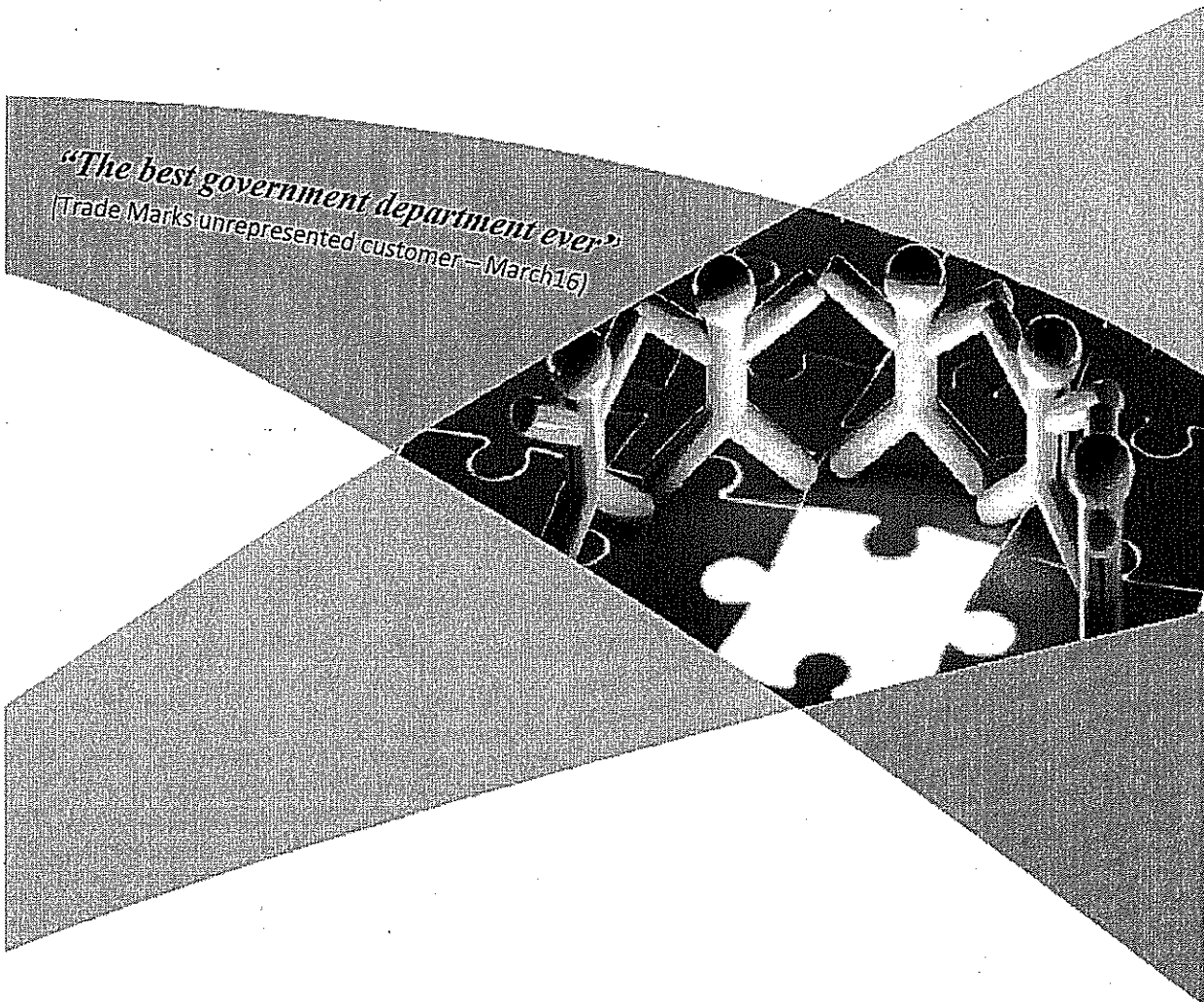




Intellectual
Property
Office

IPO Customer Satisfaction Survey 2015/16



Date of issue: April 2016

Version: Final

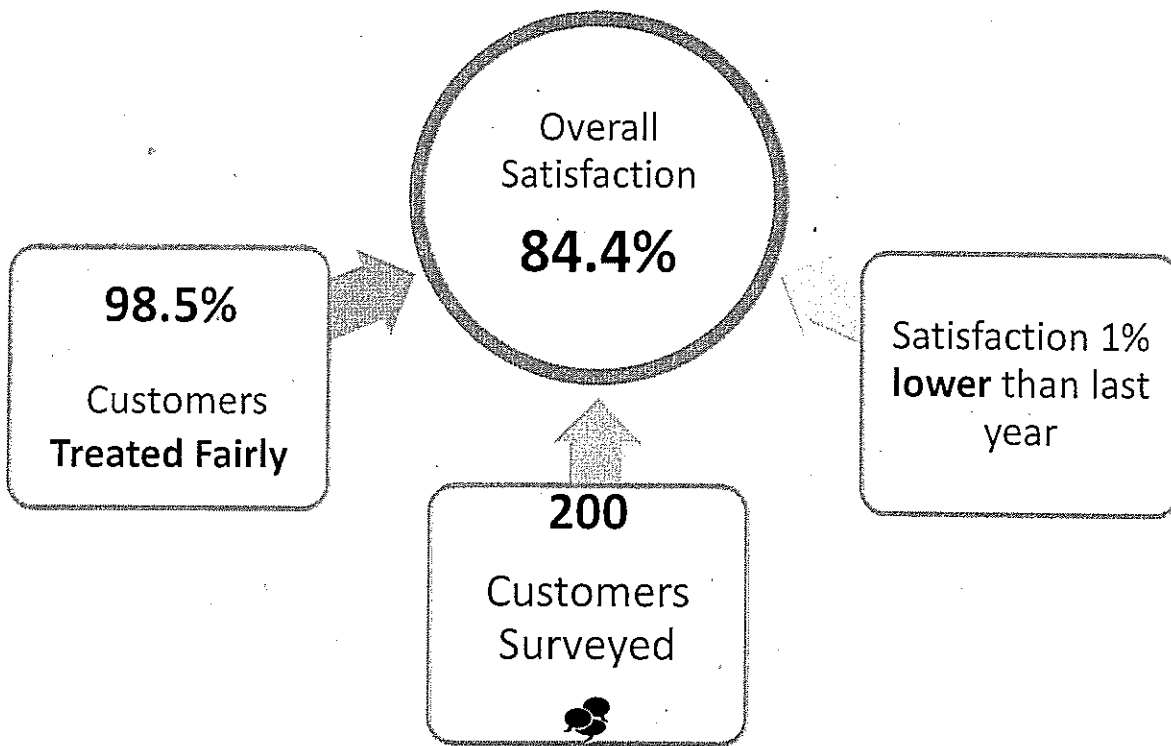
Author: – Customer Insight

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1 SUMMARY FINDINGS



- Customer satisfaction exceeded the Ministerial target (80%) with an average score of 84.4% - a fall of 1% on the previous year.
- For two years running, over a quarter of survey scores were 'top box' 10 out of 10, with 26% this year and 27% last year.
- 10 customers (5%) were dissatisfied overall, scoring below 6 out of 10. This is an increase from the low of 1.5 % in 2014/15.
- 1.5% of respondents (3 customers) said that they had been treated unfairly when dealing with the IPO – an unchanged level compared to last year.

2 BACKGROUND

IPO has the 2015/16 Ministerial target for customer satisfaction:

"We will ensure that overall average customer satisfaction is at least 80%"

The Customer Insight Team measures performance against the target via a telephone survey, this report covers the combined results of the two survey samples undertaken September 2015 and February/March 2016.

3 SURVEY METHODOLOGY

Customer satisfaction was measured using a telephone survey of a **random sample** of 200 customers (split evenly over two points in the year). The ORACLE finance database provided the survey sample frame comprising all transactions where Patents Forms 9 and 10, Trade Marks Form 3, and Designs Form 2 had been filed over a preceding 12 month period (i.e. between 1 July 2014 and 30 June 2015 for the September 2015 sample, and 1 December 2014 and 31 November 2015 for the February/March 2016 sample). Two separate samples were chosen (over a single sample) as this reduces the possibility of the final score being skewed by an unexpected one-off event.

