



Intellectual
Property
Office

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Customer Satisfaction Survey 2014/15

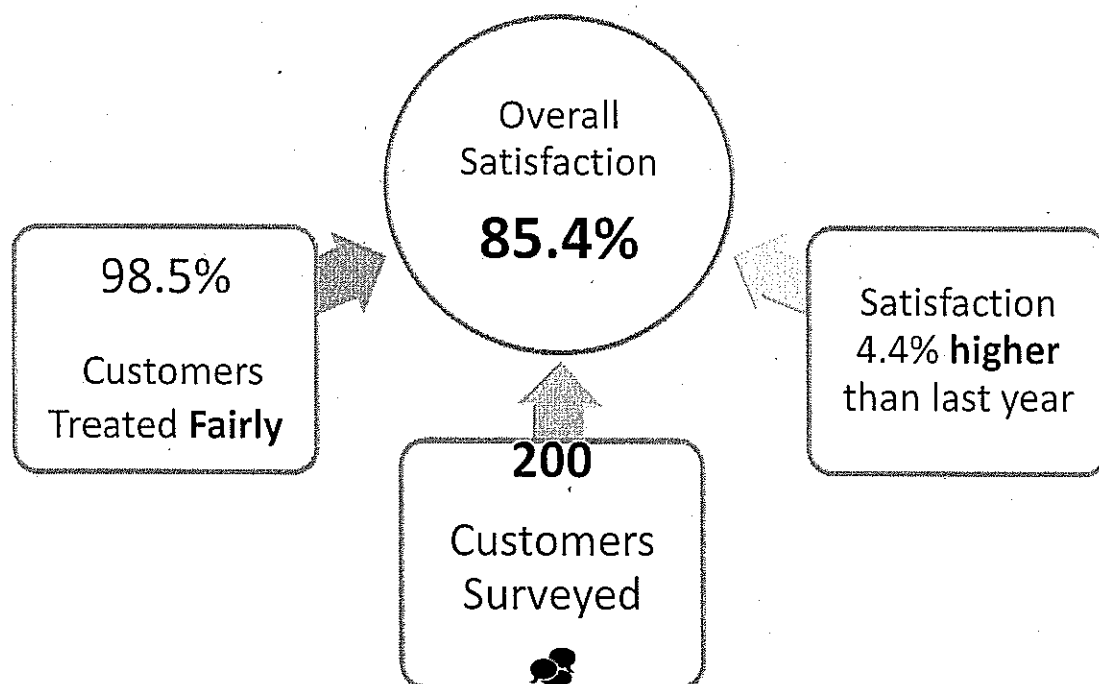


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1 SUMMARY FINDINGS

The key findings from the 2014/15 customer satisfaction survey are:

- Overall customer satisfaction exceeded the Ministerial target (80%) with an average score of 85.4%.
- 85.4% is the highest score measured since the current measurement methodology was introduced in 2010/11, and 4.4% higher than last year (2013/14).
- Over a quarter (27%) of survey scores were 'top box' 10 out of 10, exceeding the total for any year under the current survey methodology, and a 39% increase on last year.
- Only 1% of respondents (2 customers) were dissatisfied overall, scoring below 6 out of 10. This was 5% fewer than last year, and the lowest level of dissatisfaction recorded using the current methodology.
- 1.5% of respondents (3 customers) said that they had been treated unfairly when dealing with the IPO.

2 BACKGROUND

IPO has the customer satisfaction target "Ensure 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/October 2014 and March 2015.

3 SURVEY METHODOLOGY

Customer satisfaction is 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 2013 and 30 June 2014 for the September 2014 sample, and 1 December 2013 and 31 November 2014 for the March 2015 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, ensuring that the likelihood of customers appearing in the final sample reflected actual filing volumes. To avoid response bias, a de-duplication process was then 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 through 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 22nd September and 6th October 2014, and the second half (100 customers) between 9th and 31st March 2015.

