifying which item could be protected by a trade mark were:

- **Q – Human health and social work activities.** With 45% of respondents (15 of 33) answering correctly.
- **P – Education.** With 61% of respondents (20 of 33) answering correctly.
- **G - Wholesale and retail trade; Repair of motor vehicles and motorcycles.** With 62% of the respondents (23 of 37) answering correctly.

Q. How do you think the following things can be protected?

The visual appearance of something e.g. clothing? (Designs)

The sectors most successful at answering this question were;

- **J – Information and communication.** With 81% of the respondents (62 of 77) answering correctly.
- **M – Professional, scientific and technical activities.** With 82% of respondents (28 of 34) answering correctly.

The lowest performing sectors in identifying which item could be protected by designs were:

- **P – Education.** With 67% of respondents (22 of 33) answering correctly.
- **Q – Human health and social work activities.** With 58% of respondents (19 of 33) answering correctly.

Q. How do you think the following things can be protected?

Creative works e.g. a photo you've taken? (Copyright)

The sectors most successful at answering this question were;

- **J – Information and communication.** With 95% of the respondents (73 of 77) answering correctly.
- **Q – Human health and social work activities.** With 94% of respondents (31 of 33) answering correctly.
- **M – Professional, scientific and technical activities.** With 91% of respondents (31 of 34) answering correctly.

The lowest performing sector in identifying which item could be protected by copyright was;

- **G - Wholesale and retail trade; Repair of motor vehicles and motorcycles.** With 81% of the respondents (30 of 37) answering correctly.

A tabulation of the responses from questions and SIC sectors can be found in annex 1.2

IP general knowledge questions

After the initial knowledge question the survey focused on assessing the firms' knowledge on each of the IP rights. This was done through a number of true or false questions for each of the IP rights. The questions were set with the guidance from policy colleagues working in the various rights areas across the IPO. They were chosen as they covered key pieces of knowledge about the IP rights, how they work, what they can protect and how they can be used. All of this is information that IP policy experts see as being key to a firm having an informed stance on IP matters.

Q. Patent knowledge questions, (True or False):

- Telling people about an invention before applying for a patent could lead to an unsuccessful application. (True)
- Patents protect the way someone does business. (False)
- Patents can last forever. (False)
- A UK patent stops other people from copying it in other countries. (False)

Figure 3 – How well firms answered the patent general knowledge questions.

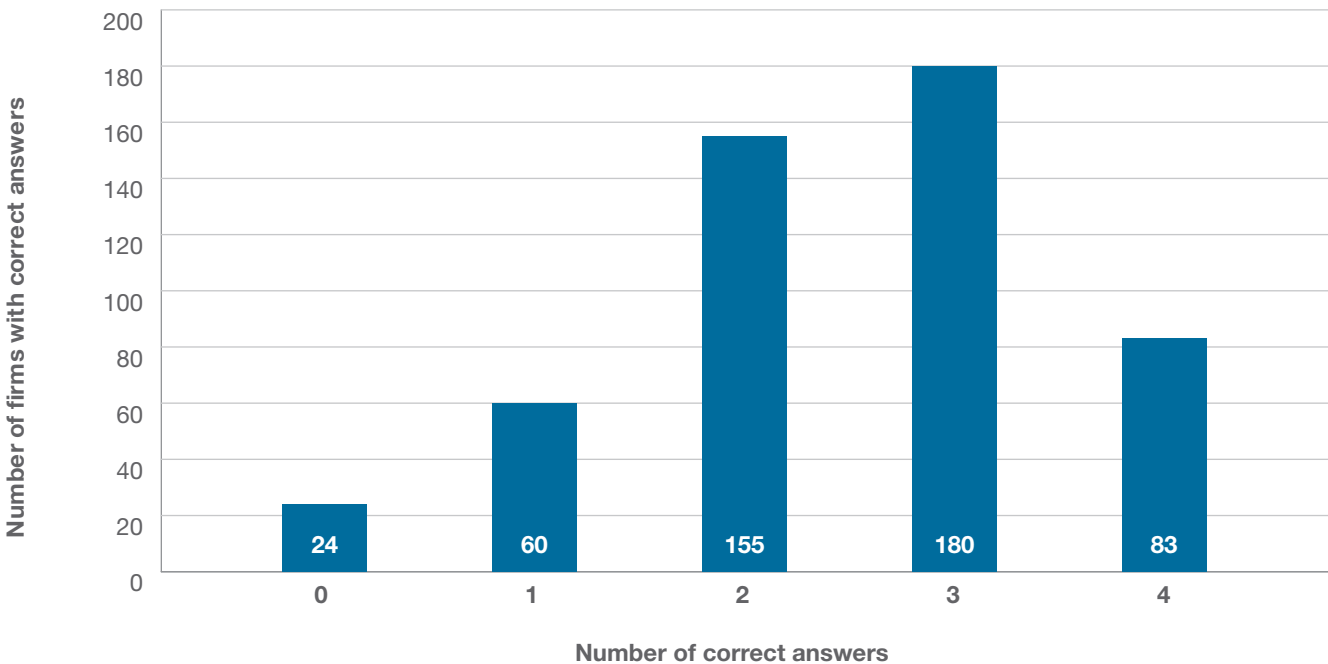
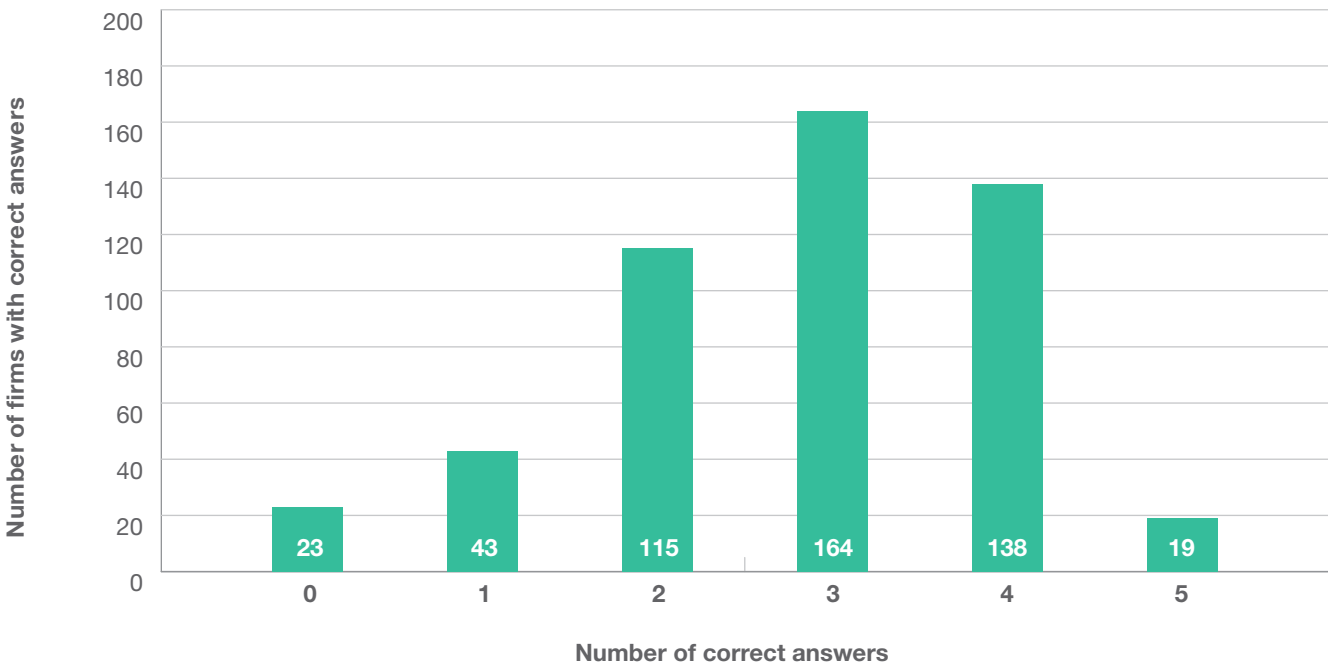


Figure 3 shows that 263 firms got 3 or more (out of 4) of the patent questions correct, representing a reasonable to good level of knowledge. This is over 52% of the respondents. Less than 5% of firms answered all questions incorrectly.

Q. Trade mark knowledge questions, (True or False):

- A trade mark that is registered in the UK covers use in other countries. (False)
- Once a trade mark is registered no one else will be able to register the same trade mark. (False)
- The symbol ® means that a name/logo is protected. (True)
- Registering a company name at Companies House protects a trade mark against copiers. (False)
- To register a trade mark the name needs to describe what the business does. (False)

Figure 4 – How well firms answered the trade mark general knowledge questions.

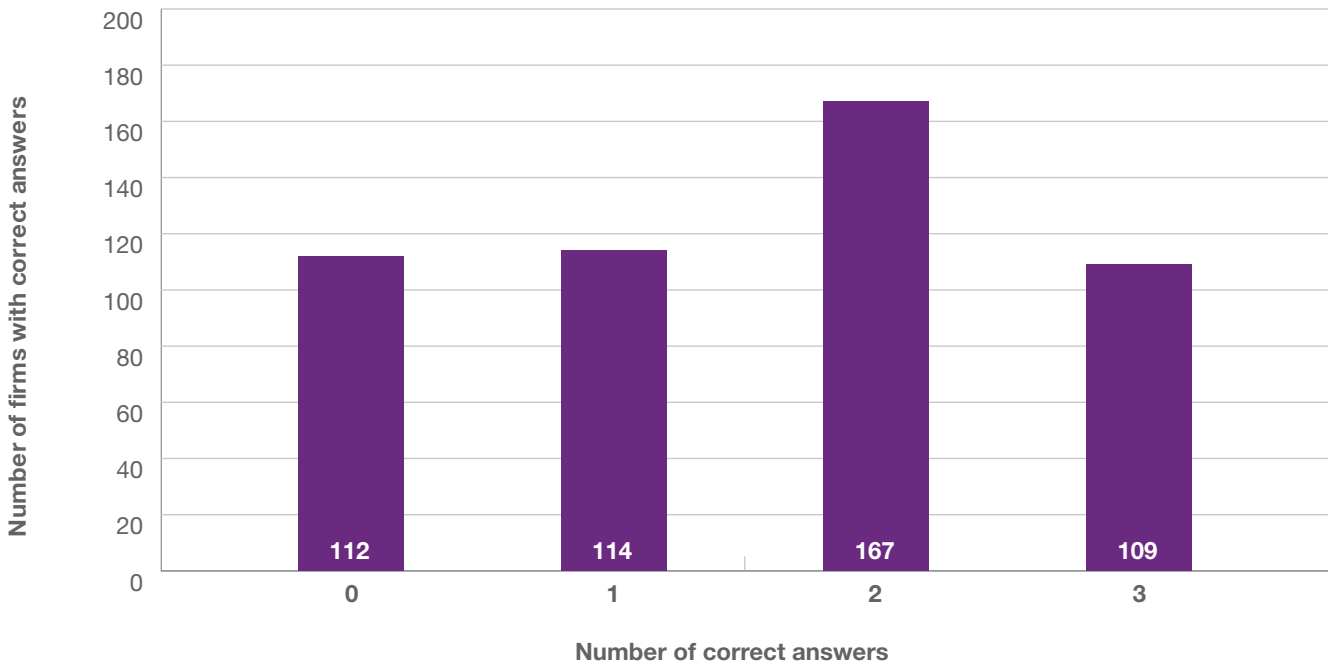


31% of firms answered 4 or 5 (all) of the trade mark questions correct. This represents good trade mark knowledge. Considering firms who answered 3 or more questions correctly, representing a reasonable to good level of trade mark knowledge, we see that 64% of firms showed this level of knowledge. Less than 5% of firms were unable to answer any trade mark questions correctly.

Q. Design knowledge questions, (True or False):

- New designs have to be registered with the government to gain protection. (False)
- Design protection can last forever. (False)
- A registered design cannot protect an idea. (True)

Figure 5 – How well firms answered the design general knowledge questions.

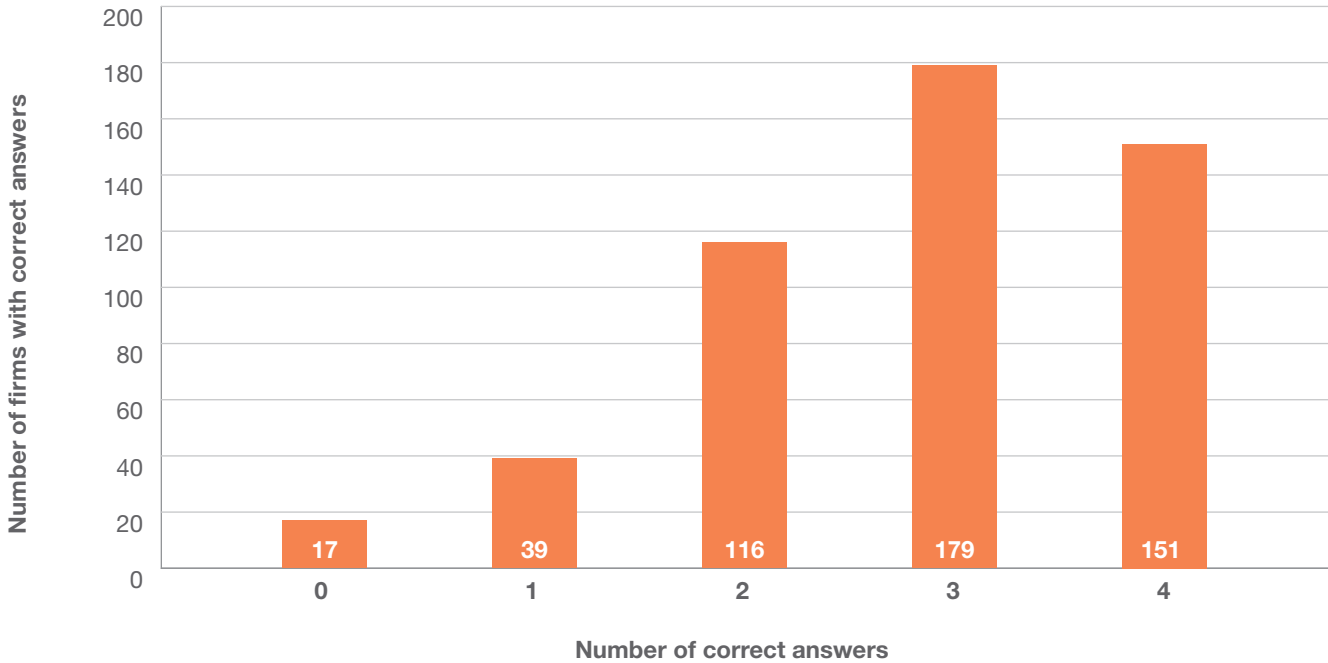


22% of firms answered all (3) design questions correctly, showing a good level of knowledge. However, 22% of firms failed to answer any of the design questions correctly. 55% of firms answered 2 or 3 (all) questions correctly, representing a reasonable to good level of design knowledge.