A random sample was achieved by applying a sort key to the entire sample frame, thereby ensuring that the likelihood of customers appearing in the final sample reflected actual filing volumes. To avoid response bias, a de-duplication process was undertaken so that customers were not surveyed twice in the same year. Individuals, and customers who had previously opted out of future survey contact, were also excluded for data protection reasons. The random samples were cleared by the IPO Information Security Officer prior to use.

Capturing satisfaction data during the survey fieldwork was restricted to one collection method for consistency and comparability of results. Customers were surveyed by telephone with the researchers using a SharePoint template questionnaire (*Annex A*). Introductory letters were issued in advance of the fieldwork to maximise response rates (*Annex B*).

The fieldwork telephone interviews were carried out by Customer Insight and Information Centre staff. The first half of the survey (100 customers) was undertaken between 9th September and 30th September 2015, and the second half (100 customers) between 24th February and 30th March 2016.

4 SURVEY FINDINGS

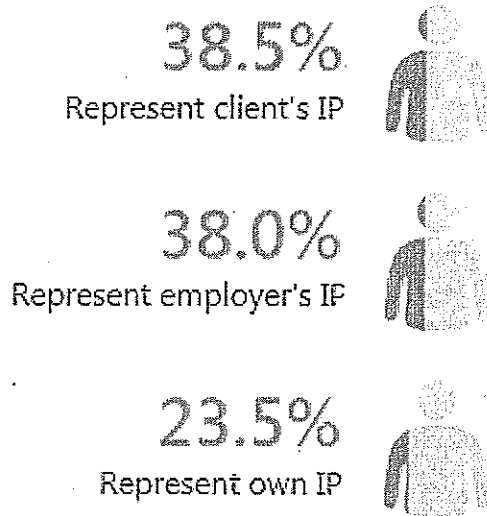
4.1 IPO services used

Customers were asked which IPO service(s) they have used. Unsurprisingly, trade marks are the most commonly used transactional services, with some customers experiencing multiple services, as shown in the table below:

Service Type	Total 15/16	Total 14/15 (for comparison)
Trade Marks	115 (57.5%)	107 (53.5%)
Patents, Trade Marks, Designs	41 (20.5%)	52 (26%)
Trade Marks, Designs	15 (7.5%)	17 (8.5%)
Patents	12 (6%)	10 (5%)
Patents, Trade Marks	10 (5%)	10 (5%)
Patents, Designs	6 (3%)	1 (0.5%)
Designs	1 (0.5%)	3 (1.5%)
Total	200 (100%)	200 (100%)

4.2 Customer type

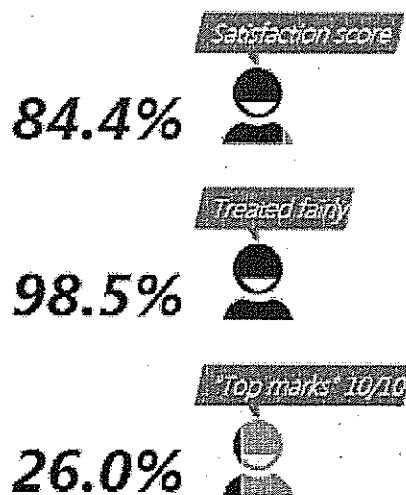
Customers responding to the survey categorised themselves as:



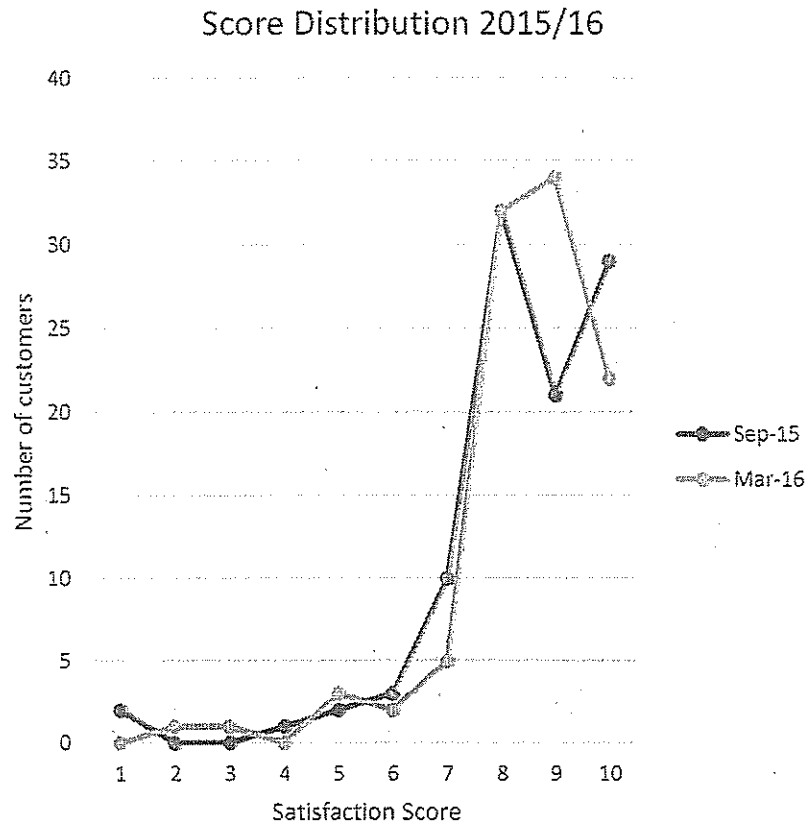
4.3 Satisfaction scores

Customers were asked to rate their level of overall satisfaction with IPO service on a scale of 1 to 10. The average score for the year was 8.44 out of 10, equating to 84.4%. This comprised the average of scores from the September15 (83.9%) and March16 (84.9%) survey rounds. In total, ten customers (5%) gave a score below 6 signifying overall dissatisfaction, which is an increase of 4% on the previous year. By way of comparison, Companies House (CH) also measure satisfaction with customer service on a 10 point scale. CH reported in their most recent results (Dec15) an overall mean score of 8.4 (84%) but with a higher 12% of respondents giving a score below 6.

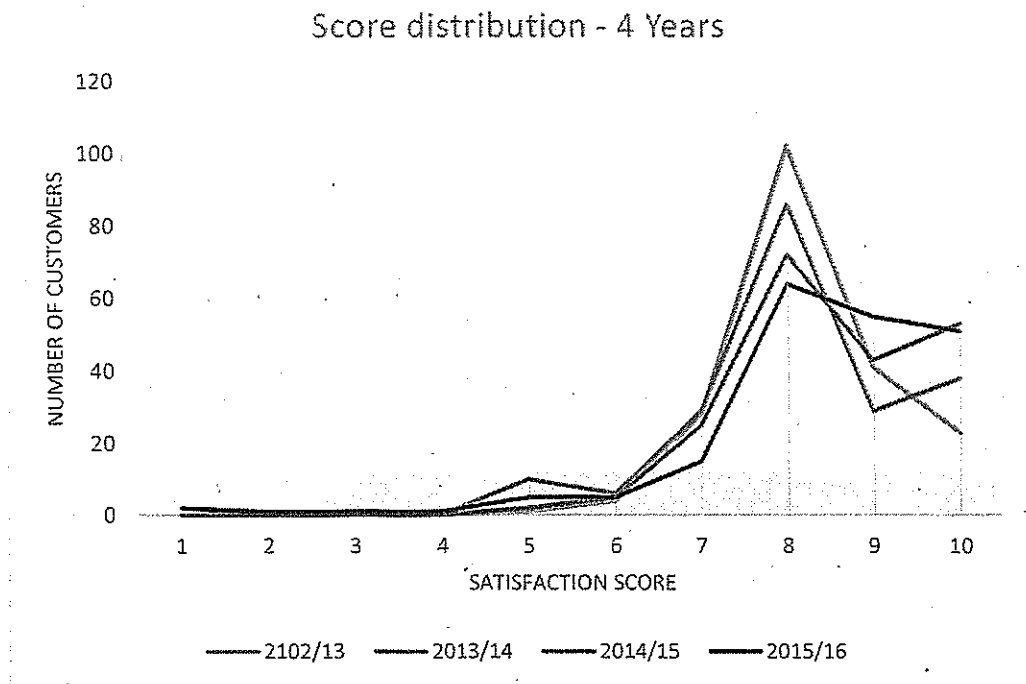
IPO Satisfaction Scores



The breakdown of scores for the September 15 and March 16 samples exhibit similar profiles (see below) except at the top end of the scoring scale:



Comparing the breakdown of survey scores over the past 4 years, the distribution follows a mostly consistent pattern, except that the latest survey results are flatter at the top end. In 2015/16 customers gave the highest number of 9 scores, and the fewest scores of 8, in the last four years as shown below:



The survey did not ask customers to score individual business areas. However, where individual business areas were stated as the only service used, all areas scored above the target 80%. The breakdown of average scores is shown below:

Scores by area of IP:

	2015/16 Result (Change from 14/15 in brackets)
Trade Marks	85.1% (-1.1%) 115 responses
Patents	81.7% (-3.3%) 12 responses
Designs	80% (-10%) 1 response