4 SURVEY FINDINGS

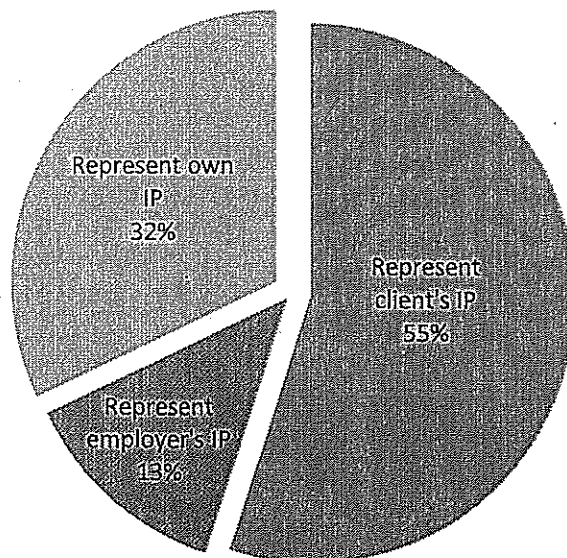
4.1 IPO services used

Customers were asked to state which IPO services 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
Trade Marks	107 (53.5%)
Patents, Trade Marks, Designs	52 (26%)
Trade Marks, Designs	17 (8.5%)
Patents	10 (5%)
Patents, Trade Marks	10 (5%)
Designs	3 (1.5%)
Patents, Designs	1 (0.5%)

4.2 Customer type

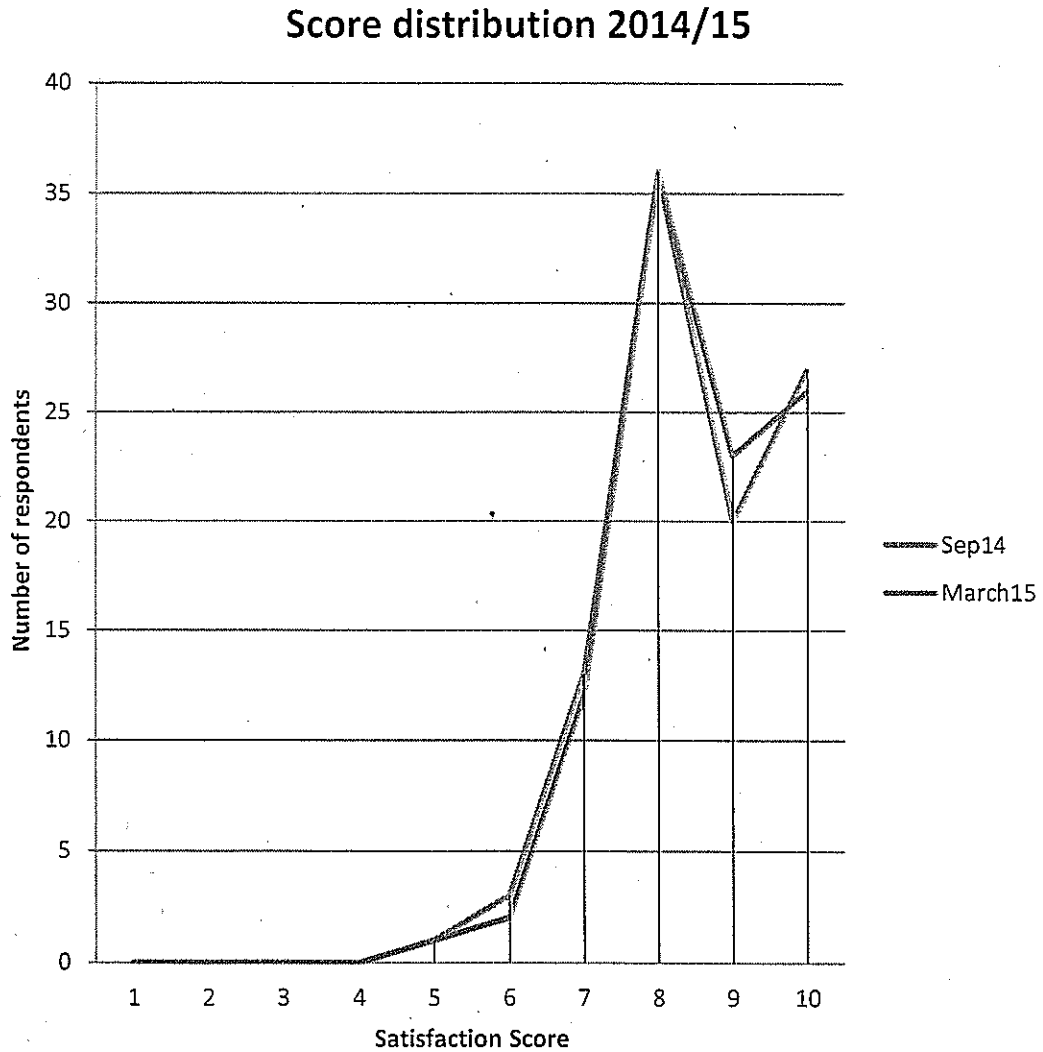
The chart below shows that around half of those surveyed interact with IPO on behalf of a client, and are predominantly qualified IP professionals:



