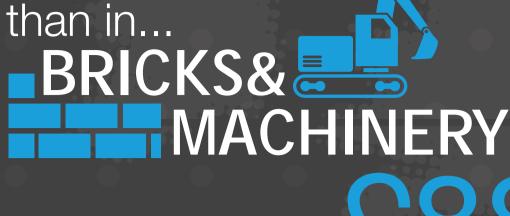




THE UK INVESTS

more in...





Half of this...

is PROTECTED by IP RIGHTS (Intellectual Property)

BUSINESSES that protect their IP are less likely to fail



of developing a business:

is a key part

VESTED

protected by Trade Marks Firms that applied for 'RADE MARKS

than those that did not DEMAN for

are more productive

up

By 2014/15 From 2011/12 APPLICATIONS are expected to top

TRADE MARKS

continues to rise

All types of BUSINESSES BENEFI'

from the

PROTECTION

offered by

this year: 2015

Most popular types of goods

and services protected are: Retail, Business Management and Advertising

TRADE MARKS

Education, **Entertainment and Publishing Services**

Software and **Phones** Clothing,

Computers,

Footwear and Headgear



coffee

viallei