Average scores by customer type are also shown in the table below, with satisfaction marginally highest amongst customers who represent their employer's IP:

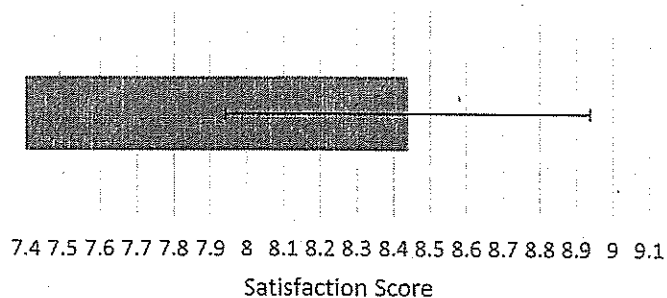
Scores by customer type:

	2015/16 Result (Change from 14/15 in brackets)
Client's IP	84.6 (+0.4%) (77 responses)
Own IP	83.6% (-2.8%) (47 responses)
Employer's IP	84.7% (-3.4%) (76 responses)

4.4 Reliability of results

The reliability of the survey score, as represented by its margin of error, was calculated at the recommended¹ 95% level of confidence for business research as +/- 5.01%. Put another way, 95% of the time, average customer satisfaction would not be lower than 79.4% or higher than 89.4% as shown by the error bars in the chart below:

Margin of error - 95% confidence



¹ Hill, Roche and Allen (2007) "Customer Satisfaction" Cogent Publishing, London

September 15 sample

"You are all nice people but you are just box tickers. Your office should be saying - this guy has invented something with huge potential and how can we support clever companies? You wouldn't exist without people like me and you don't help people like me. I didn't get any help from your office and your office would be the last place I would come to. Your office is not doing anything helpful and is a waste of public money. I have a trade mark registered which I feel is a waste of money." (Score of 1 – Represent own IP)

"Lack of communication, you only send out electronic communications and it's easy to miss important things. I would prefer things posted out especially relating to objections and hearings and when you are told that you have to pay costs. I would rather you spent 50p on a stamp than to charge me £800 in fines. It's important for things with a priority. When there are no issues, it's a 10 but when there are issues it's a 1. It's a bad service. You don't send physical correspondence. Going forward you need to change the system. You send a lot of emails electronically with attachments that are easy to miss" (Score of 1 – Represent own IP)

"Process is very slow. Even when I mark something as urgent I don't feel like it is actioned, it's put in the pile and processed as an when. 1 out of 6 of my applications I have with the UKIPO, only one was processed on time, the others have gone way beyond. It's an unacceptable backlog. The fees are too low, which makes your fees look ridiculously low. OHIM increases their fees every year. Put up the fees, in line with OHIM." (Score of 4 – Represents client's IP)

"Communication is a huge issue. Receive a lot of things by paper, due to today's postal service we do not get things in a timely manner, which would often give us very little time to take action." (Score of 5 – Represent client's IP)

"When filing the Form 51, we had to chase several last month as they often go missing and we have to re-file, then we have to explain to our clients why it has taken so long, also happens with different forms so think it's the fax filing that's an issue at the moment." (Score of 5 – Represent client's IP)

February/March 16 sample

"Advised to apply via a telephone service for 3 [TM] categories but this failed as wording was not deemed distinctive. Asked for a refund which was declined and felt that was a wasted £100. Small customers need better guidance and person who took call didn't listen properly as they should have given better advice to save £100." (Score of 2 – Represent employer's IP)

"Applied to register the trademark in October 2015 but had no further correspondence, unsure if the trademark has been successfully registered." (Score of 3 – Represent employer's IP)

"Person dealt with was amazing, but didn't realise I would be hit with so many fraud invoices (misleading invoices) totalling thousands of pounds." (Score of 5 – Represent employer's IP)

"On a few occasions felt that the staff dealing with the classes needed were slightly standoffish. Average score given as 3 TM's applied for over differing times, with some good and some not so good experiences." (Score of 5 – Represent employer's IP)

"The central enquires often don't know the full answers, but take up my time to gather details - only to transfer the call anyway." (Score of 5 – Represent employer's IP)

Annex A

Start of call



Good morning/afternoon, my name is (state name) and I'm calling from the Intellectual Property Office.

We wrote to you/your company recently to ask for your assistance with a short survey about customer satisfaction with the IPO.

Can you please connect me with the person with responsibility for dealing with the IPO?

If the current person - Can you please spare 10 minutes to help with this research?

If transferred, repeat first 2 sentences of introduction then - Can you please spare 10 minutes to help with this research?

If no - Not a problem, if this isn't a convenient time, would you mind if I called back at a later date? (agree date & time and log for call-back).

If no again - That's ok, I'm sorry to have disturbed you today (record non-participation).

If yes - Thank you, your participation will help us to establish what is important to you when dealing with the IPO, and how you rate the service received. We may disclose the results of this survey publicly, but I can assure you that no comments will be linked to you personally and your details will be held in strict confidence. The information you supply will be held in accordance with the Data Protection Act (1988) and the Freedom of Information Act (2000), and our Information management Charter.

01

Contact name?

02



Patents



Trade Marks



Designs

Which services have you used when dealing with the IPO? (You can pick multiple ones here)

04



Treated fairly



Treated unfairly

During your dealings with the IPO, how do you feel that you have been treated overall?

If unfairly, why?

06



1



2



3



4



5



6



7



8



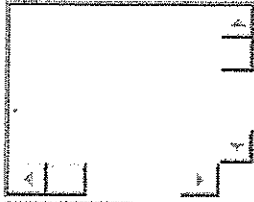
9



10

On a scale of 1 to 10 (where 1 is very dissatisfied and 10 is very satisfied) how would you rate the service you have received from the IPO? (If the customer explains that their experience has been mixed, explain that we are after an overall score taking everything into account)

07



(If below 5) Would you mind explaining why you have given that score? (Please record everything the customer says word for word)

08

Is there anything else you would like to add about your experience of dealing with the IPO? (Please record everything the customer says word for word)

09

- You represent your client's Intellectual Property matters
 - You represent your employer's Intellectual Property matters
 - You represent your own Intellectual Property matters
- Customer type? (You can record only one here)

10

- Yes
- No

Are you interested in taking part in future IPO customer research?