4.3 Satisfaction scores

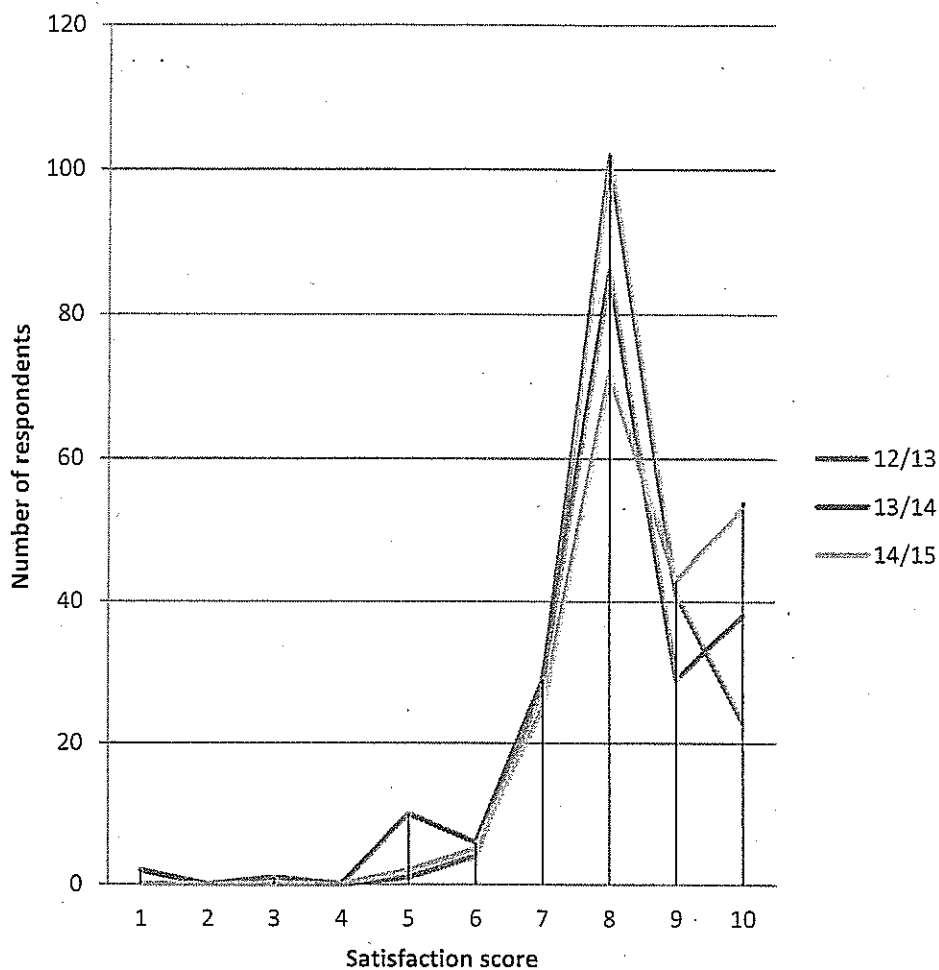
Customers were asked to rate their level of overall satisfaction with IPO service on a scale of 1 to 10. The average score was 8.54 out of 10, equating to 85.4%. Only 2 customers (1%) gave a score below 6 signifying overall dissatisfaction. By way of comparison, Companies House (CH) measure satisfaction with customer service on a 10 point scale. CH reported in their most recent results (Nov14) an overall mean score of 8.3, with 89% of respondents giving a score of 6 or more. The Companies House satisfaction target is 88% of customers scoring 6 or more.

The breakdown of scores for the Sep13 and March14 samples exhibit similar profiles, as shown in the chart below:



Comparing the breakdown of survey scores over the past 3 years, the distribution follows a mostly consistent pattern as shown below:

Score distribution - 3 years



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

Scores by area of IP:

	Sep14	Mar15	2014/15 Result (Change from 13/14 in brackets)
Trade Marks	8.7 49 responses	8.6 58 responses	8.62 (+0.60) 107 responses
Patents	8.6 7 responses	8.3 3 responses	8.50 (+0.33) 10 responses
Designs	8.5 2 responses	10 1 response	9.00 (+1.00) 3 responses