Q. Copyright knowledge questions, (True or False):

- Copyright protection does not last forever. (True)
- To protect a piece of work with copyright it should be registered with the government. (False)
- When a sub contractor creates a website for a business, that business automatically owns the copyright on the website. (False)
- Shops can legally play music to their customers without a licence. (False)

Figure 6 – How well firms answered the copyright general knowledge questions.



151 firms answered all (4) of the copyright questions correctly, 30%, representing a good level of knowledge. 66% of firms answered 3 or 4 questions correctly, showing a reasonable to good level of copyright knowledge. Only 3% of firms were unable to answer any of the copyright questions correctly.

Average general knowledge scores

The results of the general knowledge questions were combined to give an average score achieved for each of the IP rights. This is the mean number of correct answers given by the firms, expressed as a percentage. These results are shown in figure 7.

Figure 7 – Average scores to the general knowledge questions.

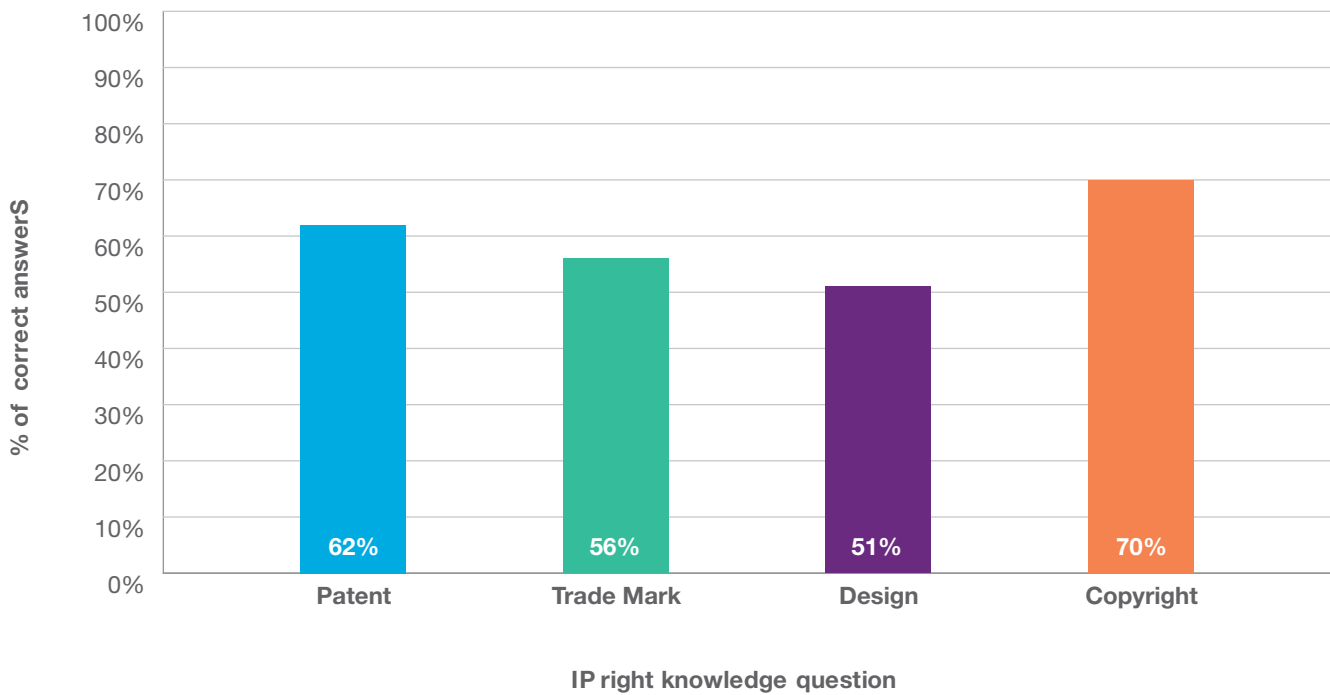


Figure 7 shows that the responding firms were able to correctly answer a greater percentage of the copyright questions than the other IP rights, 70% being the mean score. The design questions were answered least successfully with only 51% of questions being answered correctly.

2.2 IP Management

The second section of the survey questioned firms on their management of IP. The questions sought information on how important firms felt IP was to their business, how they have protected any IP they may hold and the ways they have administered IP in their business (such as licensing, checking for infringement, valuing and borrowing against IP, disputes surrounding IP).

2.2.1 Importance

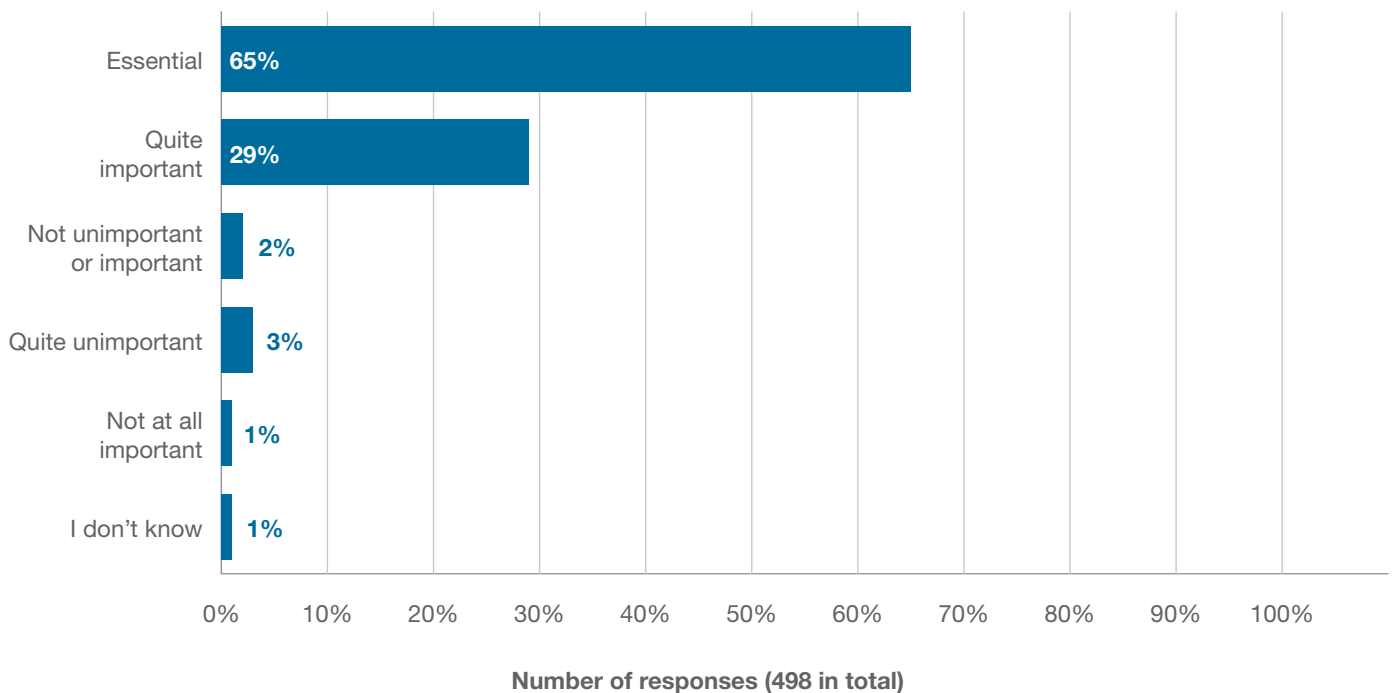
The first question gauged how important firms felt it was for businesses in general to understand intellectual property protection.

Q. In your view, how important is it that businesses understand how to protect their IP e.g. patents, trade marks, designs and copyright?

Respondents had the following options to select:

- Essential
- Quite important
- Not unimportant or important
- Quite unimportant
- Not at all important
- I don't know

Figure 8 – How important is it that businesses understand how to protect their IP?

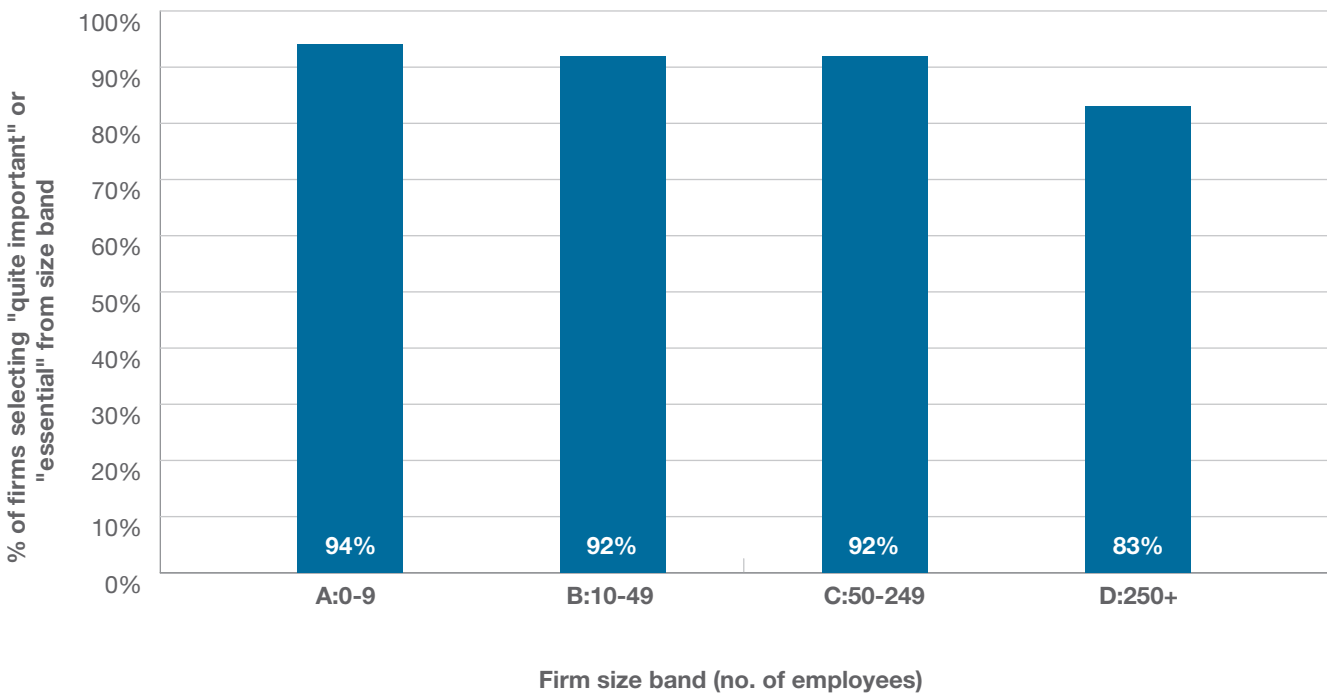


	I don't know	Not at all important	Quite unimportant	Not unimportant or important	Quite important	Essential
% of responses	1%	1%	3%	2%	29%	65%
Number of responses	6	3	17	10	143	319

From figure 8 it can be seen that 94% of respondents answered positively when asked how important they thought it was that businesses understand how to protect their IP.

The two positive responses (“essential” & “quite important”) are grouped together and broken down by firm size, see figure 9.

Figure 9 - How important is it that businesses understand how to protect their IP, positive responses firm size breakdown?



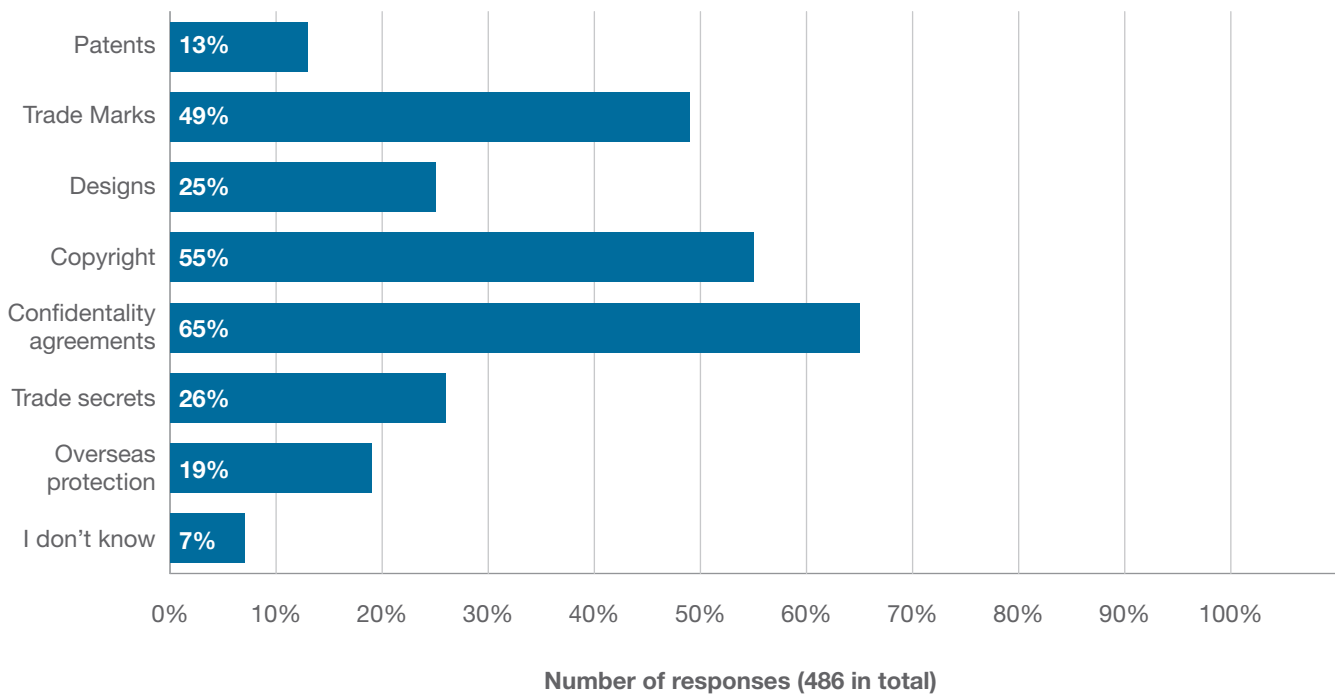
The survey then questioned whether particular IP rights / protection are important to the firm responding.