13

E-mail address? (only applicable if they have given permission to contact again)

12

Postcode? (We should already have this information)

Telephone number

Telephone number? (We should already have this information)

15

Company name? (We should already have this information)

Date and time of 1st attempt

Date and time of 1st attempt

Call back information

What date and time can we call the customer back to complete the survey?

Date and time of 2nd attempt

Date and time of 2nd attempt

Participated?

- Yes
- No

Has the customer participated in the survey?

End of call

Thank you very much for your time today. That is the end of the questionnaire. As confirmed earlier, all feedback will remain completely confidential. The information you supply will be held in accordance with the Data Protection Act (1988) and the Freedom of Information Act (2000) and our Information management Charter.

Annex B

Address

Date as postmark

Dear Sir or Madam

As a user of the Intellectual Property Office's services, I am writing to you in advance of some customer research that will take place during the next few weeks. The research is to help us determine if our customers are satisfied with the service that they have received.

A member of our Customer Insight team may contact your firm within the next few weeks to ask if you are willing to complete a short survey over the telephone. The survey will take no longer than 5 minutes and confidentiality will be strictly observed in accordance with the Data Protection Act.

Your feedback is very important and I hope that you will be willing to take part and help us to achieve our aim of serving you better.

Thank you in advance for your time.

Yours faithfully

Customer Research Manager

Annex C – Individual customer comments (as categorised by the customer)

Trade mark comments – Representing their client's IP

Survey Score	Survey Comments	Survey Date
6	The main gov.uk website is not user friendly. When doing a search for something, it takes you back to the main website.	Sep15
7	Sometimes correspondence has the wrong label on it, attention to detail is important. It would be good to have more things online, e.g. change in representative, and forms like that.	Sep15
8	From a (trade marks) examination point of view it can be inconsistent when filing.	Sep15
10	Very happy, always helpful, deal with questions efficiently.	Sep15
8	More direct email addresses needed. I did call today and the person I spoke to was very helpful.	Sep15
7	Happy with the way the office operates, no problems. Very happy.	Sep15
10	Statements of accounts, we receive them weekly but if nothing changes we don't really need to receive them again, waste of resources unless it's easy to generate.	Sep15
9	A very approachable and proactive office - can get through to most people, other offices dealt with worldwide who are not very open and approachable.	March16
10	All ok.	March16
8	All fine with IPO dealings; response times on trade marks are good compared to other offices dealt with.	March16

Trade Mark comments – Representing their employer's IP

Survey Score	Survey Comments	Survey Date
8	The website can be a bit awkward when searching, it would be good if you could combine accounts. We have three different accounts - it would be good if they could all be brought together.	Sep15
9	Quite straightforward - all online. I found it quite a straightforward process.	Sep15
10	Online application was a lengthy process to go through and on a couple of the pages had to duplicate the information. Some parts were, I wouldn't say misleading, but they weren't self explanatory.	Sep15
9	Clear details from examiners needed, can get hold of (trade mark) examiners fairly easy, but would be nice if process was quicker but understand you've got to allow for objections.	March16
8	Presentation of the search could be more customer friendly, when searching for trademarks and logos. Take a leaf out of John Lewis' book.	March16
8	Website helpful, although can be a bit confusing at times.	March16
8	Easy to use.	March16
7	Our involvement has been good with IPO. Challenges faced was a prior TM registered for a customer but we don't feel it was an appropriate TM - felt that it was more generic for their services but someone let this TM get registered which feels wrong.	March16
10	Everyone is really helpful, e.g. if anything goes missing or with enquiries.	March16
6	Generally brilliant, apart from one poor decision by the TM examiner who admitted they got it wrong. Particularly good to phone a government dept and speak to an examiner - a big plus.	March16
10	All fine. Did have one gripe, applied for a TM which got disputed, but nothing to do with IPO.	March16
5	Person dealt with was amazing, but didn't realise I would be hit with so many fraud invoices (misleading invoices) totalling thousands of pounds.	March16
8	When applying for a TM there is a lot of overlapping with the classes, but this has improved since last application from 7 years ago.	March16
9	Applying was very easy and the website was easy to use. Also, the time scales were accurate and the whole process was very easy.	March16

9	The application went through very well - were kept informed of the process throughout.	March16
10	Only comment is it wasn't clear what area the protection covered (i.e. UK or Europe etc).	March16
8	With regards to the online search engine it would be helpful (if permissible) to have a bar chart that would help as to whether a text application had a chance of being accepted, maybe in percentage terms.	March16
9	During the application process, experienced an issue regarding an opposition. Was out of the country, and upon return there was limited time to respond so emailed the Tribunal Section with some strong comments regarding defence. Was told that a particular form was needed and my email was not taken into account. Subsequently lost my appeal and although I agree rules must be followed, I feel that in certain circumstance there should be a way of communicating (either by phone or email...at least taking these points into consideration until the form can be completed outside of deadline). More scope needed for the smaller business as this may impact on their business going forward.	March16
9	The person (TM examiner) who dealt with application was extremely helpful. Called on the telephone and resolved certain issues with the application process.	March16
10	All very straightforward.	March16
9	Very easy to apply. Liked that an expensive Attorney wasn't needed.	March16
8	The service provided over the telephone is impeccable (9 out of 10) but OHIM website usability is better than IPO - in particular with regards to Designs.	March16
8	The response time was very rapid.	March16
9	Would have been a 10 if process could have been slightly quicker.	March16
9	Very good.	March16
8	All went well.	March16
8	Generally trouble free. However, when there is a (trade mark) dispute - although understand that no advice can be given - would prefer a little help by having some guidance on what can be done/not be done etc.	March16
10	Process was very easy and straightforward.	March16
7	Very smooth process.	March16

