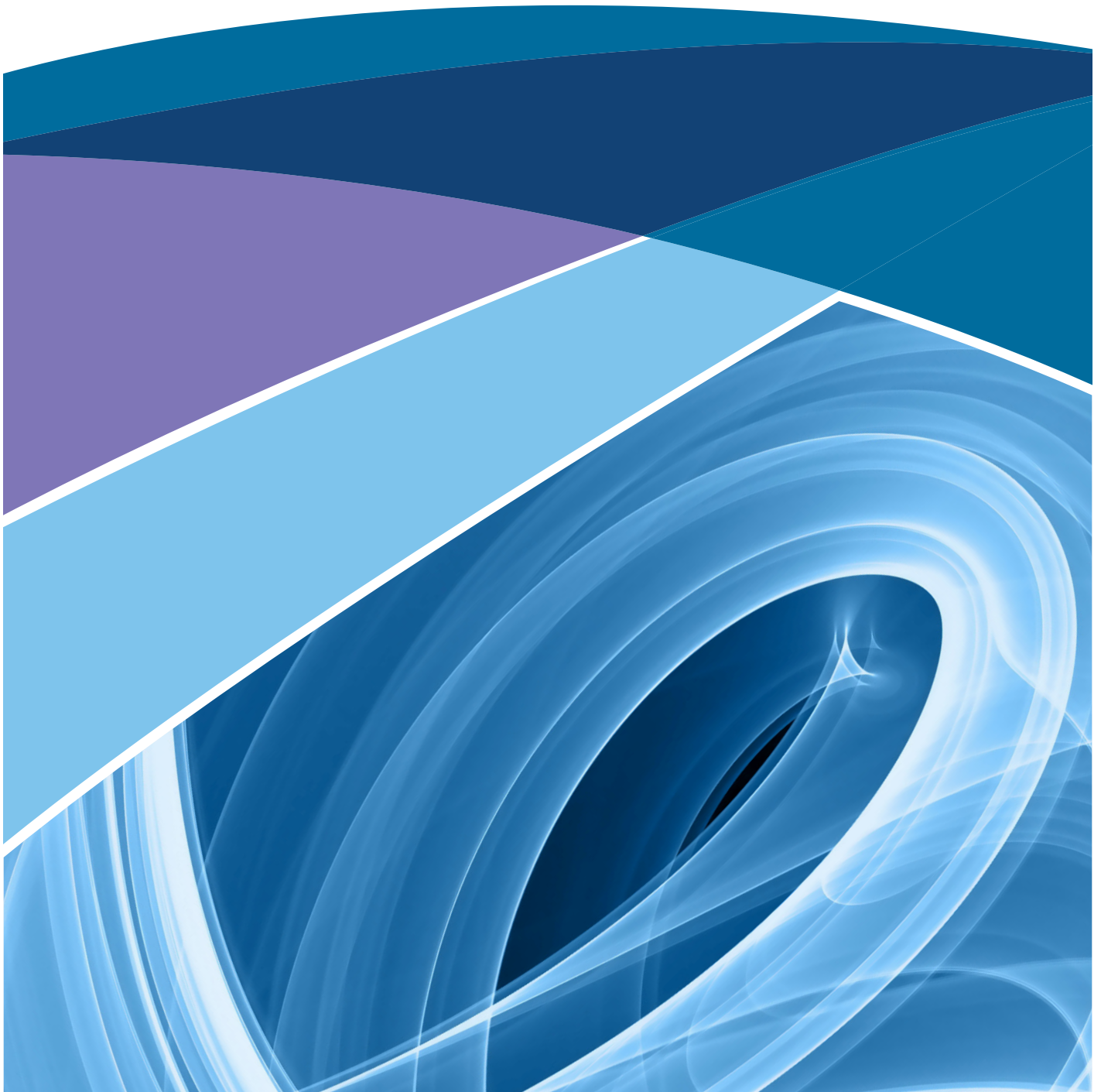




Intellectual
Property
Office

Intellectual Property Awareness Survey Engaged Businesses 2015



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Foreword

The UK Intellectual Property Office (IPO) has long championed businesses being able to recognise and derive value from the Intellectual Property (IP) that they own and to be able to manage the risks associated with IP ownership.