Q. Please select the option(s) which are important to YOUR business (select all that apply).

With the following options to select;

- Patents
- Trade marks
- Designs
- Copyright
- Confidentiality agreements
- Trade secrets
- Overseas protection
- I don't know

Figure 10 - How important is IP to a business?



	I don't know	Overseas	Trade secrets	Confidentiality agreements	Copyright	Designs	Trade Marks	Patents
% of respondents	7%	19%	26%	65%	55%	25%	49%	13%
Number of responses	34	91	127	316	267	122	239	62

The responses relating to the 4 IP rights are broken down by firm size band in figure 11. As can be seen in figure 10 above, the method of protecting IP selected as important by the greatest number of firms is confidentiality agreements, with 65% of respondents selecting this option. These results are broken down by firm size in figure 11.

Figure 11 – Firms viewing the 4 IP rights as important to their business, size breakdown.

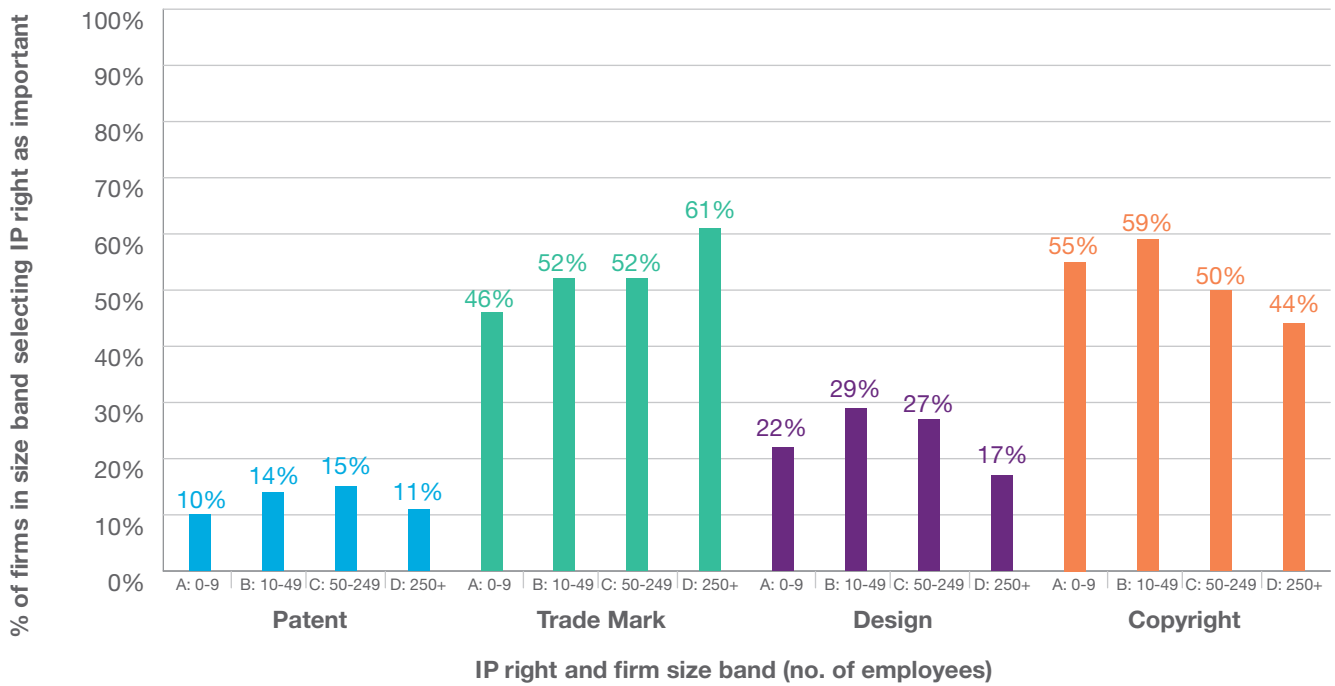
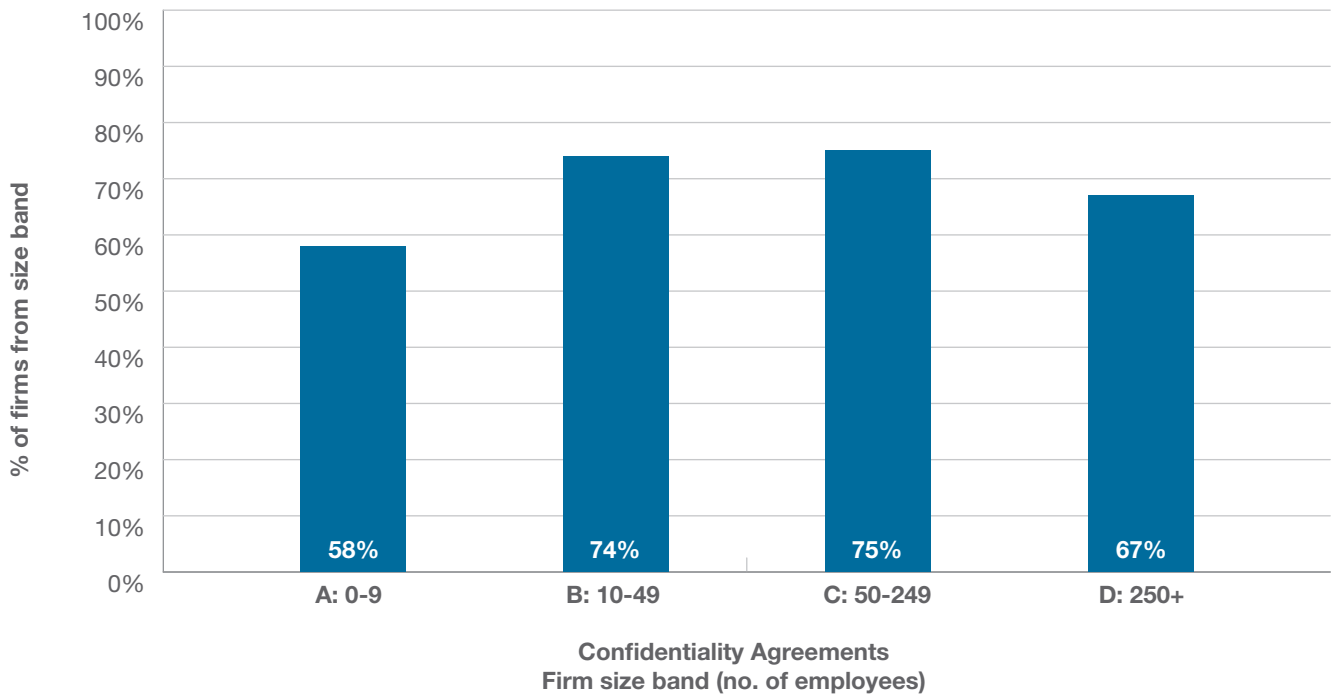


Figure 12 – Firms selecting confidentiality agreements as important to their business, size breakdown.



A full tabulation of the results in figures 11 & 12 can be found in annex 1.3.

Combinations of importance

After asking which IP rights are important to the respondents, the results are used to investigate which combinations of IP are important to firms. As can be seen above in figure 10, “Confidentiality agreements” was the most frequently selected option. It was therefore a pertinent question to see which of the formal rights (Patents, trade marks, designs & copyright) were also deemed important to firms who selected “Confidentiality agreements”.

All respondents who thought any of the IP rights (patents, trade marks, designs, copyright) were important to their business also thought that confidentiality agreements were too. There was 100% overlap of these categories.

Table 2 – Combinations of importance to a firm, confidentiality agreements & formal IP.

	Respondents	% of respondents
Respondents who thought any of the IP rights were important to their business also thought that confidentiality agreements were important too.	316	100%

2.2.2 IP Use

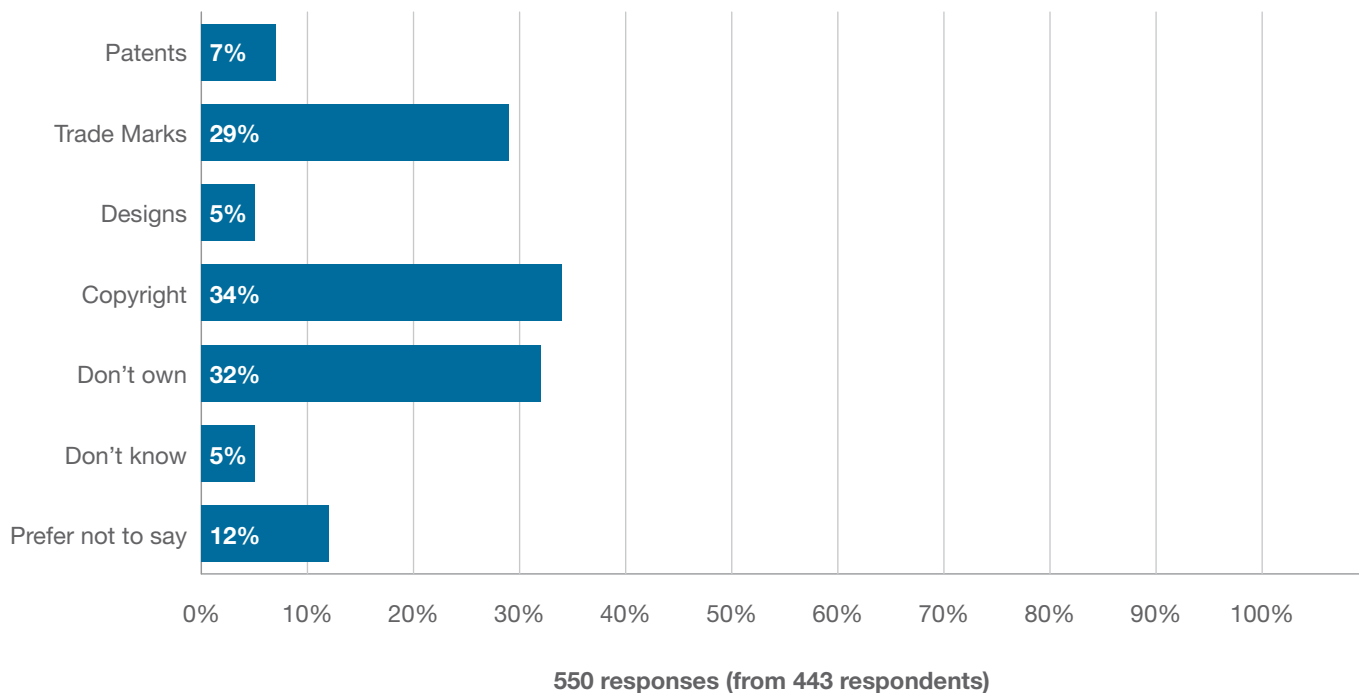
Firms were questioned on whether they had actually protected any of their IP

Q. Has your company protected any of its IP through the following rights (select all that apply)?

With the following options to select;

- Patents
- Trade marks
- Designs
- Copyright
- Don't own
- Don't know
- Prefer not to say

Figure 13 – Protection of IP.



	Prefer not to say	Don't know	Don't own	Copyright	Designs	Trade Marks	Patents
% of respondents	12%	5%	32%	34%	5%	29%	7%
Number of responses	51	22	141	152	22	130	32

Figure 13 shows that copyright was the most widely used IP right amongst the respondents, with 34% indicating they had used copyright protection. For the registered rights (patents, trade marks & designs) trade marks were the most used, over 29% of respondents selected this option.

The results also show that over 52% of responding firms had protected some sort of IP (either through a single right or a combination), see figure 14 and table 3.

Figure 14 – Protection of IP.

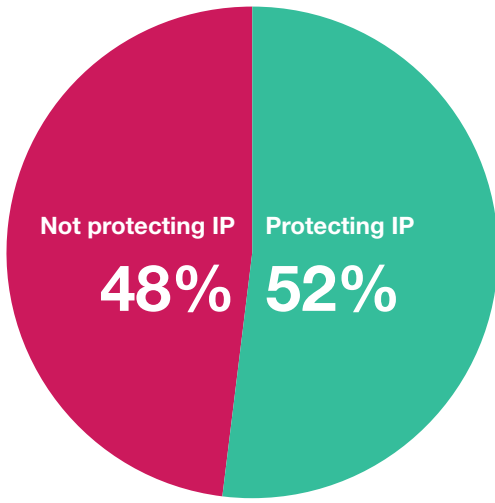


Table 3 – Firms protecting any IP.

Number of firms that have protected any IP	% of respondents
232	52.37%

From 443 respondents

Figure 15 shows the firms that have protected IP through the various rights, broken down by firm size.

Figure 15 – Protection of IP, size breakdown.