10	Very happy with process.	March16
8	Very easy.	March16
9	Smooth process and the email link was very useful.	March16
10	As a side issue, there are a lot of misleading invoices.	March16
10	The service received was excellent, both on the telephone and via correspondence. Easy to understand and informative.	March16
9	Very helpful.	March16
9	Only observation is that recently there seem to be some unnecessary requests to check information already given.	March16
10	Always very helpful.	March16
8	The categories (as a new trade mark applicant) were a little confusing.	March16
3	The process and applying for a trademark was fine. However, applied to register the trademark October 2015 but had no further correspondence, unsure if the trademark has been successfully registered.	March16
9	Detailed and thorough.	March16
10	Very helpful people on the telephones.	March16
9	Happy with process and not critical of that, just critical of the result!	March16
10	Nice to be able to speak to somebody regarding the application and the Information Dept were very helpful.	March16
10	First class system and easy to follow.	March16
2	Small customers need better guidance and person who took call didn't listen properly as they should have given better advice to save £100.	March16
9	Always found examiners very helpful on the problematic cases and generally the telephone service is very good and consistent.	March16
9	Very simple process.	March16

9	Deal a lot with OHIM but find that the UK IPO are extremely helpful and unlike the OHIM office do not treat people like an idiot. The UK are not as bureaucratic, with a different mind-set. The UK realise that the process should be easy to apply via focussing on direct applicants rather than OHIM expecting that clients should be representatives and deal in a more complex manner. Also, the UK do a very good job on consultation and putting forward proposals and acting upon these. IPO listen willingly and are able to adapt and make changes as appropriate.	March16
10	Application went very smoothly.	March16
9	Online system is very good.	March16

Trade mark comments – Representing their own IP

Survey Score	Survey Comments	Survey Date
9	All very good, I received an email warning me about misleading invoices which was very useful as I receive lots of them. I was kept up-to-date at the stages of my application. All very good.	Sep15
8	Experienced delay/confusion on my application. I lost about a month, regarding something I should have taken action on/or it wasn't actioned when it should have, can't really remember but would have liked more interaction regarding process/stages of my application.	Sep15
7	Pretty easy to put application through. I felt that the information pages on the website were easy to read.	Sep15
10	Communications were good and very efficient. The process went smoothly and I am very pleased with the process. A good experience and good communication with the lady that I was dealing with.	Sep15
8	I have been dealing with the IPO for the last 15 years, they are all really responsive, have good knowledge and clear answers.	Sep15
10	I made the application myself and found that everything was straight forward, simple and easy to use. It was all self explanatory.	Sep15
8	We weren't able to register all of the trade marks we wanted. You raised in the report the fact that there was a trade mark too similar but this gave us the opportunity to speak to the third party who were not happy with our application.	Sep15

8	It's not 100% consistent but when there are human beings involved it isn't going to be. A few issues around (trade marks) classification.	Sep15
9	We paid a bit extra to use the (Right Start) feedback facility and we learnt a few mistakes. The report came back with a couple of errors which we were able to address and the service was really good - a really good touch. Unless you are an expert it is good to do and is worth the extra money.	Sep15
1	It's a bad service. You don't send physical correspondence. Going forward you need to change the system. You send a lot of emails electronically with attachments that are easy to miss. When there are no issues it's a 10, but when there are issues it's a 1.	Sep15
9	Everything was fine.	Sep15
6	I have done 2 things with you - 1 being a logo and someone got in contact with me and was very helpful, talked me through what I could and couldn't do and helped me with changes. I then wanted to register a trademark, I was told it couldn't be descriptive and that there was no further help or guidance.	Sep15
10	Issues are the time it takes to process an application, and more correspondence needed on the process stages of the application.	Sep15
7	When applying for a trade mark, thought it was quite complex, it would be very helpful if all the questions that were going to be asked were provided beforehand so you can ensure you have all the answers to start with. Almost like a step by step guide.	Sep15
10	Like the online services, all worked well, it was easy to find and use.	Sep15
10	You helped me as much as possible and guided me through.	Sep15
9	Feedback could be a bit quicker.	Sep15
10	Very quick and was very impressed with the response/help. Applying for a trade mark can be a minefield and we were provided with help which was clear and helpful.	Sep15
10	Bit more communication needed on the stages of my application. I did a right start so paid a bit more just in case it didn't get accepted but was a bit in the dark on what was happening and then got an email. Would have liked a bit more communication on what stages my application was at.	Sep15
7	Was treated fairly, but didn't agree with the comments why the one trade mark applied for was refused - although did have another that was approved	Sep15

9	Had one trade mark registered, and had to unregister another one as it was contested - but everything went well with the new trade mark.	March16
8	The communication could be improved, for example were awarded a TM after doing a web search and received the certificate 2/3 weeks after completion (1 week of the period was our 'fault' as mail was getting redirected) - it would have been nice to get an email confirmation.	March16
9	TM law is evolving - I've had trade marks in the past which would now be un-registrable because of changes in the law and the way the law is implemented. I find that fascinating and think it's a real role for the IPO to adequately explain this to people. I guess because I have experience of it I'm ok, but even I find it strange sometimes. It's not a negative, I just think it's an important role for you. I think the website examples are good too, but can be very individual based on the TM. I like the right start programme, I think it's very efficient and whenever I have had dialogue, it's been very good.	March16
10	The best government department ever - can actually speak to someone, who ever thought of that. Very helpful.	March16
8	There could be more clarity e.g. applied for a trade mark and it was initially declined for being generic - but the impression was that a decision had been made and it would be stuck with. Then did some research and found other generic marks recently registered. Sent in an email and trade mark was back on no problem. Glad it was registered, but it came across as unprofessional as there should be a consistent approach. When calling you are very good, but where is the line from advice to legal - you can't answer some things, so maybe a page to help customers as only the Office can answer these.	March16
8	Fine and quick.	March16
9	Everything fine - straightforward.	March16
9	When an application is rejected you look at this as a negative as if you have done something wrong - but when speaking to the staff they are so lovely and helpful and make it clear that this is to ensure it is done to fully protect you. All the staff I have dealt with have been very helpful.	March16
9	Going through a (trade marks) opposition and the procedures are not quite clear enough in layman's terms. Needed to call a few times but staff have been very helpful.	March16
8	Always courteous, efficient and very helpful.	March16
10	Very good.	March16