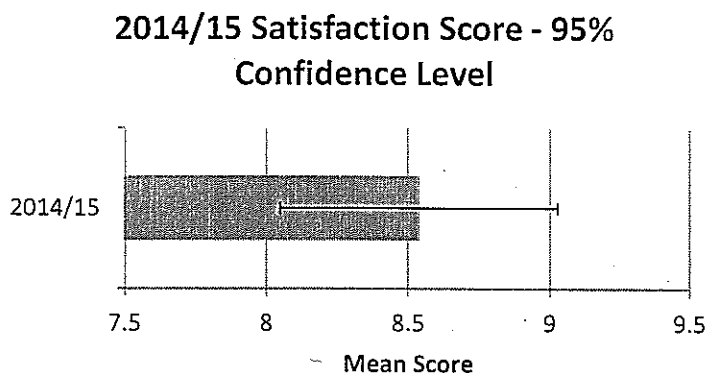
The breakdown of average scores by customer type is also shown in the table below, with satisfaction highest amongst customers who represent their employer's IP:

Scores by customer type:

	Sep14	Mar15	2014/15 Result (Change from 13/14 in brackets)
Client's IP	8.44 (55 responses)	8.40 (55 responses)	8.42 (+0.37) (110 responses)
Own IP	8.60 (27 responses)	8.68 (37 responses)	8.64 (+0.64) (64 responses)
Employer's IP	8.67 (18 responses)	9.12 (8 responses)	8.81 (+0.35) (26 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 +/- 4.9%. Put another way, 95% of the time, average customer satisfaction would not be lower than 80.5% or higher than 90.3% as shown by the error bars in the chart below:



Analysis of the distribution of individual survey scores reveals a standard deviation measure close to 1, as shown in the table below:

Standard Deviations of survey samples:

Year	September sample	March sample	Sample combined
2011/12	1.1	1.2	1.1
2012/13	1.0	1.0	1.0
2013/14	1.2	1.7	1.5
2014/15	1.2	1.1	1.1

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

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?

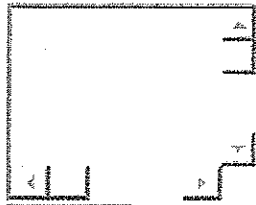
If unfairly, why?

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

_____ 12 AM
 _____ 00

Date and time of 1st attempt

Call back information

_____ 12 AM
 _____ 00

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

Date and time of 2nd attempt

_____ 12 AM
 _____ 00

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

Trade mark related comments – Representing their own IP

Score	Comment	Date
6	The process was good, the feedback was good and the timing was good.	Sep14
10	Would have loved the timing to be quicker but can understand why, with allowing time for objections etc. But it would have been nicer for it to be completed quicker.	Sep14
6	Found it very difficult to get hold of the examiners, more access to examiners.	Sep14
10	When completing the right start, it would be nice to have a courtesy phone call as a reminder to say payment is due, sometimes emails can be missed.	Sep14
10	Plain English approach would be helpful; the wording can sometimes be confusing.	Sep14
8	We want to be kept up-to-date on progress.	Sep14
10	It's all a bit of a minefield, but the staff have always been very helpful and fantastic. I was given a bit of conflicting information in relation to class 35. Other than that the staff have been very helpful.	Sep14
8	Good to tighten up on the amount of fraudulent letters/invoices, what IPO does minimises the risk for us. Also, the first time we filed was a little difficult, a more detailed explanation of the process would have been good.	Sep14
10	Very happy, everyone is very helpful, we made two payments by mistake and when I called up, staff were very helpful and a refund to our account was very quick.	Sep14
10	Timing from start to finish was quite long, there was a big gap in between. Also, where we didn't know what was going on, it would have been nice to have some information or an update on the progress of our application.	Sep14
9	Would like to see the understanding of it made easier, but not sure if you can.	Sep14
7	On the website the forms for trademarks are not easy to find.	Sep14
8	When registering my own trademark, I found the description/guidance wasn't that clear.	March15

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10	Only the waiting time, took 4/6 weeks. I understand the process and there is a lot of work to be done but from a company point of view, we would like the process to be quicker.	March15
8	Website was easy and the forms were easy to complete.	March15
8	Generally everyone is always helpful, but sometimes I get different information from different people which can be confusing, e.g. I was told I could do something, but when I was put through I was then told I couldn't.	March15
6	At times people can't answer the questions you want, they just follow the guidance.	March15
7	The guidance wasn't that clear and it was sometimes very frustrating about what it was saying we should be doing.	March15
10	There should be better guidance and explanation on the website Q&A, I lost £170 when it was explained to me. I understood why, but if that information was available on the website I would not have applied in the first place.	March15
10	The new website is very complicated.	March15
8	The lack of information regarding misleading invoices. Would be nice to have more information at the start of the process, you don't find out about it until it lands on your door step, I called and was told it was a misleading invoice but people could get tricked by it.	March15
8	Very Good	March15
8	Can be complex, (TM) classes and knowing what class you should be in. Would be good if it could be simplified for small businesses.	March15
10	Misleading invoices when registering, received so many, it would be nice to have early warning off this and for it to be advised in all correspondence. Both occasions of registering a trademark I have always been able to get through to someone who has provided guidance and reassurance and understood my requirements.	March15
10	When I registered my own trademark, it was approved but a company was informed about my mark, but did nothing for 2 years then cost me a lot of money defending myself. They said they never received anything from you, you should send these letters with proof of postage. The website has improved, helpful guidance and notes.	March15
7	Overall very good.	March15