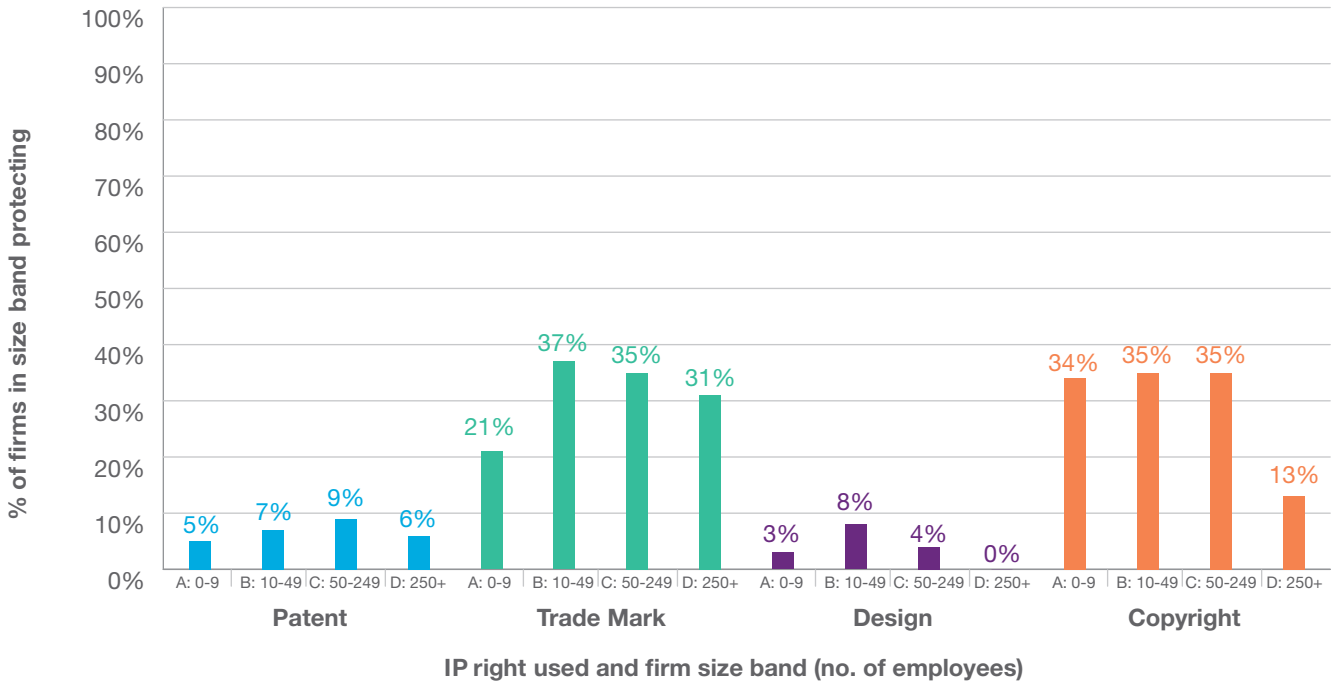
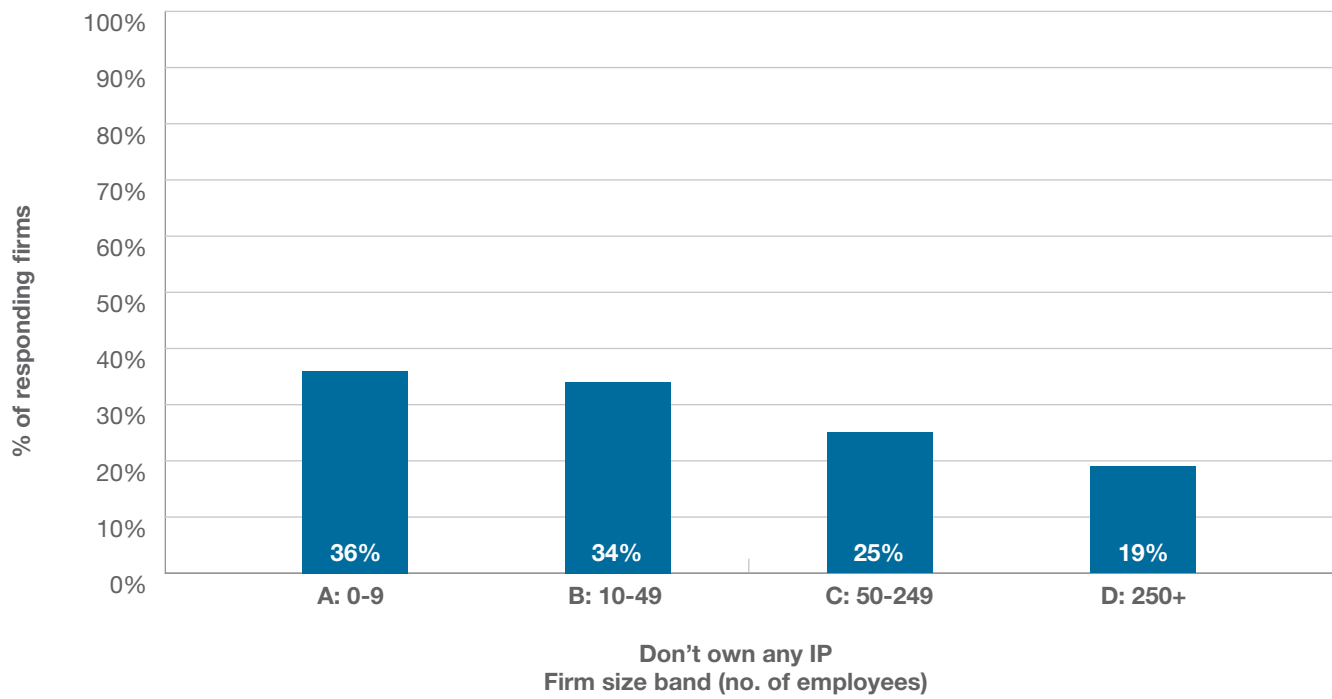


Figure 15 above shows that not owning any IP was the second most popular response to the question. These results are broken down by firm size in figure 16.

Figure 16 – Firms that don't own IP, size breakdown.

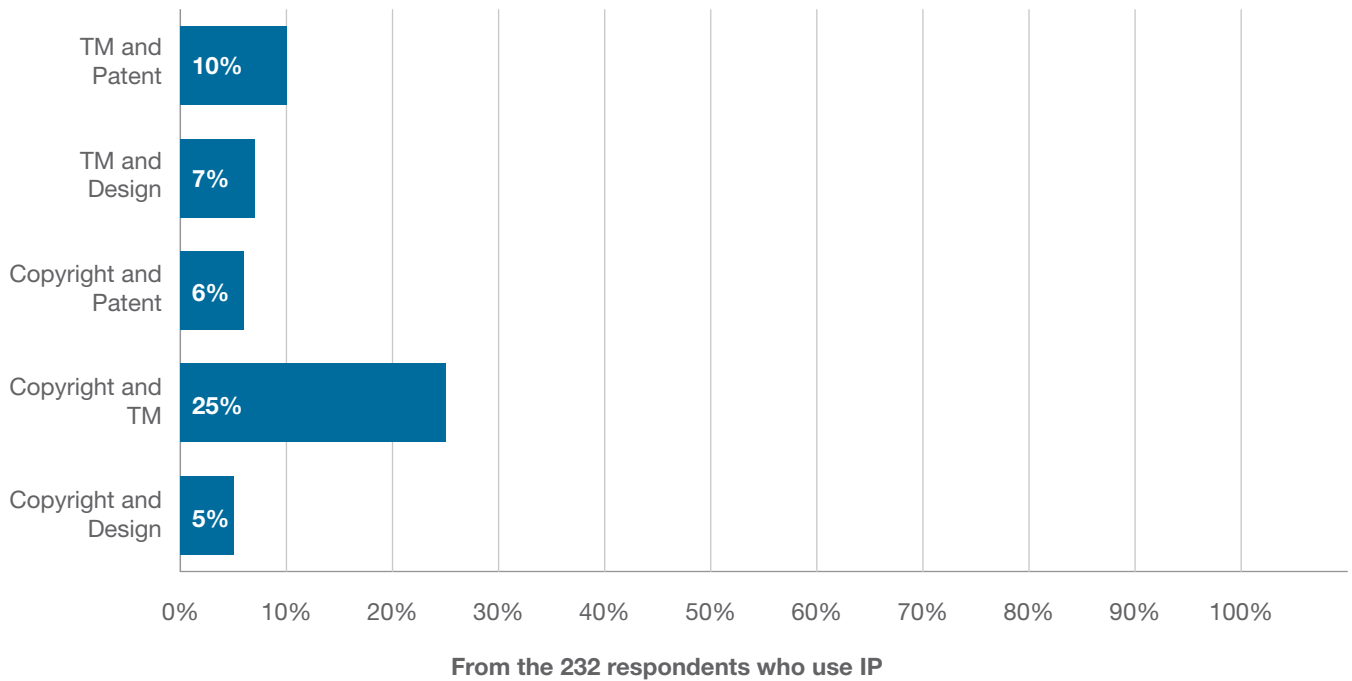


A full tabulation of the results in figures 15 & 16 can be found in annex 1.4

Combinations of IP protection

The results from the question on a firm's use of protection allows us to see how popular particular combinations of IP rights were amongst the respondents, see figure 17. The combinations selected for interrogation were chosen by IPO policy experts.

Figure 17 – Combinations of IP protection.



	Don't own	Copyright	Designs	Trade Marks	Patents
% of respondents	5%	25%	6%	7%	10%
Number of responses	11	59	14	16	24

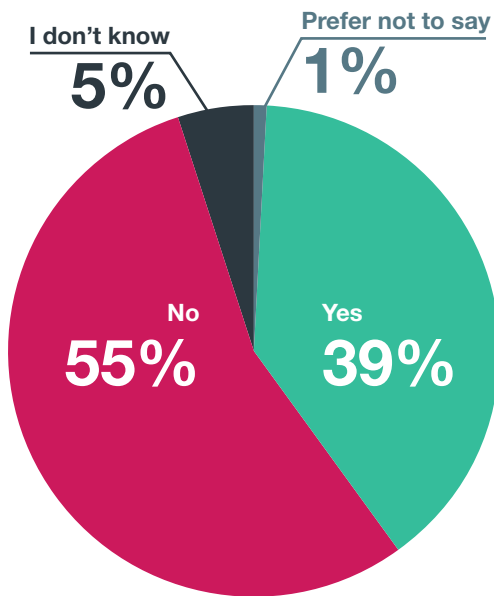
Of the 232 respondents reporting protecting any of their IP.

Protection abroad

Respondents who indicated that they had protected their IP were asked whether they had also made applications outside of the UK.

Q. Have you also made an application to gain IP protection outside of the UK?

Figure 18 – IP protection abroad.



144 respondents

Respondents who had made an application abroad were asked to indicate which countries they had gained IP protection in.

Q. Please tell us where you have gained IP protection abroad.

From the 55 respondents who answered this question, the most popular choices are:

- Europe wide (e.g. through OHIM, EPO), with 60% of respondents selecting this. (33 of 55)
- USA, with 44% of respondents. (24 of 55)
- Worldwide (e.g. through WIPO), with 18% of respondents. (10 of 55)

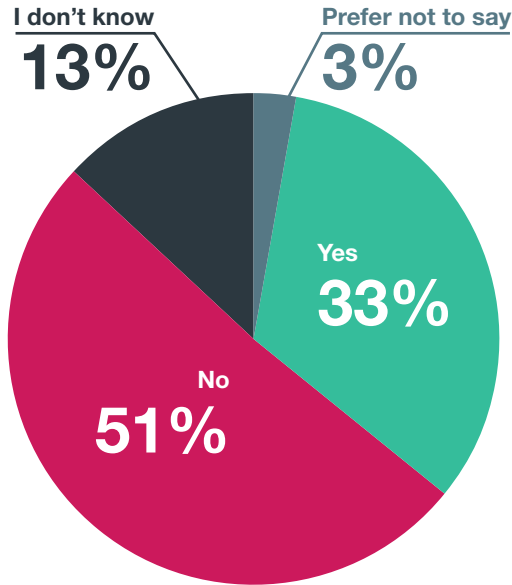
The full results are available in annex 1.5.

Copyright protection

Copyright is an unregistered right, respondents who had indicated that they protected their copyright (152 firms in total) were asked if they asserted their copyright abroad.

Q. Do you assert your copyright protection in other countries?

Figure 19 – Copyright assertion abroad.



From 152 respondents

As can be seen in figure 19, the majority of respondents do not assert their copyright protection abroad.

Respondents who answered “Yes” to asserting their copyright abroad were asked where they did so.

Q. Where is your copyright asserted?

As with the responses to IP protection abroad, the three most popular choices for asserting copyright abroad are also Worldwide, Europe wide and USA:

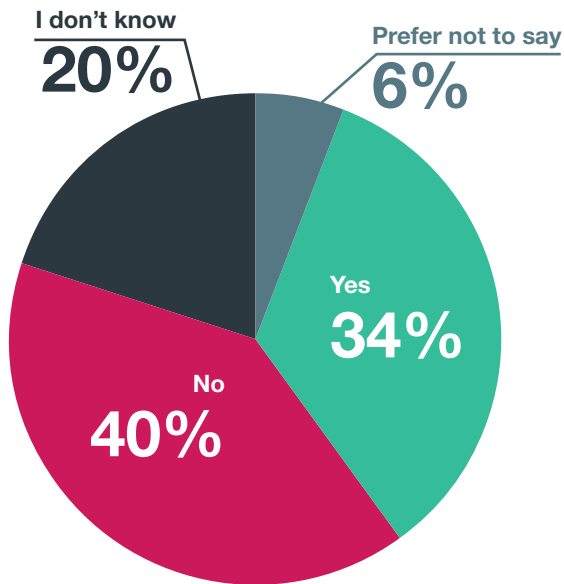
- Worldwide (e.g. through WIPO), with 66% of respondents. (33 of 50)
- Europe wide (e.g. through OHIM, EPO), with 14% of respondents. (7 of 50)
- USA, also with 14% of respondents. (7 of 50)

The full results of this question are tabulated in annex 1.6

Firms were asked whether they owned IP that they had chosen not to protect, the results of this are shown in figure 20.

