



Research and Evaluation Priorities 2015/2016

Since the Economics, Research and Evidence (ERE) team was established in 2010, it has published over [40 research reports](#) involving leading experts from UK and around the world. The programme was established to:

- Build data on the role of IP in the UK economy;
- Link IP data to business data so that we can understand incentives and impacts;
- Tackle areas such as copyright where there are gaps in empirical evidence;
- Support IPO policy teams, providing economic analysis on key issues;
- Develop an economic, evidence base, approach to enforcement policy; and
- Support IP operations through analysis of patent pendency, and demand forecasting.

Going Forward

During 2014/15 the team has achieved much and staff changes have been aplenty. Most notably, the team has a new Chief Economist, Pippa Hall. Pippa started her new role in April 2015 and this programme reflects discussions that she and the team have had internally, and with industry and academia.

The new research programme will be delivered under three cross cutting policy themes:

- **Enforcement and Infringement;**
- **IP, Innovation and Growth; and**
- **The Value of Intellectual Property.**

This approach will allow the team 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. To look at the reasons behind why the UK is considered to be the best place in Europe for IP and for start up knowledge based intensive SMEs, and what we need to do to maintain that position.

This is a rolling programme of work and whilst a number of the projects listed have been commissioned and will be published in 2015/16, the IPO has identified a range of new areas of work which are yet to be scoped. The IPO welcomes expressions of interest from any potential suppliers in undertaking this work, or in helping deliver an achievable and realistic specification. ERE 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 programme of work the team would like to thank all those that have contributed their time, knowledge and experience to support our objective of balanced, independent and relevant research. Special thanks go to the IPO's Research Expert Advisory Groups (REAGs), chaired by Professor Charlotte Waelde and Roger Burt.

Research Theme	Research Title	Description of project	Timelines
Enforcement and Infringement			
	<i>Online Copyright Infringement Tracker</i>	<p><i>Large scale consumer tracking study into the extent of online infringement among people 12+ in the UK.</i></p> <p><i>A near identical survey was carried out simultaneously in Australia.</i></p> <p><i>UK is looking to build a bigger and more comprehensive international picture and would encourage other countries to follow suit.</i></p>	<i>5th Wave published in July 2015. IPO looking to gain support from Industry and Academia to fund wave 6 for March 2016.</i>
	<i>Economic Impact of Social Media on counterfeit goods.</i>	<i>How social media can be used to direct consumers to the purchase of fake goods and how it can be used as a positive tool to inform consumers of the for education.</i>	<i>Commissioned. Due to report December 2015.</i>
	<i>Design Infringement Survey</i>	<i>The development of a robust, reliable and repeatable methodology to measure design rights infringement systematically and cost effectively</i>	<i>Commissioned. Due to report in May 2016</i>
	<i>Understanding the economic value and Management information required to support UK businesses via the IP attaché network.</i>	<i>To deliver a methodology to better understand the support UK businesses need in overseas territories.</i>	<i>Not yet commissioned.</i>
IP, Innovation and Growth			
	<i>Economics of IP and the Digital Single Market (DSM)</i>	<i>To better understand the potential impact of the proposed changes to the DSM on the IP framework.</i>	<i>Not yet commissioned.</i>
	<i>Survey of Innovation and Patent Use (SIPU)</i>	<i>To build on the Community Innovation Survey (CIS) and to work with the Department for Business, Innovation and Skills (BIS) to consider the links between business growth and innovation.</i>	<i>Commissioned. Due to report in December 2015</i>

	<i>The data collection of Patent Court Records</i>	<i>Research to capture patent litigation in the three years prior to the UPC coming into force (envisioned in 2016).</i>	<i>Project out to tender.</i>
	<i>Trade Mark Forecasting</i>	<i>To better understand the growth in demand for trade marks since 2009.</i>	<i>Not yet commissioned.</i>
	<i>The UK Design Rights ecosystem - An exploration of the positive and negatives of registering your design nationally and internationally.</i>	<i>To look at the options available for the design industry in registering their designs and whether it is in their best interests to register.</i>	<i>Not yet commissioned.</i>
	<i>Does having IP teaching integrated into University Courses impact on graduate employability?</i>	<i>Evidence tells us that 80% of students think that IP is important to them for their future careers yet only 40% think that what they know at the moment meets those needs.</i>	<i>Not yet commissioned.</i>
	<i>What impact does IP have on innovation in the UK?</i>	<i>What role does IP play in incentivising innovation and how can the UK maintain its position as the best place in Europe for IP businesses.</i>	<i>Not yet commissioned.</i>
	<i>Facts and Figures</i>	<i>An annual overview of the IPO's activities and the transactions with our design, patent & trade mark customers.¹</i>	<i>June 2016</i>
The Value of Intellectual Property			
	<i>Annual update of intangible investment figures</i>	<i>A measure of how much the UK invests in knowledge assets and what proportion of that investment is protected by formal intellectual property rights.</i>	<i>Late 2015</i>

1 This is an internal piece of work and is not externally commissioned.