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5	<p>Confusion when you submit text & image as it allows you to do both, it is then rejected as you can only do one or the other in an application, this needs to be streamlined a bit more. It would be useful if you could trademark both text and logo in one application.</p> <p>The problem I had was there was disagreement with my trade mark, I was told it was too literal and it couldn't be trademarked, but when I found lots of examples my response was they are huge companies and they can do what they want. Don't think that was very fair.</p>	March15
8	Areas that you need to select your goods in seem quiet broad, the grouping is confusing, were does it fit, this could be explained more.	March15
9	Language was not always clear, quiet technical, could have been put in clear English.	March15
9	I only found out about you via Companies House and an event that I went to, it would be useful for people starting up new businesses to know about you and the service you provide. I wouldn't have known about you if it wasn't for that event.	March15
7	I had problems submitting the form, frustrating website issues and had to try and do it several times. Once done it was a painless process and communication was very timely.	March15
9	Website is good.	March15
9	Website could be a bit easier to navigate and user friendly, very complicated not easy. Everything else very good, good value for money.	March15
10	Would be helpful if there was a standard letter you could download (template letter) you could use to send out if someone is using your trademark, or a link to the website, informing them they are infringing/using a registered trademark.	March15

Trade Mark related comments – Representing their employer’s IP

Score	Comment	Date
10	All worked very well.	Sep14
8	Very helpful and talked through the process. International registration and understanding of the process once the form hits WIPO is a little unclear.	Sep14
10	Would like to be able to amend applications after discussion with examiner if issues arise.	Sep14
6	I looked through the Q&A on the website and it advises that your strap line shouldn't describe your goods and services, but there is nowhere on the form where you can describe what you do. Almost like you are not given the chance to support your application.	Sep14
8	Can't believe the companies sending out mis-leading invoices.	Sep14
10	Very pleased.	March15
9	Lack of personal contact name/details on correspondence, would prefer a more personal point of contact.	March15
9	Descriptions could have been clearer; we initially applied for one but were advised that we needed two (trade marks). More guidance is needed. Also we received so many misleading invoices from companies; think more could be done to stop this from happening, more upfront warning.	March15

Trade mark related comments – Representing their client's IP

Score	Comment	Date
9	Always very helpful, even when the examiner is not available someone else has always stepped in which is also helpful.	Sep14
8	I think that the service has heavily improved, more personable than ever before, always willing to help. All very positive.	Sep14
10	Website is a really useful resource, very good	Sep14
9	Less cost.	Sep14
9	Online formalities process can be a little confusing, this maybe because I don't use the system all the time, but it could be made simpler, whenever I did have any issues the examiner was able to help.	Sep14
8	It would be good if we could log and view all case statuses, rather than have to call up and check the status of a case. If it was available to check online electronically, e.g. to check the progress of an application.	Sep14
7	Access to information, search database and website are issues. We have designed a search database for our clients and contacted OHIM who supported this and provided free licensing. We approached IPO who were less helpful saying that we can do it now, but that future changes to the service may make it incompatible.	Sep14
10	You guys are great. Very good always very helpful.	Sep14
8	Being able to talk to the case worker is important and the IPO are good at working things out if there are issues, and at being helpful.	Sep14
10	Very prompt, fantastic	Sep14
7	Online database sometimes crashes on payments.	March15
8	When filing an application if there is an error made you have to email examination email address, would be good to have same day response or be able to contact the examiner direct. Other than that happy with action/responses that are received.	March15
9	When doing a trademark search the search site is occasionally down.	March15
8	I am visually impaired and the PDF forms I cannot see on the screen, I had to have the help of another colleague.	March15

