



Intellectual  
Property  
Office

Why does  
**BRAND**  
Matter



# THE UK INVESTS

more in...

**IDEAS**  
& **KNOWLEDGE**

**£126** billion

than in...

**BRICKS & MACHINERY**

**£88** billion

Half of this...

**£63** billion

is **PROTECTED** by

**IP RIGHTS**

(Intellectual Property)

**BUSINESSES** that protect their IP  
are less likely to fail



is a key part  
of developing  
a business:

## UK Businesses

**£14** billion in **INVESTED**

**BRANDING**

protected by **Trade Marks**

Firms that applied for  
**TRADE MARKS**  
are more productive

**7%**

than those that did not

## DEMAND

for  
**TRADE MARKS**  
continues to rise  
up

**33%**

By 2014/15 From 2011/12

**APPLICATIONS**  
are expected to top

**51,000**

this year: 2015

All types of **BUSINESSES**

**BENEFIT**

from the  
**PROTECTION**

offered by

**TRADE MARKS**

Most popular types of goods  
and services protected are:



Retail, Business  
Management and  
Advertising



Education,  
Entertainment and  
Publishing Services



Computers,  
Software and  
Phones



Clothing,  
Footwear and  
Headgear

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