Q. Does your business own any IP that you have chosen not to protect?

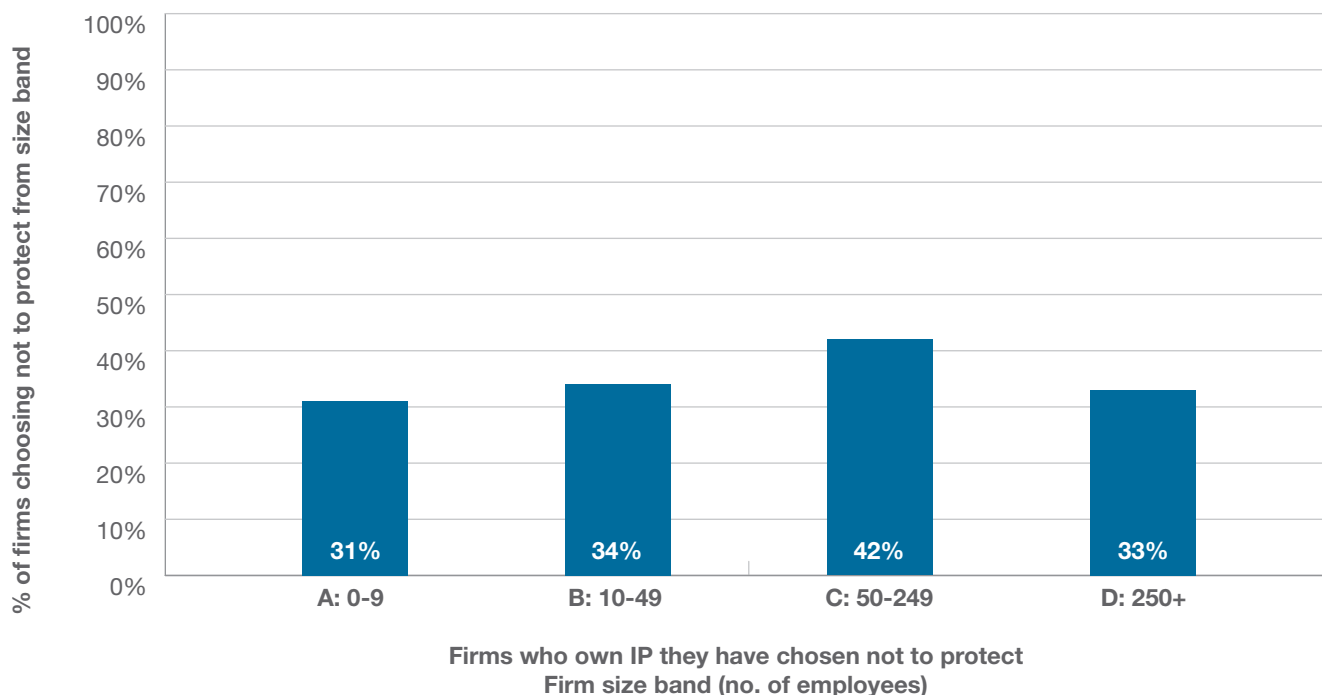
Figure 20 – Choosing not to protect IP.



From 493 respondents

The result from the firms who owned IP which they had chosen not to protect (answered “Yes”) are broken down by firm size in figure 21.

Figure 21 - Firms choosing not to protect IP they own, size breakdown.



From 155 respondents

The 169 firms who indicated that they owned IP that they had chosen not to protect were asked why they had made this decision, results are shown in table 4.

Table 4 – Why firms have chosen not to protect IP they own.

Please explain why you have chosen not to protect your IP (select all that apply)?	Responses	% of respondents
Low risk of someone else using or copying	74	43.79%
Too expensive	63	37.28%
Too complicated	50	29.59%
Decided it wasn't right for my business	18	10.65%
Enforcement difficult	6	3.55%
Lack of knowledge	6	3.55%
Low value / importance to business	5	2.96%
Want to make it available to others	5	2.96%
Informally protected (confidential / secret)	1	0.59%
Other reason	7	4.14%
I don't know	15	8.88%
Prefer not to say	3	1.78%

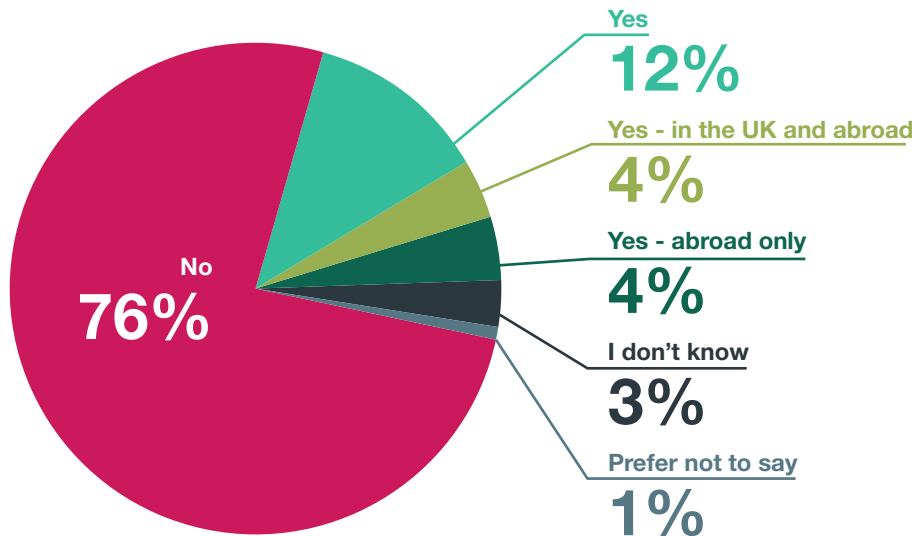
From 169 respondents

2.2.3 Disputes

Disputes around IP are often high profile and could impact people’s perception of IP protection. The survey posed questions to find out whether firms had been involved in disputes, where these disputes had taken place and how the disputes were resolved.

Q. Has your company ever been involved in a dispute around a patent, trade mark, copyright or design?

Figure 22 – IP disputes.



From 498 respondents

Figure 22 shows that the vast majority of surveyed firms had not been involved in a dispute around IP, over 75%. The second most popular response was that the firm had been involved in a dispute in the UK only, just over 12% of respondents.

The respondents who had indicated that they had been involved in a dispute were asked how this was resolved.

Q. How did you resolve the dispute(s)?

Table 5 – IP dispute resolution.

How did you resolve the dispute(s)?	Responses	% of respondents
Correspondence between parties	42	53.16%
Action by lawyer/IP attorney	27	34.18%
It/they remain(s) unresolved	13	16.46%
Mediation	7	8.86%
Court proceedings	7	8.86%
Action by Trading Standards	3	3.80%
Prefer not to say	2	2.53%
Online take down request	1	1.27%
I don't know	0	0.00%
Other	3	3.80%

From 79 respondents

It can be seen in table 5 that the majority of respondents reported resolving their IP disputes through correspondence between the parties, a little over 53%. The second most popular selection was “Action by lawyer/IP attorney”, just over 34%.

The firms who indicated that they had been involved in a dispute abroad were asked where it took place.

Q. Where did the dispute(s) take place abroad (select all that apply)?

From the 33 respondents who answered this question the most countries selected are:

- USA, with 36% of respondents reporting they had been involved in a dispute here. (12 of 33)
- China, with 24% of respondents. (8 of 33)

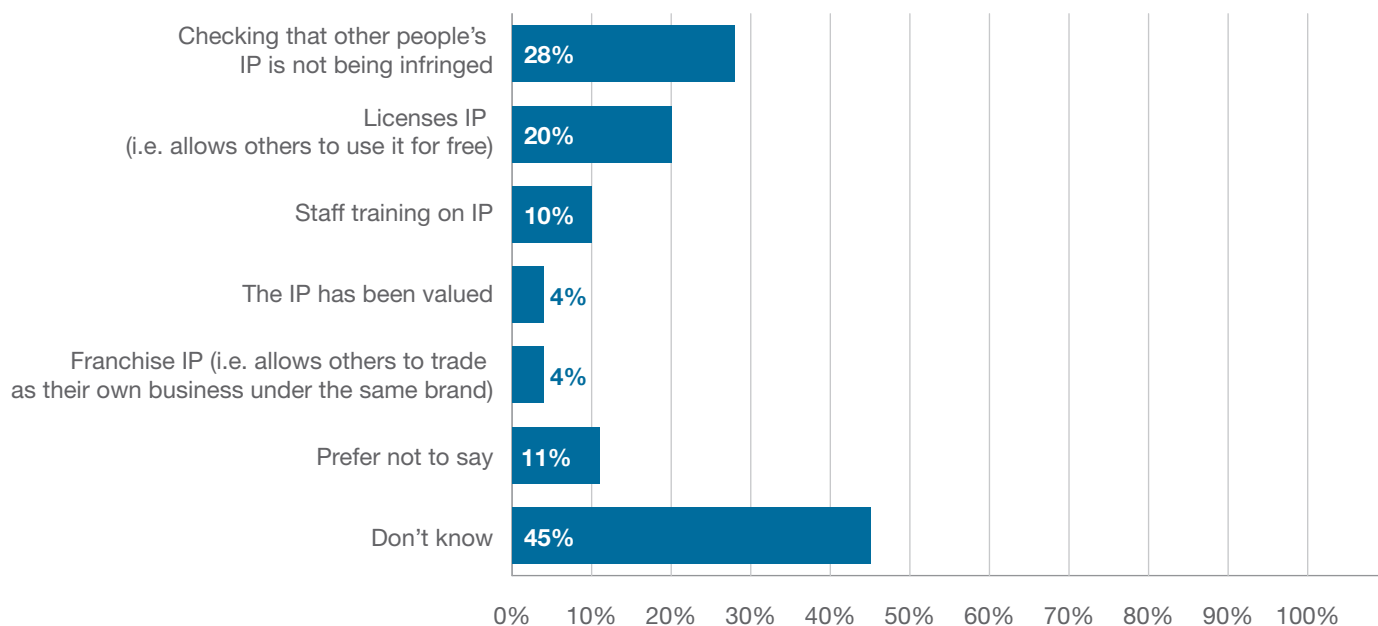
A full breakdown of where respondents reported IP disputes taking place abroad is in annex 1.7

2.2.4 Use of IP in specific ways

All firms were asked if they did any of the listed activities with their IP. This question was asked as it is of particular interest to policy colleagues in the IPO who are working on IP management, valuation and exploitation.

Q. Does your business do any of the following with its IP (select all that apply)?

Figure 23 – IP management activities.



42 responses from the 32 firms protecting IP with patents

	Don't know	Prefer not to say	Franchise IP (i.e. allows others to trade as their own business under the same brand)	The IP has been valued	Staff training on IP	Licenses IP (i.e. allows others to use it for free)	Checking that other people's IP is not being infringed
% of respondents	45%	11%	4%	4%	10%	20%	28%
Number of responses	169	43	14	14	37	76	107

From 377 respondents

Most respondents selected “I don't know” when asked about what IP management activities their firm undertook, indicating a lack of knowledge in organisations as to exactly what IP activities and exploitation are taking place. The second most popular choice is “Checking that other people's IP is not being infringed”, with over 28% of respondents selecting this option.

Firms who indicated that they had valued their IP were asked what motivated them to do this. It should be noted that very few firms had valued their IP so the results of this question are based on a small number of respondents (14).

Q. Please explain why your business has put a value on its IP (select all that apply)?

Table 6 – Reasons for valuing IP.

Please explain why your business has put a value on its IP (select all that apply)?	Responses	% of respondents
To include the IP on the balance sheet	7	50.00%
To get a licensing value	5	35.71%
To sell the IP	5	35.71%
To borrow against the IP	2	14.29%
I don't know	2	14.29%
To seek other finance	0	0.00%
Prefer not to say	0	0.00%
Other (please explain)	0	0.00%

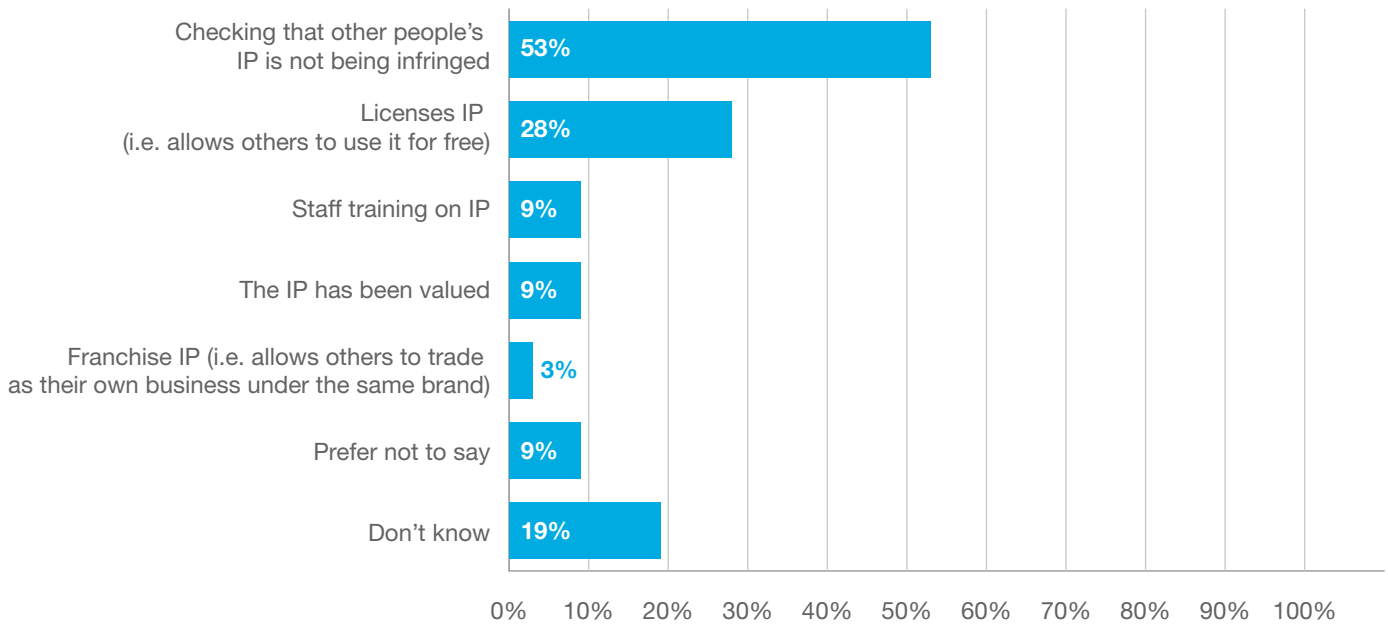
From 14 respondents

Combinations of IP management and ownership

The responses to the ways in which firms manage, use and exploit IP were viewed in combination with the particular types of IP the firms had protected. This allows us to look at the difference in use between firms owning the different IP rights.