7	When uploading documents on the website it left the images looking distorted and nothing what they really looked like. Also when I called up to complain that I hadn't received the certificate I was advised that it was posted and told they would send another one, then I received two – your postal system doesn't work very well.	March15
8	Had a telephone hearing recently and it was brilliant.	March15
7	All quite happy with the service you provide.	March15
8	Make contact details easier to find. Would be good if you could adopt a similar process to OHIM where you have a time line on each application stating were you are in the process and when you should expect correspondence. When filing a trademark the IPO provides a service where you can copy previous specifications from submitted applications - this can cause duplications.	March15
8	The Website has changed and I have found that sometimes it is not as easy to navigate as the old website. Search facility is not as good as it was before.	March15
9	Online designs similar to OHIM. Online is the way forward.	March15
8	From an application point of view it would be useful if you had the ability to draw from previous applications and just make changes. Also we have a deposit account with just £20 since 2009 and we get weekly paper statements, waste of time and money.	March15
8	Noticed over time that the interpretation from the examiners are different and there is a contradiction in opinions. We will put one trade mark through and it will be approved and then the same thing through and not approved by a different examiner. Would like more consistency with examiners. Delay with issuing certificates (dispatched time). Other than that all very good, like the fact you advise us when your services are going to be down.	March15

Patents related comments – Representing their client’s IP

Score	Comment	Date
8	User friendly and helpful.	Sep14
8	It can sometimes be difficult getting hold of examiners, this is different for different cases, I have called several times and sent an email and had no response. So more access to the examiners would be helpful.	Sep14
8	Speed of turn around on Patent Applications	Sep14
10	Make more things electronic, things like being able to file drawings electronically.	Sep14
9	When emailing if there are any issues I have received a response very quickly/efficiently. All works very well.	March15
9	On the website contact email addresses (general email address) is not easy to find.	March15

Designs related comments – Represent their own IP

Score	Comment	Date
8	Struggling with the advice given regarding designs - it's all a bit of a minefield, for example if I put in a design and then someone comes along and puts a frame around it, that then becomes a new design.	Sep14
10	Received a misleading invoice, called to check and was advised it was misleading invoice. Happy the office is working to stop this and raising awareness.	March15

Designs related comments – Represent their client’s IP

Score	Comment	Date
9	When we merged with another company, for some time the correspondence was getting sent out directly to the clients. This is something that took a lot more effort and time than I would have expected to resolve, contacting general line and not getting through to the right person.	Sep14

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

Services Used	Score	Comments	Date
Patents;#Designs	10	There are still forms that need to be done by paper/fax, it would be nice to be able to have all forms online.	Sep14
Trade Marks;#Designs	8	Very happy with the online renewals, it would have been even better if you could go one step further and get rid of the paper TM33 and TM31R - a lot more things are available online with OHIM. We have a general email address, but there have been times when opposition emails have gone direct to the fee owners and gone missing. The availability to speak to examiners is a plus, and the guidance provided by examiners and hearing officers is very good. I feel the IPO is not as electronically up to date as OHIM e.g. it's difficult to find things on the website when it comes to oppositions.	Sep14
Patents;#Trade Marks;#Designs	9	There are a lot of delays, e.g. searches on the Patents side. This can cause us a problem.	Sep14
Patents;#Trade Marks;#Designs	8	You could make it even clearer to private applicants the importance of using Patent Attorneys. Designs website is dreadful, it is very difficult to see the images, the output could be clearer.	Sep14
Patents;#Trade Marks;#Designs	9	When responding to a letter which provides the tribunal email address, I have had an issue replying and the email hasn't gone through, not sure if this was an issue my end or the IPO, or incorrect information on the letter. I did call up and was provided with a different email address. That's been our only issue.	Sep14
Patents;#Trade Marks;#Designs	8	Ensure the London office stays open, very important. Even though online is happening more and more, some things you just don't want to do online, the importance of some things you like to go to the office.	Sep14

Patents;#Trade Marks;#Designs	8	We have had to seek clarification and found on a few occasions that the person has not been informed as much as we would have liked them to be on procedures. For example, a withdrawal, knowing the procedures and the consequences.	Sep14
Patents;#Trade Marks;#Designs	9	More things online, put everything online.	Sep14
Patents;#Trade Marks;#Designs	7	Software issues, technical applications - the examiners take a strict line, where as the appeal board seem to be a bit more lenient.	Sep14
Patents;#Trade Marks;#Designs	9	Unable to save on some of the online forms. A "save for later" function would be useful.	Sep14
Patents;#Trade Marks;#Designs	7	Online forms - when there has been an update on the forms there is often an issue/problem with the editable PDF forms, also the transition to gov.uk not communicated well. When sending urgent requests for change of representatives or requests for certified copies can be a slow process.	Sep14