We encourage businesses to take a strategic approach to their IP and to make informed decisions about how they manage what can be their most valuable asset.

In 2006, 2010 and now again in 2015 we have undertaken research to establish a sense of understanding of IP within UK based businesses.

This year we have not just looked at the general UK business population but also businesses who have engaged with the IPO's outreach program. This report covers the results from these IP engaged businesses and presents them alongside the responses from the wider business population. Although differences in the results are observed there is no implied causality from contact with the IPO.

Previous reports have relied on postal responses; on this occasion we used an online survey approach. This methodology, coupled with a revision of the survey questions, means direct comparison with previous research findings cannot be made but general themes are clear.

My thanks go to the team at the IPO for producing this report and to all of the business representatives that contributed their time to answer the survey questions.

Guy Robinson

Deputy Director

Innovation Directorate | Intellectual Property Office

1.1 Introduction

The third UK IP Awareness Survey¹ was issued to a cross section of UK businesses to cover all industry sectors and business sizes. Alongside this main survey we also posed the same questions to businesses that have engaged with the IPOs outreach program (IP engaged businesses).

This report presents the results from surveying these IP engaged businesses and compares the findings with the results from the main survey. Both surveys were completed in February - March 2015. While the aim of the main survey is to give an indication of the state of IP awareness in the UK across all sizes of firm and all sectors of industry, the results from the IP engaged cohort allows us to understand the level of knowledge within businesses who appear to be actively thinking about their IP by way of engaging with the IPO at an outreach event.

The level of awareness will help us to target business outreach across the UK.

It should be noted that differences between the two groups should not be attributed to firms having contact with the IPO's outreach program. Firms engaging with the IPO may exhibit a number of different characteristics from the wider UK business population; these have not been controlled for.

The 2015 IP Awareness Survey is an independent survey and due to methodological differences isn't comparable against previous IP Awareness Surveys.

1.2 Survey summary

The survey contains 3 sections. An IP knowledge section which tested the respondents familiarity with IP, a management section which sought to discover how firms were administering IP within their organisation and a final section which focussed on where IP information and advice was sourced from. The questions were formulated with input from IPO policy colleagues specialising in the various rights areas.

The results from each question are presented along with analysis and the results from the main survey of the wider business population.

1 2015 UK IP Awareness Survey <https://www.gov.uk/government/publications/ip-awareness-survey-2015-results>

1.3 Executive summary

The 2015 IP Awareness Survey seeks to gauge the level of IP knowledge in businesses across all industry sectors in the UK. The same survey was also issued to firms that have engaged with the IPO's business outreach program. The results from this IP engaged group allows us to understand the level of knowledge within businesses who appear to be actively thinking about their IP and compare this with the results from surveying the wider business population. The surveys should only be interpreted as relating to those who responded, they are not representative of wider populations or imply causality from contact with the IPO. This being said, the IP engaged group were better able to answer basic questions around IP and are more active in their IP activities when compared with respondents from the wider business population.

The survey of the IP engaged group was conducted by email, receiving 65 responses (response rate of 8%). The findings offer an insight into the IP awareness and management activities of the responding firms, the comparison of results between the two survey groups does not imply causality from contact with the IPO.

The questions were set with guidance from IPO policy experts in three sections; IP knowledge, IP management and sources of IP advice.

Highlights

- 66% of the IP engaged respondents had protected some sort of IP (either through a single right or a combination). This compares with 52% for respondents in the wider business population.
 - 11% of IP engaged respondents have valued their IP. In the main survey only 4% of respondents had.
 - 29% of the IP engaged respondents did not know that telling people about an invention before applying for a patent could lead to an unsuccessful application. 79% of respondents in the main survey did not know this.
 - 42% of IP engaged respondents check they are not infringing other people's IP, the most popular IP management activity amongst respondents. 28% of respondents in the wider business population checked they were not infringing.
 - 28% of firms in the IP engaged community provide staff training on IP. This is 10% for firms responding to the main survey.
-

2.0 Responses

The survey was issued to 858 businesses that have had contact with the IPO through a business outreach event, the “IP engaged group”. 65 responses were received, a response rate of 8%. The sample used was not random as businesses self-select to interact with the IPO. The responses provide an insight into the knowledge level of these IP engaged firms.

