



Leafing through the IPO's 2016-19 Corporate Plan on the eve of its publication last week, I was struck by just how much the IP World has changed in the last decade. Perhaps the most significant difference is the transfer of Intellectual Property issues from the back office to the board room.

Whereas even in our very recent past IP was considered a matter solely for the specialists, today it is moving more to the centre of

business strategy. From being seen as dusty and dull, it has become a key point of focus for some of our favourite TV shows (Dragons Den, Fake Britain even the occasional episode of Rogue Traders).

From being dismissed as technical and tedious the world has woken up to the potential of well managed IP to drive success. About time too! All of us involved with IP in some way should be celebrating this quiet revolution with as much zest as our friends in Leicester are now celebrating their Premiership triumph.

For us at the IPO, IP's move into the spotlight injects new energy into our commitment to give everyone the confidence to make the very best use of IP. For colleagues elsewhere in Government, it brings a helpful recognition that intellectual property needs to be a key strand of economic and wider policy thinking (if you don't believe me take a peep at the Business Department's call for ideas for its Innovation Plan – click on the graphic if you'd like to input).

At the start of last month's IP Connect, I promised that 2016 would prove a busy year – as ever, IP Connect will try to keep you up to speed with all the latest developments. If there are issues you'd particularly like us to cover [click here](#) to let us know.

## **Rosa Wilkinson**

Director of Innovation and Strategic Communications, IPO

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# Intellectual Property Office

## Corporate Plan 2016 – 2019

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### The IPO has published its **Corporate Plan**.

It covers our key objectives for the next three years, and specifically our priorities for the forthcoming year. These priorities are the key activities we will undertake to help achieve the goals and outcomes described in the [corporate strategy](#) which was published in January 2016.

With this plan, alongside the five year strategy 'Making Life Better by Supporting UK Creativity and Innovation' we have set out a strong vision for the future of IP and our role in creating it.

Much of it is outward facing: serving our customers; shaping IP systems, at home, in Europe and globally; helping to sell IP abroad; providing leadership on enforcement; getting businesses and bankers to be serious about IP; and readying our young people to prosper in the IP rich future.

To deliver all this we also need to develop our organisation: supporting people to lead and make change, and modernising our technology and how we operate to make us the best and most efficient we can be.

Our previous [Corporate Plan 2014 - 2017](#) is available.

“ The high level strategic goals that structure the plan show the breadth of what we are trying to achieve. ”

Our **Chief Executive John Alty** explains what we are trying to achieve this year through our Corporate Plan.

# World IP Day

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## THE FUTURE OF CULTURE IN THE DIGITAL AGE AND HOW THE INTELLECTUAL PROPERTY SYSTEM CAN PROTECT THE WORK OF ARTISTS WAS PLACED CENTRE STAGE IN PARLIAMENT.

Baroness Neville-Rolfe, Minister for Intellectual Property, was the guest speaker at the World IP Day event organised by the IP Awareness Network (IPAN) at the House of Commons.

The event was organised by the IP Awareness Network (IPAN) and was chaired by Professor Ruth Soetendorp, Chair of IPAN. Other speakers included Dr Anthony Tridico, of Finnegan's, an expert in post-grant proceedings for US and European Patent Law, and John Ogier, an IP economist and Vice-Chair of IPAN.

You can read what Baroness Neville-Rolfe had to say about World IP Day in her latest [blog](#).

### Baroness Neville-Rolfe, Minister for Intellectual Property, said:

*"The process of digitisation has transformed the world around us at a furious pace. It has revolutionised the way we work; the way we interact; and the way we shop.*

*"In the emergent digital economy, our collaborative effort is key to maintaining a strong and responsive IP system that serves us all."*

World Intellectual  
Property Day 2016

April 26

Digital Creativity:  
Culture Reimagined

# International

## China's biggest internet search engine signs an agreement on copyright protection collaboration.



### CHINA'S BIGGEST INTERNET SEARCH ENGINE BAIDU HAS SIGNED A MEMORANDUM OF UNDERSTANDING (MOU) ON COPYRIGHT PROTECTION COLLABORATION WITH THE INTERNATIONAL PUBLISHERS COPYRIGHT COALITION (IPCC).

The creative industries are vitally important for both the UK and China. Creative industries – including publishing, music, film, TV and gaming software – together account for over 5% of GDP in both the UK and China, respectively.

“ Over a third of British publishing industry total revenues (£4.3 billion in 2014) come from digital sales and around 40% from exports. ”

This MOU sets out a programme of collaboration to tackle the shared issue of online IP infringement. Industry initiatives such as this are vital to support the international IP framework.

The signing was witnessed by Dr Ros Lynch, Director of Copyright and Enforcement at the UK Intellectual Property Office. The co-operation indicates a positive direction for IP enforcement in China, with digital industry getting behind efforts to reduce online infringements.