<p>Patents;#Trade Marks;#Designs</p>	<p>5</p>	<p>When filing form 51, there is a tendency to lose them, we have to file them 2/3 times. The Quality of Patent searches – the EPO always finds something more relevant than the IPO. Online form 1 is awful, there is no function to input the ADP number, attorney details or client information, sometimes we file several and have to input the same information over again. If you input the wrong information the edit button doesn't work, or the back button, you have to go out and all the way back in again to delete it and re-input the information. Observation has been made that the online forms and correspondence seem to have been dumbed down, the manner and the way the information is being presented is more aimed at the public rather than attorneys. The IPO seem more on the side of the public rather than both Attorneys and the public.</p> <p>When doing the new website maybe there should be split forms/correspondence - one for Attorneys and one for the public.</p>	<p>Sep14</p>
<p>Patents;#Trade Marks;#Designs</p>	<p>8</p>	<p>More about the routine stuff, there is a lot more ownership on us. We used to get a telephone call or notification that a change had been done for example filing a form 51 for Patents, we no longer get confirmation / notification that the changes have been done as we did before.</p>	<p>Sep14</p>
<p>Patents;#Trade Marks;#Designs</p>	<p>9</p>	<p>When going through renewals, when doing several at a time you have to input the company details each time. It would be good if you could input the ADP number and it automatically populates.</p>	<p>Sep14</p>
<p>Trade Marks;#Designs</p>	<p>9</p>	<p>More consistency across the board with examiners, consistency in opinions. A more comprehensive designs tool. When you look into the records with OHIM it's all there, it's much quicker and easier, with the IPO it's not available on the 1st page you have to click into each one of them.</p>	<p>Sep14</p>

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Patents;#Trade Marks;#Designs	8	Patent examiners do not pick up the phone. Company is having to chase when possibly not appropriate which delays the process. Phone calls are acceptable, where appropriate.	Sep14
Patents;#Trade Marks;#Designs	8	1. Substantial scope for improving web offerings 2. Services to lay users are both astonishingly good and immensely bad. Lay users easily confused and don't understand IP, they take information as advice, Office not putting out adequate material on use of intellectual property & systems.	
Patents;#Trade Marks;#Designs	9	Online Patent renewals could be improved further; it would be good if you could file multiple ones to be done at the same time.	Sep14
Patents;#Trade Marks;#Designs	8	You get back to us with queries very quickly and are approachable.	Sep14
Trade Marks;#Designs	10	Recently had to file an objection, this was the first time that I had done this and I followed the example that you supply on your website and the trademark examiner said that this wasn't enough. It would be helpful if a more detailed explanation was provided.	Sep14
Patents;#Trade Marks;#Designs	10	The IPO is always very helpful, whenever we call or need advice. Always there when we need you.	Sep14
Patents;#Trade Marks;#Designs	8	Just recently there have been some improvisations, i.e. mistakes in the letters that we have received and we have had to deal with it.	Sep14
Patents;#Trade Marks;#Designs	7	To be able to file designs online.	Sep14
Patents;#Trade Marks;#Designs	7	Sometimes when we have sent in something and it has been wrong, we don't get any confirmation or follow up, I think it should be your responsibility to notify us, it's only when we chase we get advised of it. Communication could be better.	Sep14

Patents;#Trade Marks;#Designs	8	More flexibility needed.	Sep14
Patents;#Trade Marks;#Designs	9	When carrying out a search on your website, when the results come up on the screen it never says what you originally searched for on the results list. All other offices do this.	Sep14
Patents;#Trade Marks;#Designs	7	To register a Patent takes too long.	March15
Trade Marks;#Designs	10	Opposition division is great; great I have had a lot of dealing with him.	March15 PERSONAL INFORMATION REDACTED.
Patents;#Trade Marks	8	You can always contact an examiner when needed, overall very good service.	March15
Patents;#Trade Marks;#Designs	8	On-line filing it would be good if you could save it (like EPO) if your computer crashed you lose everything. Good if you were half way through if you could save.	March15
Patents;#Trade Marks;#Designs	9	Little bit faster in the process of filing a patent.	March15
Patents;#Trade Marks;#Designs	8	What would be nice if you could acknowledge an email, receipt of email rather than leave you hanging and just respond when answering.	March15
Patents;#Trade Marks	8	Speed up receiving the search results of a patent application. The time it takes can be timely.	March15
Trade Marks;#Designs	9	The ability to see info online would be very helpful, system like OHIM site, were you can see almost live information, view records online.	March15
Patents;#Trade Marks;#Designs	8	Occasionally get bugs and when contacting the web team they normally say to find our own work around. Good to have regular fixes.	March15
Patents;#Trade Marks;#Designs	9	Bring back the IPSUM website as it's been taken away, you used to be told when the examination was going to take place.	March15