Patent comments – Representing their client’s IP

Survey Score	Survey Comments	Survey Date
8	In recent times it is taking a lot longer to produce the (patent) search reports, which is slowing down the process. So to receive them faster would be good but understand this is a resource issue.	Sep15
10	The layout of the website - it is now a government site rather than an IPO site, when searching it is much harder and tends to search the whole of the government website. When looking for something I eventually find it but it was so much easier on your old website.	Sep15
10	All very good.	Sep15
4	Process is very slow. Even when I mark something as urgent I don't feel like it is actioned, it's put in the pile and processed as and when. 1 out of 6 of my applications I have with the UKIPO, only one was processed on time, the others have gone way beyond. It's an unacceptable backlog. The fees are too low, which makes your fees look ridiculously low. OHIM increases their fees every year. Put up the fees, in line with OHIM.	Sep15
9	The only problem is delays with patents, but you are trying to do something about it.	March16
9	Not having to fax would be great, e.g. if forms such as TM21 could be done electronically or by email. EPO can be done online, can also make little amendments such as spelling mistakes. Online payment is good - all moving in the right direction.	March16

Patent comments – Representing employer’s IP

Survey Score	Survey Comment	Survey Date
7	Sometimes I disagree with the examiners but that is quite natural. I do notice that a lot of (patent) applications take a long time to be examined as there is a heavy back log. Also the compliance date is a problem. The issue with the back log - we don't receive the report until after 4.5 years which is very close to the compliance deadline and we only have 1 year to respond and this can be stressful - it's a very short period to respond.	Sep15
8	Found the electronic systems fairly easy to use and efficient.	March16

Patent related comments – Representing own IP

Survey Score	Survey Comment	Survey Date
8	We had a few issues a while ago with online filing and we didn't have a definitive answer but on the whole not too many issues.	Sep15

Comments on a combination of services – Represent their client's IP

Survey Score	Survey Score	Survey Date
7	The speed of turning around Patents could be improved.	Sep15
8	Website is better, everything is going in the right direction.	Sep15
10	All very good, when we have had any issues it is dealt with very quickly.	Sep15
8	More official letters electronically, receive a lot already from Trademarks but not Patents - they still send most things by post which delays things.	Sep15
5	Communication is a huge issue. Receive a lot of things by paper, due to today's postal service we do not get things in a timely manner, which would often give us very little time to take action. Provide more electronic communication, and electronic databases like the EPO's.	Sep15
8	More availability for online filing of documents. Patent side to have more things sent out by email rather than post.	Sep15
9	Absolute grounds, what makes a trademark distinctive and what is descriptive is being imposed a bit too much lately, which makes it difficult to advise our clients. Overall very satisfied. Like that a lot more things are electronic and can respond via email. All round very good.	Sep15
8	In the older days when paying fees/filing we used to receive an acknowledgement, we don't get that anymore which we used to find very useful.	Sep15
9	Some of the online forms seem somewhat awkward, they could be improved, along with the online services provided could be improved.	Sep15

6	A lot of things are slow, delay in correspondence/answering questions/searches, can be very frustrating because this causes delays in getting back to our customer. Seems like you have to jump through hoops and not get anywhere. Designs should be online, currently have to physically file documents which is very behind.	Sep15
10	OHIM has the ability to download from their files, I know this would be a massive project but this would be a big help particularly on oppositions, also for the IPO as you would not get as many requests.	Sep15
10	Would like to have more things available online, things like requesting certified copies which you still have to do via fax.	Sep15
9	I would suggest introducing an online filing system for Designs and Design renewals. This is purely a payment, so I can't see why we have to fill in forms. I would also like a system to download information like OHIM have. This would save you a lot of money and us a lot of time. This system could be used to download files and you could log in and download information.	Sep15
10	Everything is fine. The Company is quite happy with you too.	Sep15
8	I always find that personal contact is friendly and helpful. We have had a few issues with automated responses such as letters where dates for responses haven't looked right but as soon as you speak to someone, they are very helpful and sort it out.	Sep15
8	Generally quite impressed.	Sep15
10	You always get a fair shout and you bend over backwards. I have been in business a long time and it used to take about 12 - 18 months before you received an examination report. These days it's so quick.	Sep15
9	You always do what I ask you to do.	Sep15
10	A very prompt and efficient service . You always do what you say you are going to do. It's a pleasure dealing with the IPO.	Sep15
8	All very good.	Sep15
10	Don't like the new website, you have to go the long way round just to get back to the original page, not easy when filing documents.	Sep15

