



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

BRAND
Matters