<p>Patents;#Trade Marks;#Designs</p>	<p>7</p>	<p>Website has taken a step back since the move to gov.uk and it is not as easy to find the information as it was on your old website. The ability to file forms/pay fees there is a lot more that could be done on this; we are behind compared to other offices. Quality of examinations of trademarks has gone down over the years due to inconsistency of examiners, difficult to advise clients when it really is in the hands of the examiner. In my experience when a person applies themselves you are much more lenient.</p>	<p>March15</p>
<p>Trade Marks;#Designs</p>	<p>10</p>	<p>Move to more online filing would be good if you could adopt a similar system to OHIM the ability to file in bulk rather than have to do it by fax or post.</p>	<p>March15</p>
<p>Trade Marks;#Designs</p>	<p>8</p>	<p>Biggest fear is that people file direct with the IPO; big concern to people not having the knowledge then filing it in the wrong classes/oppositions/litigation etc. Happy that the IPO are pointing people in the direction of attorneys/ITMA. Do find the IPO very open and is a breath of fresh air.</p>	<p>March15 <i>PERSONAL INFORMATION REDACTED</i></p>
<p>Patents;#Trade Marks;#Designs</p>	<p>8</p>	<p>Examination reports should be more fully explained, legal background in more detail would be very helpful, sometimes difficult to make the switch between the European approach and the UK. Not always sure how examination steps are executed. Would be good if the examiners could take a little bit more time and go into more details.</p>	<p>March15</p>
<p>Trade Marks;#Designs</p>	<p>9</p>	<p>Sometimes when you ring up to discuss a particular case when you're not sure if it is going to be accepted or not, it would be good to get an opinion rather than be referred back to the guidance! To be told it's a none starter or do X,Y and Z.</p>	<p>March15</p>
<p>Patents;#Trade Marks;#Designs</p>	<p>8</p>	<p>Sometimes it feels like you get passed about a bit, when someone doesn't want to deal with you, not always clear who you need to go to.</p>	<p>March15</p>

Patents;#Trade Marks;#Designs	9	Website is not as easy to use since moving to gov.uk.	March15
Patents;#Trade Marks	10	All correspondence to be sent by email.	March15
Patents;#Trade Marks	8	To be able to file a form 51 online via the EPO line would be fantastic. Not directly related but it would be great.	March15
Patents;#Trade Marks;#Designs	7	When you call, sometimes get passed around, would be nice to get to the right person and get the right answer, or if someone is off more than one person to be able to answer a particular query. You can save for later on the TM system but not on the patent, this would be helpful. More online filing, more communication electronically (still have to do address of service by fax). Good that you are contacting attorneys with this survey, it's a good way of getting feedback.	March15
Patents;#Trade Marks	8	Raise the fees, spend more time on more thorough searches for Patents, you are 10 times cheaper than the EPO. Do higher quality searches and examinations. Need more examiners, delays are going beyond compliance period. Back log is unfair, ours don't go through unless we request acceleration, aware you don't have the time or the resources the EPO has, we spend 2000/3000euros but they provide a much higher quality search/examination bringing up things the IPO don't, which makes it look like you haven't done the work.	March15

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

Services Used	Score	Comments	Date
Patents;#Trade Marks;#Designs	8	Less paper & more emails.	Sep14
Patents;#Trade Marks;#Designs	8	More forms available online.	Sep14
Patents;#Trade Marks;#Designs	10	Response time is very good.	Sep14
Patents;#Trade Marks	7	Lack of consistency in staff knowledge if people move	Sep14
Patents;#Trade Marks;#Designs	9	To make individuals more accessible, direct numbers available. So to continue improving your personal telephone service.	March15

Comments on a combination of services – Represent their own IP

Services Used	Score	Comments	Date
Patents;#Trade Marks	7	Filing of 3rd party observations, the timing and the lack of anonymity of post grant registration/revocation process. The Examiners have always been very helpful and explain things when they can, a lot of things are out of their control.	Sep14
Trade Marks;#Designs	10	I found the website complicated, but think what you do can be complicated so don't have any suggestions for dumbing it down. When I have had any queries and have had to call everyone has always been very helpful.	Sep14
Patents;#Trade Marks	8	When I registered a trademark I was advised that there was something similar, there is a fine line between you giving advice and us taking a chance, in effect I lost several hundred pounds because of this. I know it's a tough one but your advice could be a bit stronger.	Sep14

Official: Sensitive

Trade Marks;#Designs	10	All very good, whenever I have needed to get hold of someone, I have.	Sep14
Trade Marks;#Designs	7	One of our trademarks has been rejected.	Sep14
Trade Marks;#Designs	10	All good, straight forward and the person I spoke to when I needed help, was very helpful.	March15
Patents;#Trade Marks	8	Search facilities for Patents/Trade Marks could be more user friendly.	March15