Dr Lynch visited China for a week of cooperation activities on copyright protection and IP enforcement. She met Chinese government and law enforcement counterparts, and was accompanied by Detective Chief Inspector Peter Ratcliffe of the City of London Police Intellectual Property Crime Unit (PIPCU).

#### Dr Lynch said:

*“Our work is fundamentally underpinned by industry engagement. In the UK, we recognise that government and legislation can only reach so far. It is important that rights holders and Internet platforms work together to help protect IP.”*

*“The benefits of an efficient and fair global IP system are huge, for both the UK and China. This MOU today represents a great step towards this, creating a collaboration which will lead to faster and streamlined approaches to tackling a global problem.”*

#### Emma House, Director of Publisher Relations at the UK Publishers Association, said:

*“As one of the sponsors of the IPCC, we warmly welcome the MOU with Baidu signed during UK-China Copyright Week. This demonstrates Baidu's commitment to working with global rights holders to tackle copyright infringement for mutual benefit.”*

*“We look forward to the implementation of the MOU and continuing dialogue with Baidu in the future to build on collaboration opportunities in the field of IP protection.”*

Dr Lynch and her delegation visited Beijing, Hangzhou, Shenzhen and Guangzhou. In addition to supporting the IPCC-Baidu MOU, discussions in China included:

- exchanging IP enforcement best-practice, including online copyright initiatives such as the Infringing Website List and cross-border joint operations to tackle counterfeit goods
- policy topics related to China's ongoing Copyright Law revisions including on collective licensing, artist resale right, exceptions and limitations to copyright and music/audiovisual rights
- a UK-China IP Salon event on Women in Intellectual Property as part of the British Embassy Beijing Be Yourself women's empowerment campaign

# Emerging markets – South Africa

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## **ADAM WILLIAMS, DEPUTY DIRECTOR OF INTERNATIONAL POLICY, VISITED SOUTH AFRICA AT THE BEGINNING OF APRIL AS PART OF THE IPO'S WORK TO IDENTIFY HOW WE CAN BETTER SUPPORT FIRMS OPERATING IN, OR ABOUT TO MOVE TO THE NEXT EMERGING MARKETS.**

He met with UK businesses to discuss specific IP issues they have faced operating in South Africa and explored ways of working more closely with FCO and UK Trade & Investment to provide advice both to UK companies entering the South African market and to South African businesses looking to protect their IP in the UK. As part of this support he launched an IPO-commissioned [guide to IP in South Africa](#) during his visit.

Another element of Adam's visit was meetings with South African academics and government officials to talk about the current IP environment in the country and to explore ways that the UK can work with South Africa to share best practices in IP legislation and initiatives.

“ The visit opened the door to new collaborations and closer cooperation on IP matters between the UK and South Africa. ”



# Brazil

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## **BILL RUSSELL AND RAHUL RAGHAVAN OF THE UK IPO'S INTERNATIONAL TEAM VISITED BRAZIL FOR A THREE DAY CONFERENCE HOSTED BY THE BRAZILIAN IP OFFICE, INPI.**

The conference covered best practice around international cooperation and office management including quality of examination and productivity. Attendees included the EPO, the EUIPO and the French, Spanish and Swedish Offices. To counter resourcing restrictions resulting from Brazil's current economic position, INPI colleagues wanted to learn how other offices addressed issues such as staff motivation and office efficiency, including tackling backlogs of both trade mark and patent examinations.

“ Alongside other European Offices, the IPO has offered help in the areas mentioned and will take forward specific actions over the year. ”

In addition, utilising her extensive in-country network, our Brazil attaché, [Sheila Alves](#), secured a range of productive meetings with the UK Government network, government ministries, trade associations and anti-counterfeiting groups. The visit was enlightening with Brazilian interlocutors seeking advice and guidance on enhancing and improving the IP environment in-country by drawing upon the UK's expertise and best practices. If you have any issues with your IP in Brazil please do contact Sheila directly.

# Consultations

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## Survey on enforcement and protection of IPR in third countries

On behalf of the EU Commission (DG Trade), the EU Observatory on Infringement of Intellectual Property Rights (IPR) has launched a survey into the protection and enforcement of IPR in third countries. The survey is open to all EU entities with an interest in IPR in third countries.

The survey will gather information to build up a picture of the reality of IPR protection and enforcement in various third countries. This will be used by the Commission to compile a report on the situation of IPR protection and enforcement in third countries. Information will also be used by the Commission in negotiations and discussions with these countries. This survey is therefore an ideal opportunity for stakeholders to provide feedback to the Commission on the protection and enforcement of IPR in third countries.

The survey is available on the Observatory's website. It closes on 31 May 2016.

<https://oami.europa.eu/ohimportal/en/web/observatory/news/-/action/view/2808874>



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