From figures 24, 25, 26 & 27 it can be seen that across the firms who own any of the four IP rights the most popular IP management activity selected was to check that other people's IP is not being infringed.

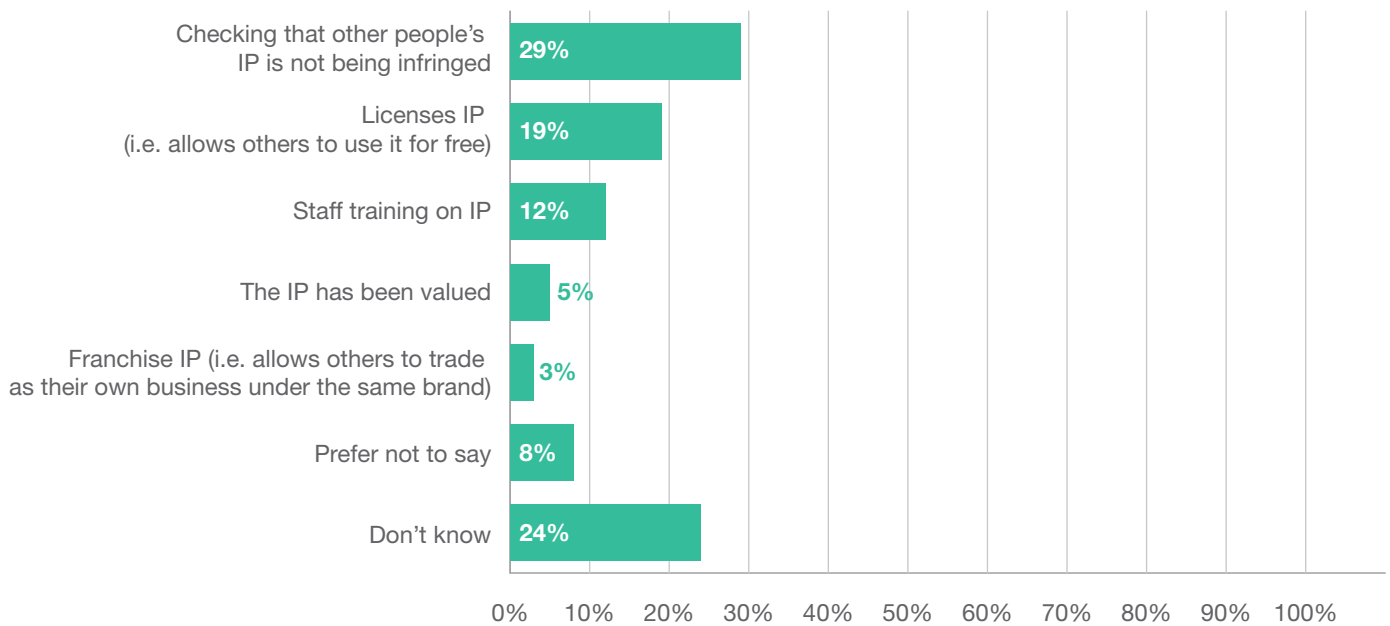
Figure 24 – IP management activities of firms using patent protection



42 responses from the 32 firms protecting IP with Patents

	Don't know	Prefer not to say	Franchise IP (i.e. allows others to trade as their own business under the same brand)	The IP has been valued	Staff training on IP	Licenses IP (i.e. allows others to use it for free)	Checking that other people's IP is not being infringed
% of respondents	19%	9%	3%	9%	9%	28%	53%
Number of responses	6	3	1	3	3	9	17

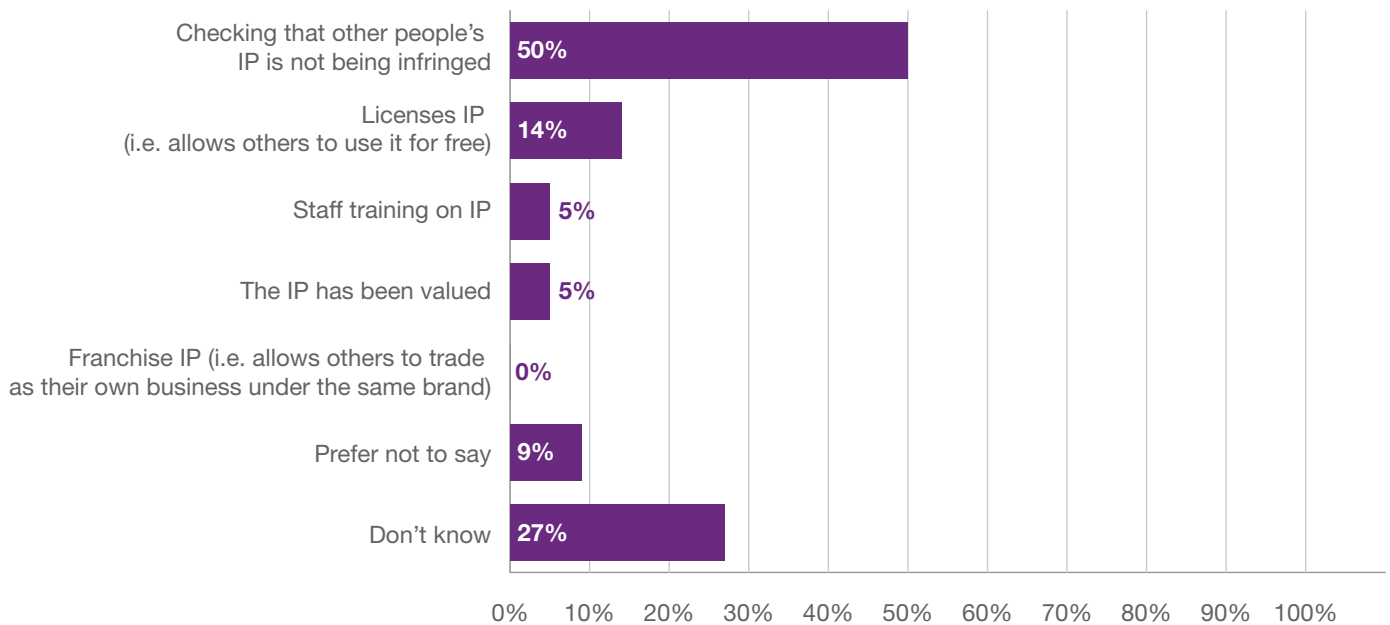
Figure 25 – IP management activities of firms using trade mark protection



130 responses from the 131 firms protecting IP with Trade Marks

	Don't know	Prefer not to say	Franchise IP (i.e. allows others to trade as their own business under the same brand)	The IP has been valued	Staff training on IP	Licenses IP (i.e. allows others to use it for free)	Checking that other people's IP is not being infringed
% of respondents	24%	8%	3%	5%	12%	19%	29%
Number of responses	31	10	4	7	15	25	38

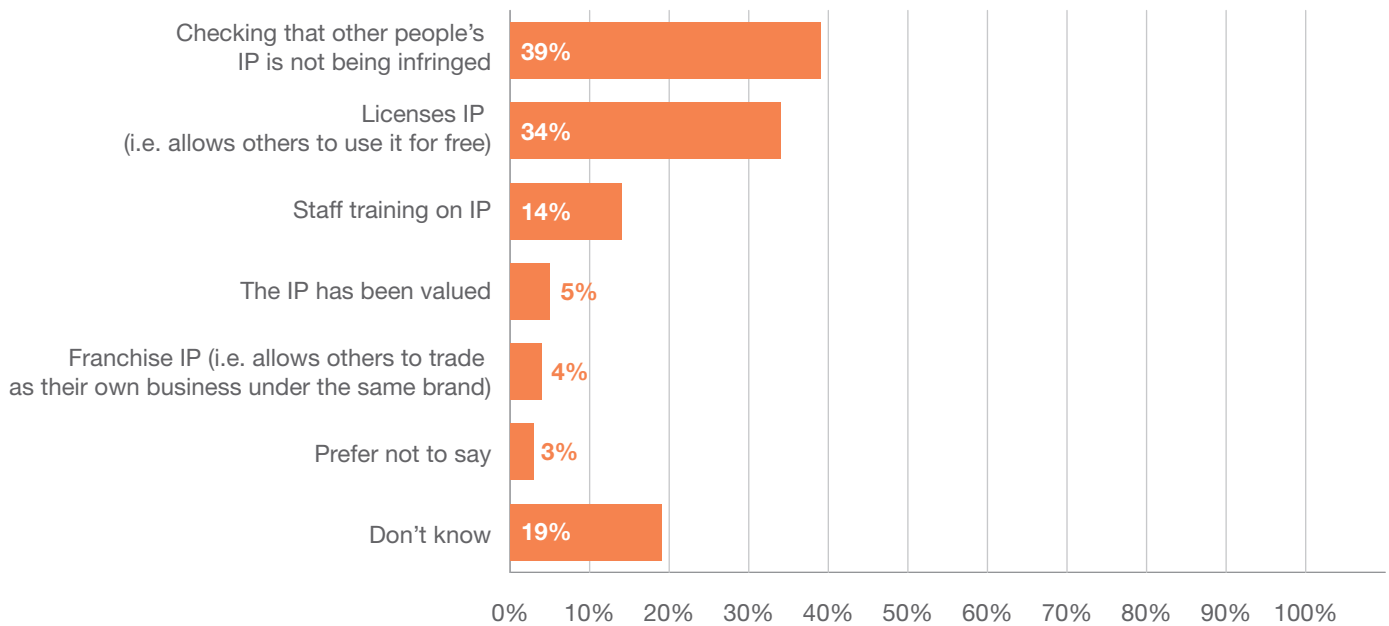
Figure 26 – IP management activities of firms using design protection



24 responses from the 22 firms protecting IP with Designs

	Don't know	Prefer not to say	Franchise IP (i.e. allows others to trade as their own business under the same brand)	The IP has been valued	Staff training on IP	Licenses IP (i.e. allows others to use it for free)	Checking that other people's IP is not being infringed
% of respondents	27%	9%	0%	5%	5%	14%	50%
Number of responses	6	2	0	5	5	14	50

Figure 27 – IP management activities of firms using copyright protection



180 responses from the 152 firms protecting IP with Copyright

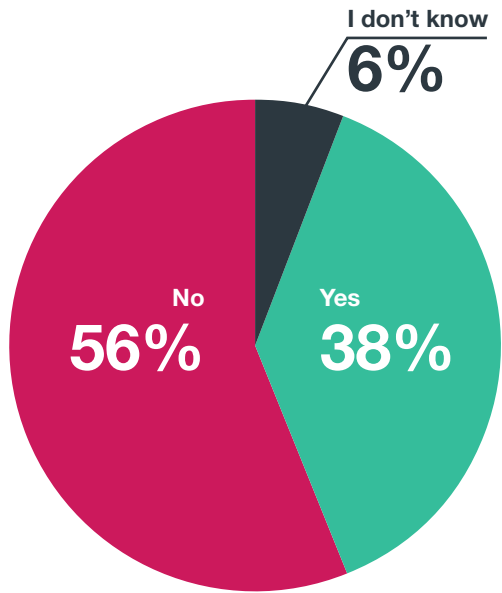
	Don't know	Prefer not to say	Franchise IP (i.e. allows others to trade as their own business under the same brand)	The IP has been valued	Staff training on IP	Licenses IP (i.e. allows others to use it for free)	Checking that other people's IP is not being infringed
% of respondents	19%	3%	4%	5%	14%	34%	39%
Number of responses	29	4	6	8	21	52	60

2.3 IP advice

The final section of the survey concerned sources of IP advice. Asking questions on whether advice had been sought, where from and where firms expected to find advice.