The IP Engaged Group

The IP engaged group is composed of people who have had contact with the IPO. This includes business owners and advisors, representatives from new start-ups and employees with responsibility for IP.

The people in this group either attended an IPO exhibition, seminar or workshop. These events provide information across all areas of IP at different levels of detail, ranging from informal conversations at exhibitions to full day workshops with training on specific IP rights areas. These events are advertised online and via social media with delegates required to sign up themselves.

2.1 IP knowledge

The survey started with a basic question to test whether the respondents could identify which IPR (Intellectual Property Right) could be used to protect four different items.

Q. How do you think the following things can be protected?

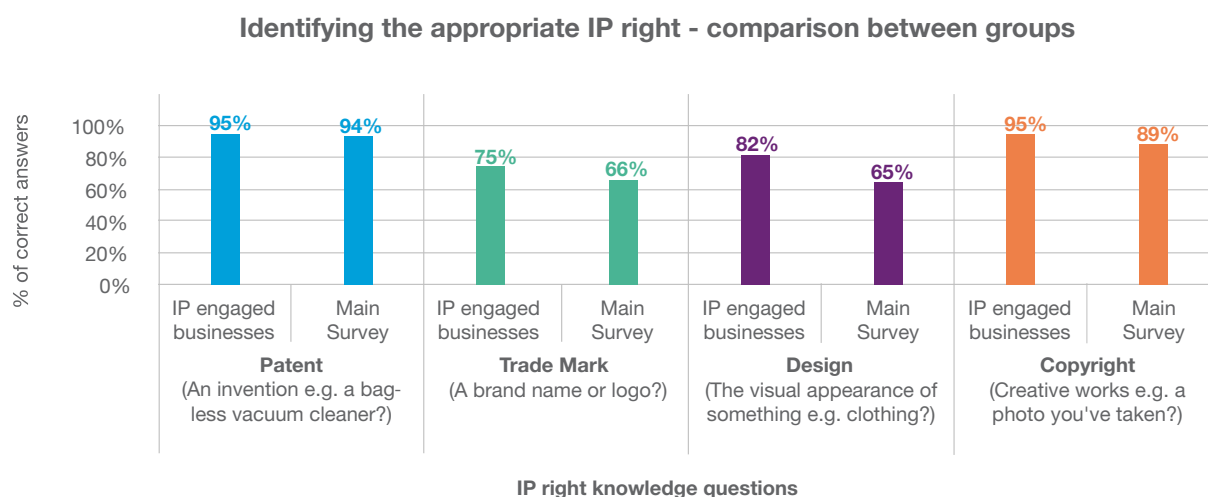
- A brand name or logo? (Trade marks)
- An invention e.g. a bag-less vacuum cleaner? (Patents)
- Creative works e.g. a photo you've taken? (Copyright)
- The visual appearance of something e.g. clothing? (Designs)

With the following options to select;

- Trade marks
 - Patents
 - Copyright
 - Designs
-

The correct answers are shown in brackets after the questions above.

Figure 1 – Correct answers to initial knowledge questions.



494 responses from the main survey
65 responses from the IP engaged group

The IP engaged group were better able to identify the appropriate form of protection across all rights areas. The largest discrepancy was for designs where 65% of businesses in the main survey² could identify how to protect the visual appearance of something, whereas 82% of IP engaged businesses were able to. A full breakdown of the results is shown in table 1 below.

Table 1 – How do you think the following things can be protected?