7	Elements of the IPO don't make sense for instance inter-partes procedures, they don't have to put their defence in when requesting a hearing, and they are given a 3rd opportunity to submit their defence putting the opposite party at a disadvantage, I don't think this is appropriate or fair.	Sep15
7	I think the IPO is a good government organisation. It would be useful to make more use out of the electronic accesses, for example statements of accounts, at the moment this is in paper form and we have to keep track of it manually, it would be good to be able to log on and keep track of this, like the EPO. With Patents when filing an application with a computer patent element to it, this is excluded and I find patent examiners will not even carry out a search because they don't have to, this makes it very difficult to explain to our clients that not even a part search has been carried out. I think this could and should be improved.	Sep15
9	I am fine with IPO but I am not fine with the EPO. There has been a reduction in quality due to the social unrest and I am disappointed with the higher management within the IPO that they aren't doing anything to support this issue. We have to use the EPO and there is poor quality and delays. I represent a lot of clients and small businesses and it is particularly affecting those with small pockets. I am very happy with the IPO, they are incredibly helpful particularly this last year.	Sep15
8	On the Patents side of things when filing the form 51 it is very slow to be processed currently up to two months, this is very slow and could do with being speeded up, that would be very helpful and feel it could be improved.	Sep15
8	Useful facility that OHIM has is a representative home area which enables you to view all your applications filed and details of opposition correspondence. It sends email alerts and reminders, this would be very useful if the UK had something like this.	Sep15
8	On IPSUM you can view your file history, it would be good if you could do this for SPC applications.	Sep15
8	Ongoing issue that happened this morning with the IPO and that's with the correspondence by email. Our emails are going into spam, it has been fixed and goes wrong again. Would be good if someone manually checked the spam box on a daily basis.	Sep15

9	Always found the IPO very helpful, open and willing to assist. The online communication has improved and we welcome these improvements, the emails and being able to reply has helped speed up processes. The website changes, especially to the TM manual section, has made things difficult as it's now scanned in as one large PDF document which makes searching more difficult. On the old website this was broken down into sections which made searching much easier. New website is not as user friendly and is more aimed at the general public/unrepresentative and not professionals. The old website had an area for professionals and would like to see that re-introduced on the new site. When searching for technical information you now have to click several times and it is difficult to find what you are looking for.	Sep15
5	When filing the Form 51, we had to chase several last month as they often go missing and we have to re-file, then we have to explain to our clients why it has taken so long. This also happens with different forms, so think it's the fax filing that's an issue at the moment.	Sep15
9	Already moving a lot of things online which is great, continue to do more of that. Search report - now have to download it - would be good if it was more like Trademarks i.e. sent via email as a PDF document or just stick to paper. Also the grant certificate is just a piece of paper, I get so many requests and clients saying they would be willing to pay if it just came a bit nicer, in the USA they come with a seal/ribbon etc. as clients like to put it on the wall or in frames.	Sep15
8	Confirmation of withdrawals, I don't think this is very well understood by the UK IPO, and it's really important for us.	Sep15
10	It would be helpful if all communication was electronic.	Sep15
8	Generally the IPO is really good - the odd glitch but that hasn't been for some time, I am quite satisfied.	Sep15
8	IPO generally helpful and friendly. Some detail in the patents reports can be a bit lazy, e.g. 10 or more documents sent when only 3 were pertinent.	March16
8	More things being made available online the better, e.g. designs and patent renewal, still more things you could change, but all in all pretty good.	March16
9	Would be good to have more forms available electronically e.g. change of representative or name and address change. Also to be able to show current ADP number as the customer has more than one account.	March16

8	The manner in which these surveys are carried out is not very good. Prefer to do a longer more meaningful survey. Interaction with people is good and important but the way that this is done needs to be better. Happy with being able to speak with an examiner there and then, over the past six months I have had to contact examiners and they have been rapid in moving things forward and very accommodating. EPO is a waiting system and you have to wait for a call back.	March16
9	It would be good to have an IP database were you can retrieve data e.g. like Espacenet.	March16
9	Standards of patent search could be raised.	March16
7	My only gripe is how long it takes to register a patent and the time it takes to receive the first examination report. You need to employ more examiners.	March16
8	Search for design rights can be difficult, sometimes impossible to find. You are better than OHIM.	March16
8	No issues, always able to get hold of examiners and no problems filing documents.	March16
10	Always very helpful.	March16
8	Can be frustrating that you can't do everything via EOLF and still have to do things via fax/paper.	March16

Comments on a combination of services – Represent their employer's IP

Survey Score	Survey Comments	Survey Date
8	When we applied for a trade mark it took an awful long time. We were told about a month but it took about 2 or 3 months. I did all the work and it seemed to take forever.	Sep15
10	When filing online there was nothing in the drop down option for adding/attaching a form and amended pages - would like more options. I recently did it and had to send it as a covering letter. I do like the online filing system.	Sep15

6	Whenever spoken to IPO everyone has been really helpful and sorted things out with any questions or enquiries. The trade marks database is not easy to use or very clear how the search is done. When searching it didn't pick up all marks expected, but did identify marks we didn't expect. The UK trade mark is now being opposed as being similar, which hadn't been seen when applying, nor did the Examiner identify the earlier mark. Not satisfied with the trade marks search, and feel the designs search is also not user friendly.	March16
10	The website was very clear and easy to use. If people followed the guidance provided they would not need to use the services of Attorneys to make applications.	March16
8	Have been dealing with the IPO for 25 years and they have been very helpful.	March16

Comments on a combination of services – Represent their own IP

Survey Score	Survey Comments	Survey Date
1	You are all nice people but you are just box tickers. Your office should be saying - this guy has invented something with huge potential and how can we support clever companies. You wouldn't exist without people like me and you don't help people like me. I didn't get any help from your office and your office would be the last place I would come to. Your office is not doing anything helpful and is a waste of public money. I have a trade mark registered which I feel is a waste of money.	Sep15
9	I found everything very straight forward and logical, personally I do struggle with the categories. I had to take further advice with this because of the massive range of terms, some of them are very similar.	Sep15
10	I haven't used you for a while but there was a bit of ambiguity in the way the documents were arranged. If you aren't a patent lawyer it can be confusing.	Sep15
8	Time it takes to register a Patent is very long - took us 4 years which effected our business. Trademark was easy to do.	March16