Q. Has your company ever sought advice on IP?

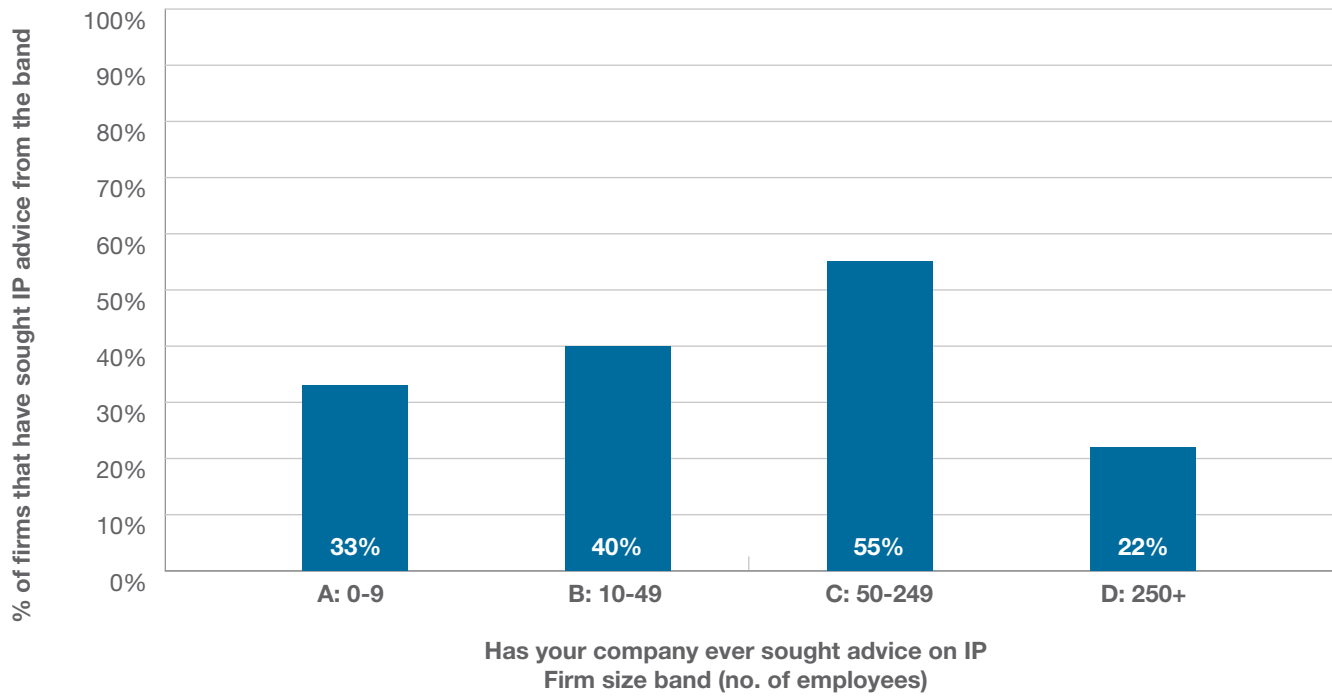
Figure 28 – Seeking advice on IP.



From 499 respondents

These results are broken down by firm size band in figure 29.

Figure 29 – Seeking advice on IP, size breakdown.



Firms indicating they had sought advice were asked where they had received advice from.

Q. Where did the IP advice come from (select all that apply)?

Table 7 – Sources for firms seeking IP advice.

Where did the IP advice come from (select all that apply)?	Responses	% of respondents
External patent/trade mark attorney	78	40.63%
External solicitor	68	35.42%
The Intellectual Property Office e.g. a business event or guidance materials	57	29.69%
Other government departments and agencies	23	11.98%
In-house solicitor	12	6.25%
Family / friends	11	5.73%
Licensing consultant	8	4.17%
Internet / online	7	3.65%
Professional body / community	7	3.65%
Accountant	6	3.13%
External consultant / advisor	3	1.56%
In-house patent/trade mark attorney	2	1.04%
Library / books	2	1.04%
IP Attaché network	0	0.00%
Bank	0	0.00%
I don't know	5	2.60%
Other	4	2.08%

From 192 respondents

The final question asked where respondents would expect to receive IP advice from.

Q. Where would you expect to receive IP advice from (select all that apply)?

Table 8 – Expected sources of IP advice.

Where would you expect to receive IP advice from (select all that apply)?	Responses	% of respondents
The Intellectual Property Office e.g. a business event or guidance materials	196	64.26%
Government departments and agencies	130	42.62%
External solicitor	89	29.18%
External patent/trade mark attorney	84	27.54%
Licensing consultants	60	19.67%
Family / friends	26	8.52%
Accountant	24	7.87%
IP attaché network	11	3.61%
Banks	6	1.97%
Professional body / community	6	1.97%
Internet / online	4	1.31%
Federation of Small Businesses	3	0.98%
Academic institute	0	0.00%
I don't know	44	14.43%
Other	1	0.33%

From 305 respondents

3.0 Sample & respondents

In a change to the previous two waves of the IPO's awareness survey (similar surveys have been conducted by post in 2006 & 2010) the 2015 survey was conducted by email. A copy of the full survey can be found in section 4.0. 50,000 business email addresses¹ received an invitation to complete the 2015 survey. This sample frame covered all business sectors (based on SIC² codes) and sizes (based on number of employees), see tables 9 & 10. We received 502 responses, a response rate of 1% which is not unreasonable in view of the contact method, cold emailing.

Every attempt was made to ensure all business types and sizes were represented in our results. However, these results and the analysis are not intended to represent the wider UK business population. The non random nature of the sample, cost and time limitations of the research and non-response bias are all factors which mean the findings should be interpreted solely as concerning the respondents to the survey.

The business contact information was supplied with additional data about the firms. Of interest to this survey was size data (number of employees) & SIC sector of the business. Unfortunately not all firms had this associated. As such, the breakdown analysis of size and sector throughout the report only considers the firms where this additional data was known, as such the total number of respondents in a breakdown may be lower than the total number of firms who actually answered the questions.

¹ *Email addresses purchased from Experian*

² *SIC - Standard industrial classification of economic activities (SIC). <https://www.gov.uk/government/publications/standard-industrial-classification-of-economic-activities-sic>*

Table 9 – Response rate by SIC code.

SIC section	SIC description	no. of contacts	Responses	Response rate
A	AGRICULTURE, FORESTRY AND FISHING	3501	23	0.66%
B	MINING AND QUARRYING	428	3	0.70%
C	MANUFACTURING	3002	27	0.90%
D	ELECTRICITY, GAS, STEAM AND AIR CONDITIONING SUPPLY	991	12	1.21%
E	WATER SUPPLY; SEWERAGE, WASTE MANAGEMENT AND REMEDIATION ACTIVITIES	1905	11	0.58%
F	CONSTRUCTION	3250	15	0.46%
G	WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES	3520	37	1.05%
H	TRANSPORTATION AND STORAGE	2500	12	0.48%
I	ACCOMMODATION AND FOOD SERVICE ACTIVITIES	2533	27	1.07%
J	INFORMATION AND COMMUNICATION	3098	77	2.49%
K	FINANCIAL AND INSURANCE ACTIVITIES	3030	28	0.92%
L	REAL ESTATE ACTIVITIES	2000	16	0.80%
M	PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES	2197	34	1.55%
N	ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES	2210	19	0.86%
O	PUBLIC ADMINISTRATION AND DEFENCE; COMPULSORY SOCIAL SECURITY	1912	17	0.89%
P	EDUCATION	3000	33	1.10%
Q	HUMAN HEALTH AND SOCIAL WORK ACTIVITIES	2554	33	1.29%
R	ARTS, ENTERTAINMENT AND RECREATION	3025	22	0.73%
S	OTHER SERVICE ACTIVITIES	3110	33	1.06%
T	ACTIVITIES OF HOUSEHOLDS AS EMPLOYERS; UNDIFFERENTIATED GOODS-AND SERVICES-PRODUCING ACTIVITIES OF HOUSEHOLDS FOR OWN USE	14	0	0.00%
U	ACTIVITIES OF EXTRATERRITORIAL ORGANISATIONS AND BODIES	143	2	1.40%
unclassified		2077	21	1.01%

Table 10 – Response rate by no. of employees.

Business band : no. of employees	Sample size	Responses	Response rate
A: 0-9	25280	273	1.08%
B: 10-49	11508	120	1.04%
C: 50-249	7356	61	0.83%
D: 250+	2736	18	0.66%
unclassified	3120	30	0.96%

4.0 Survey

IP Awareness Survey

The IPO are researching the awareness of intellectual property (IP) amongst businesses in the UK.

We value your opinions, and this short 10 minute survey will help us to better understand how IP can benefit you and your business.

The information you supply will be held securely in accordance with the Data Protection Act (1988) and the Freedom of Information Act (2000).

The following questions are to help us understand your awareness of IP.

2) How do you think the following things can be protected?

	Copyright	Designs	Patents	Trade marks	I don't know
A brand name or logo?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An invention e.g. a bag-less vacuum cleaner?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creative works e.g. a photo you've taken?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The visual appearance of something e.g. clothing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The next section is about your knowledge of the types of IP protection available.

3) Are these statements about Patents true or false?

	True	False	I don't know
Telling people about an invention before applying for a patent could lead to an unsuccessful application.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Patents protect the way someone does business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Patents can last forever.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A UK patent stops other people from copying it in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4) Are the following Trade Mark statements true or false?

	True	False	I don't know
A trade mark that is registered in the UK covers use in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once a trade mark is registered no one else will be able to register the same trade mark.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The symbol ® means that a name/logo is protected.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Registering a company name at Companies House protects a trade mark against copiers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To register a trade mark the name needs to describe what the business does.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5) Are these Copyright statements true or false?

	True	False	I don't know
Copyright protection does not last forever.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To protect a piece of work with copyright it should be registered with the government.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When a sub contractor creates a website for a business, that business automatically owns the copyright on the website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shops can legally play music to their customers without a licence.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6) And finally in this section, are these statements about Designs true or false?

	True	False	I don't know
New designs have to be registered with the government to gain protection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design protection can last forever.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A registered design cannot protect an idea.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This section focuses on the management of IP.

7) In your view, how important is it that businesses understand how to protect their IP e.g. patents, trade marks, designs and copyright?

Select answer	
	Not at all important
	Quite unimportant
	Not unimportant or important
	Quite important
	Essential
	I don't know

8) Please select the option(s) which are important to YOUR business (select all that apply)

- Patents
- Trade marks
- Designs
- Copyright
- Confidentiality agreements
- Trade secrets
- Overseas protection
- I don't know

9) Has your company protected any of its IP through the following rights (select all that apply)?

- Patents
- Trade marks
- Designs
- Copyright
- You don't own any IP
- You don't know what IP is
- Prefer not to say

The following criteria must be fulfilled for this question to be shown:

- If Has your company protected any of its IP through the following rights (select all that apply)? equals Trade marks
or
- If Has your company protected any of its IP through the following rights (select all that apply)? equals Designs
or
- If Has your company protected any of its IP through the following rights (select all that apply)? equals Patents

10) Have you also made an application to gain IP protection outside of the UK?

- Yes
- No
- Prefer not to say
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Have you also made an application to gain IP protection outside of the UK? equals Yes

11) Please tell us where you have gained IP protection abroad?

- Worldwide (e.g. through WIPO)
- Europe wide (e.g. through OHIM, EPO)
- USA
- China
- India
- Republic of Korea
- Brazil
- Vietnam
- Japan
- Germany
- France
- Spain
- Italy
- Prefer not to say
- Other (please state)
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Has your company protected any of its IP through the following rights (select all that apply)? equals Copyright

12) Do you assert your copyright protection in other countries?

- Yes
- No
- Prefer not to say
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Do you assert your copyright protection in other countries? equals Yes

13) Where is your copyright asserted?

- Worldwide
- Europe wide
- USA
- China
- India
- Republic of Korea
- Brazil
- Vietnam
- Japan
- Germany
- France
- Spain
- Italy
- Prefer not to say
- Other (please state)
- I don't know

14) Does your business own any IP that you have chosen not to protect?

- Yes
- No
- Prefer not to say
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Does your business own any IP that you have chosen not to protect? equals Yes

15) Please explain why you have chosen not to protect your IP (select all that apply)?

- Too expensive
- Low risk of someone else using or copying
- Decided it wasn't right for my business
- Too complicated
- Prefer not to say
- Other reason (please state)
- I don't know

16) Has your company ever been involved in a dispute around a patent, trade mark, copyright or design?

- Yes - In the UK only
- Yes - In the UK and abroad
- Yes - Abroad only
- No
- Prefer not to say
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Has your company ever been involved in a dispute around a patent, trade mark, copyright or design? equals Yes - In the UK and abroad
or
- If Has your company ever been involved in a dispute around a patent, trade mark, copyright or design? equals Yes - In the UK only

17) How did you resolve the dispute(s)?

- Correspondence between parties
- Action by lawyer/IP attorney
- Action by Trading Standards
- Mediation
- Court proceedings
- It/they remain(s) unresolved
- Prefer not to say
- Other (please state)
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Has your company ever been involved in a dispute around a patent, trade mark, copyright or design? equals Yes - In the UK and abroad
or
- If Has your company ever been involved in a dispute around a patent, trade mark, copyright or design? equals Yes - Abroad only

18) Where did the dispute(s) take place abroad (select all that apply)?

- USA
- China
- India
- Republic of Korea
- Brazil
- Vietnam
- Japan
- Germany
- France
- Spain
- Italy
- Prefer not to say
- Other (please state)
- I don't know

19) Does your business do any of the following with its IP (select all that apply)?

- The IP has been valued
- Staff training on IP
- Checking that other people's IP is not being infringed
- Licenses IP (i.e. allows others to use it for a fee)
- Franchises IP (i.e. allows others to trade as their own business under the same brand)
- Prefer not to say
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Does your business do any of the following with its IP (select all that apply)? equals The IP has been valued

20) Please explain why your business has put a value on its IP (select all that apply)?

- To get a licensing value
- To sell the IP
- To include the IP on the balance sheet
- To borrow against the IP
- To seek other finance
- Prefer not to say
- Other (please explain)
- I don't know

21) Has your company ever sought advice on IP?

- Yes
- No
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Has your company ever sought advice on IP? equals Yes

22) Where did the IP advice come from (select all that apply)?

- The Intellectual Property Office e.g. a business event or guidance materials
- Other government departments and agencies
- IP Attaché network
- External patent/trade mark attorney
- In-house patent/trade mark attorney
- External solicitor
- In-house solicitor
- Accountant
- Bank
- Licensing consultant
- Family/friends
- Other (please explain)
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Has your company ever sought advice on IP? equals <#na#>I don't know
or
- If Has your company ever sought advice on IP? equals No

23) Where would you expect to receive IP advice from (select all that apply)?

- The Intellectual Property Office e.g. a business event or guidance materials
- Government departments and agencies
- IP attaché network
- External patent/trade mark attorney
- External solicitor
- Accountant
- Banks
- Licensing consultants
- Family/friends
- Other (please explain)
- I don't know

24) Do you have any comments about Intellectual Property?

25) Can IPO contact you about your survey responses and comments, and to let you know if you have won the prize draw?

- Yes
- No

26) Can IPO contact you in the future for customer insight research purposes (your details will not be shared with any third party)?

- Yes
- No

Annex 1.1

Responses to the initial knowledge question broken down by firm size

Q. How do you think the following things can be protected?

- A brand name or logo? (Trade marks)
- An invention e.g. a bag-less vacuum cleaner? (Patents)
- Creative works e.g. a photo you've taken? (Copyright)
- The visual appearance of something e.g. clothing? (Designs)

Table 11 – Initial Patent knowledge question, firm size breakdown.

Question	An invention e.g. a bag-less vacuum cleaner?	Answer : Patent		
Firm size	A: 0-9	B: 10-49	C: 50-249	D: 250+
Correct answers in size band	249	110	59	16
Respondents in band	268	119	60	16
% of correct answers in band	93%	92%	98%	100%

Table 12 – Initial Trade mark knowledge question, firm size breakdown.

Question	A brand name or logo?	Answer: Trade mark		
Firm size	A: 0-9	B: 10-49	C: 50-249	D: 250+
Correct answers in size band	173	83	43	10
Respondents in band	271	119	60	18
% of correct answers in band	64%	70%	72%	56%

Table 13 – Initial Design knowledge question, firm size breakdown.

Question	The visual appearance of something e.g. clothing?	Answer: Design		
Firm size	A: 0-9	B: 10-49	C: 50-249	D: 250+
Correct answers in size band	168	84	39	12
Respondents in band	267	119	60	18
% of correct answers in band	63%	71%	65%	67%

Table 14 – Initial Copyright knowledge question, firm size breakdown.

Question	Creative works e.g. a photo you've taken?	Answer: Copyright		
Firm size	A: 0-9	B: 10-49	C: 50-249	D: 250+
Correct answers in size band	238	105	54	15
Respondents in band	268	119	60	18
% of correct answers in band	89%	88%	90%	83%

Annex 1.2

Responses to the initial knowledge question broken down by firm sector

Q. How do you think the following things can be protected?

Table 15 – Initial Patent knowledge question, sector breakdown.

Question	An invention e.g. a bag- less vacuum cleaner?	Answer : Patent	
SIC code	Respondents from SIC	Correct responses from SIC	% correct
A	22	18	82%
B	2	2	100%
C	27	24	89%
D	12	11	92%
E	11	10	91%
F	15	13	87%
G	36	34	94%
H	12	12	100%
I	26	24	92%
J	77	74	96%
K	27	27	100%
L	16	15	94%
M	34	33	97%
N	19	17	89%
O	15	14	93%
P	33	30	91%
Q	32	28	88%
R	22	22	100%
S	32	31	97%
T	0	0	0%
U	2	2	100%

Table 16 - Initial Trade mark knowledge question, sector breakdown.

Question	A brand name or logo?	Answer: Trade mark	
SIC section	Respondents from SIC	Correct responses from SIC	% correct
A	22	11	50%
B	2	1	50%
C	27	18	67%
D	12	5	42%
E	11	6	55%
F	15	7	47%
G	37	23	62%
H	12	5	42%
I	27	18	67%
J	77	70	91%
K	28	24	86%
L	16	8	50%
M	34	28	82%
N	19	11	58%
O	16	10	63%
P	33	20	61%
Q	33	15	45%
R	22	15	68%
S	32	18	56%
T	0	0	0%
U	2	2	100%

Table 17 - Initial Design knowledge question, sector breakdown.

Question	The visual appearance of something e.g. clothing?	Answer: Design	
SIC code	Respondents from SIC	Correct responses from SIC	% correct
A	22	12	55%
B	2	1	50%
C	25	15	60%
D	12	7	58%
E	10	5	50%
F	14	7	50%
G	37	26	70%
H	12	6	50%
I	27	16	59%
J	77	62	81%
K	28	20	71%
L	16	9	56%
M	34	28	82%
N	19	10	53%
O	16	9	56%
P	33	22	67%
Q	33	19	58%
R	22	13	59%
S	32	19	59%
T	0	0	0%
U	2	2	100%

Table 18 – Initial Copyright knowledge question, sector breakdown.

Question	Creative works e.g. a photo you've taken?	Answer: Copyright	
SIC code	Respondents from SIC	Correct responses from SIC	% correct
A	22	19	86%
B	2	2	100%
C	27	20	74%
D	12	12	100%
E	10	10	100%
F	15	11	73%
G	37	30	81%
H	12	11	92%
I	27	25	93%
J	77	73	95%
K	27	23	85%
L	16	12	75%
M	34	31	91%
N	19	17	89%
O	16	13	81%
P	33	30	91%
Q	33	31	94%
R	21	21	100%
S	32	27	84%
T	0	0	0%
U	2	2	100%

Annex 1.3

Importance of IP protection types to firms, size breakdown

Table 19 – “Patents” important to respondents business, firm size breakdown.

Firm size	Selected “Patents” as important	Total respondents from size band	% of band selecting patents as important
A: 0-9	26	259	10%
B: 10-49	17	119	14%
C: 50-249	9	60	15%
D: 250+	2	18	11%

Table 20 – “Trade marks” important to respondents business, firm size breakdown.

Firm size	Selected “Trade marks” as important	Total respondents from size band	% of band selecting trade marks as important
A: 0-9	119	259	46%
B: 10-49	62	119	52%
C: 50-249	31	60	52%
D: 250+	11	18	61%

Table 21 – “Designs” important to respondents business, firm size breakdown.

Firm size	Selected “Designs” as important	Total respondents from size band	% of band selecting designs as important
A: 0-9	56	259	22%
B: 10-49	35	119	29%
C: 50-249	16	60	27%
D: 250+	3	18	17%

Table 22 – “Copyright” important to respondents business, firm size breakdown.

Firm size	Selected “Copyright” as important	Total respondents from size band	% of band that selected copyright as important
A: 0-9	142	259	55%
B: 10-49	70	119	59%
C: 50-249	30	60	50%
D: 250+	8	18	44%

Table 23 – “Confidentiality agreements” important to respondents business, firm size breakdown.

Firm size	Selected “Confidentiality agreements” as important	Total respondents from size band	% of band that selected confidentiality agreements as important
A: 0-9	149	259	58%
B: 10-49	88	119	74%
C: 50-249	45	60	75%
D: 250+	12	18	67%

Annex 1.4

Protection of IP, size breakdown

Table 24 – Firms protecting IP through patents, size breakdown.

Firm size	Selected “Patents” protection	Total respondents from size band	% of band selecting Patent protection
A: 0-9	12	233	5%
B: 10-49	8	109	7%
C: 50-249	5	55	9%
D: 250+	1	16	6%

Table 25 – Firms protecting IP through Trade marks, size breakdown.

Firm size	Selected “Trade mark” protection	Total respondents from size band	% of band selecting “Trade mark” protection
A: 0-9	49	233	21%
B: 10-49	40	109	37%
C: 50-249	19	55	35%
D: 250+	5	16	31%

Table 26 – Firms protecting IP through Designs, size breakdown.

Firm size	Selected “Designs” protection	Total respondents from size band	% of band selecting Design protection
A: 0-9	8	233	3%
B: 10-49	9	109	8%
C: 50-249	2	55	4%
D: 250+	0	16	0%

Table 27 – Firms protecting IP through Copyright, size breakdown.

Firm size	Selected “Copyright” protection	Total respondents from size band	% of band selecting Copyright protection
A: 0-9	79	233	34%
B: 10-49	38	109	35%
C: 50-249	19	55	35%
D: 250+	2	16	13%

Table 28 – Firms who don’t own any IP, size breakdown.

Firm size	Selected “Don’t own” any IP	Total respondents from size band	% of band selecting “don’t own” any IP
A: 0-9	85	233	36%
B: 10-49	37	109	34%
C: 50-249	14	55	25%
D: 250+	3	16	19%

Annex 1.5

Q. Please tell us where you have gained IP protection abroad?

Table 29 – Applications for IP protection abroad, by country.

Please tell us where you have gained IP protection abroad?	Responses	% of respondents
Europe wide (e.g. through OHIM, EPO)	33	60.00%
USA	24	43.64%
Worldwide (e.g. through WIPO)	10	18.18%
China	6	10.91%
Japan	5	9.09%
Germany	5	9.09%
Brazil	3	5.45%
France	3	5.45%
Australia	2	3.64%
Hong Kong	2	3.64%
India	1	1.82%
South Korea	1	1.82%
Spain	1	1.82%
Italy	1	1.82%
New Zealand	1	1.82%
Canada	1	1.82%
Middle East	1	1.82%
Pakistan	1	1.82%
Malaysia	1	1.82%
South Africa	1	1.82%
Singapore	1	1.82%
Norway	1	1.82%
Prefer not to say	3	5.45%
I don't know	5	9.09%

From 55 respondents

Annex 1.6

Q. Where is your copyright asserted?

Table 30 – Where do firms assert their copyright.

Where is your copyright asserted?	Responses	% of respondents
Worldwide (e.g. through WIPO)	33	66.00%
Europe wide (e.g. through OHIM, EPO)	7	14.00%
USA	7	14.00%
China	2	4.00%
India	1	2.00%
Republic of Korea	1	2.00%
Brazil	1	2.00%
Japan	1	2.00%
Germany	1	2.00%
France	1	2.00%
Spain	1	2.00%
Italy	1	2.00%
Middle East	1	2.00%
Australia	1	2.00%
Other	1	2.00%
I don't know	4	8.00%
Prefer not to say	1	2.00%

From 50 respondents

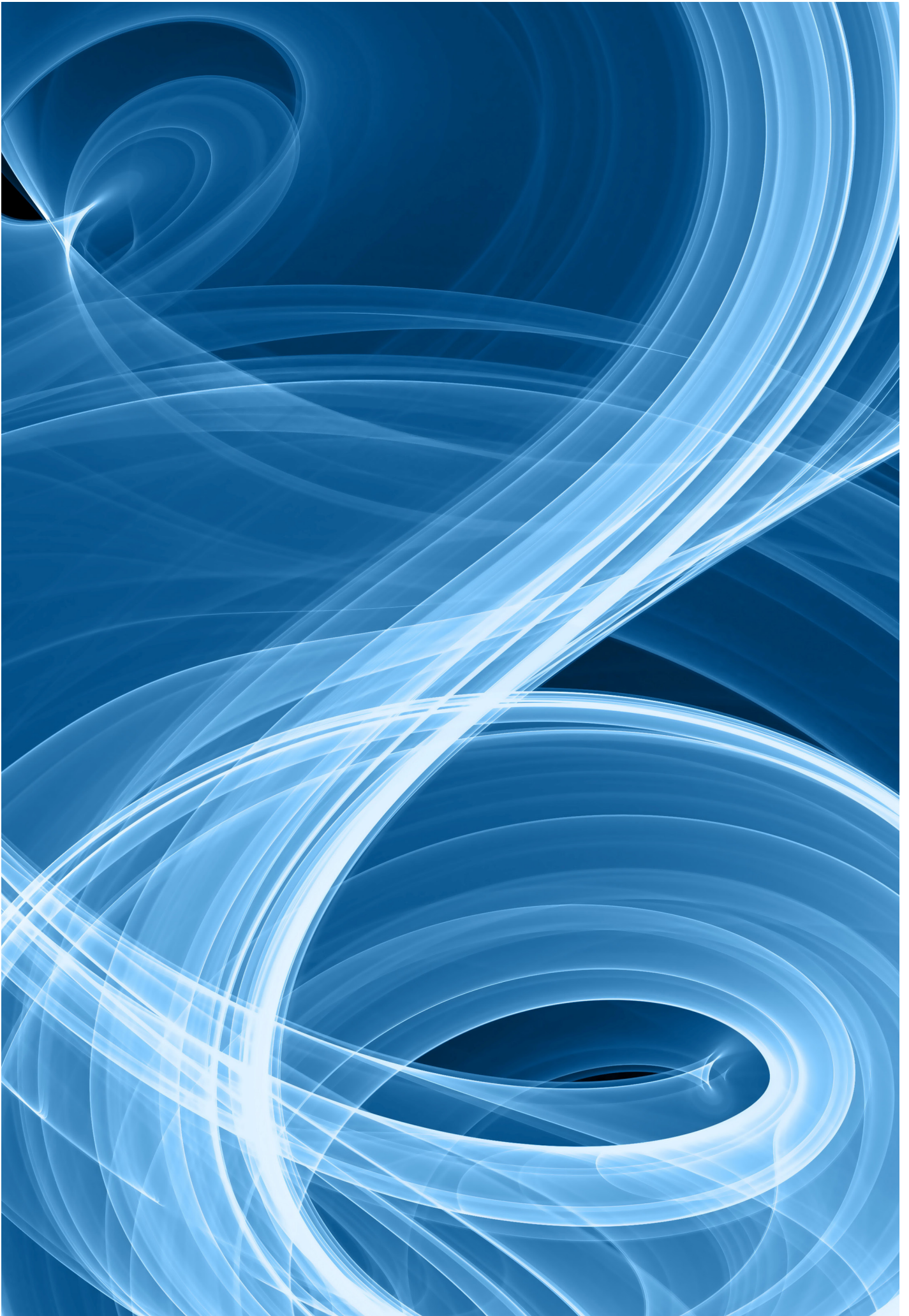
Annex 1.7

Q. Where did the dispute(s) take place abroad (select all that apply)?

Table 31 – Where did IP disputes take place abroad.

Where did the dispute(s) take place abroad (select all that apply)?	Responses	% of respondents
USA	12	36.36%
China	8	24.24%
Germany	6	18.18%
India	2	6.06%
France	2	6.06%
Russia	2	6.06%
Republic of Korea	1	3.03%
Italy	1	3.03%
UAE	1	3.03%
Egypt	1	3.03%
Canada	1	3.03%
New Zealand	1	3.03%
Sweden	1	3.03%
Holland	1	3.03%
Portugal	1	3.03%
Hungary	1	3.03%
Iran	1	3.03%
Other	2	6.06%
Prefer not to say	1	3.03%
I don't know	1	3.03%

33 respondents



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