Question	IP engaged businesses			Main survey
	Number of correct responses	respondents	% of respondents with correct answer	% of respondents with correct answer
An invention e.g. a bag-less vacuum cleaner?	62	65	95%	94%
A brand name or logo?	49	65	75%	66%
The visual appearance of something e.g. clothing?	53	65	82%	65%
Creative works e.g. a photo you've taken?	62	65	95%	89%

2 Full results from the main survey are available online. 2015 UK IP Awareness Survey
<https://www.gov.uk/government/publications/ip-awareness-survey-2015-results>

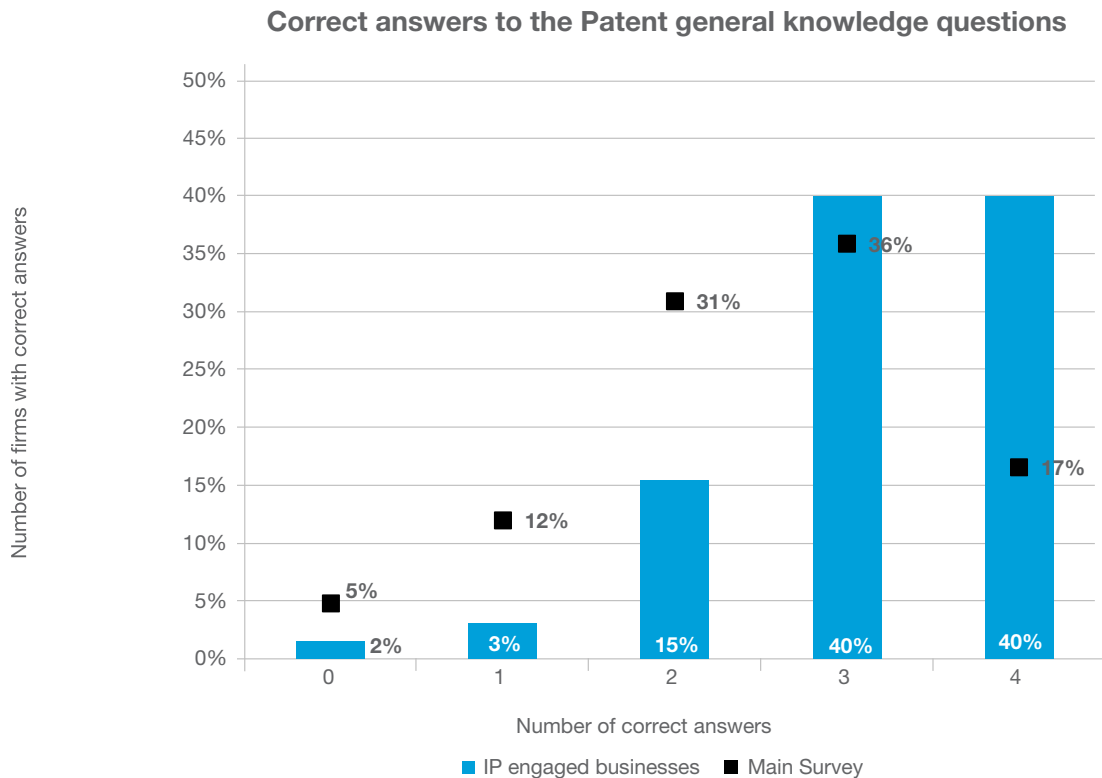
IP general knowledge questions

After the initial knowledge question the survey focused on assessing the firms' knowledge on each of the IP rights. This was done through a number of true or false questions. The questions were set with the guidance from policy colleagues working in the various rights areas across the IPO. They were chosen to cover key pieces of knowledge about the IP rights, how they work, what they can protect and how they can be used. This is all information that IP policy experts see as being key for a firm to have an informed position on IP.

Q. Patent knowledge questions, (True or False):

- Telling people about an invention before applying for a patent could lead to an unsuccessful application. (True)
- Patents protect the way someone does business. (False)
- Patents can last forever. (False)
- A UK patent stops other people from copying it in other countries. (False)

Figure 2 – How well firms answered the patent general knowledge questions.



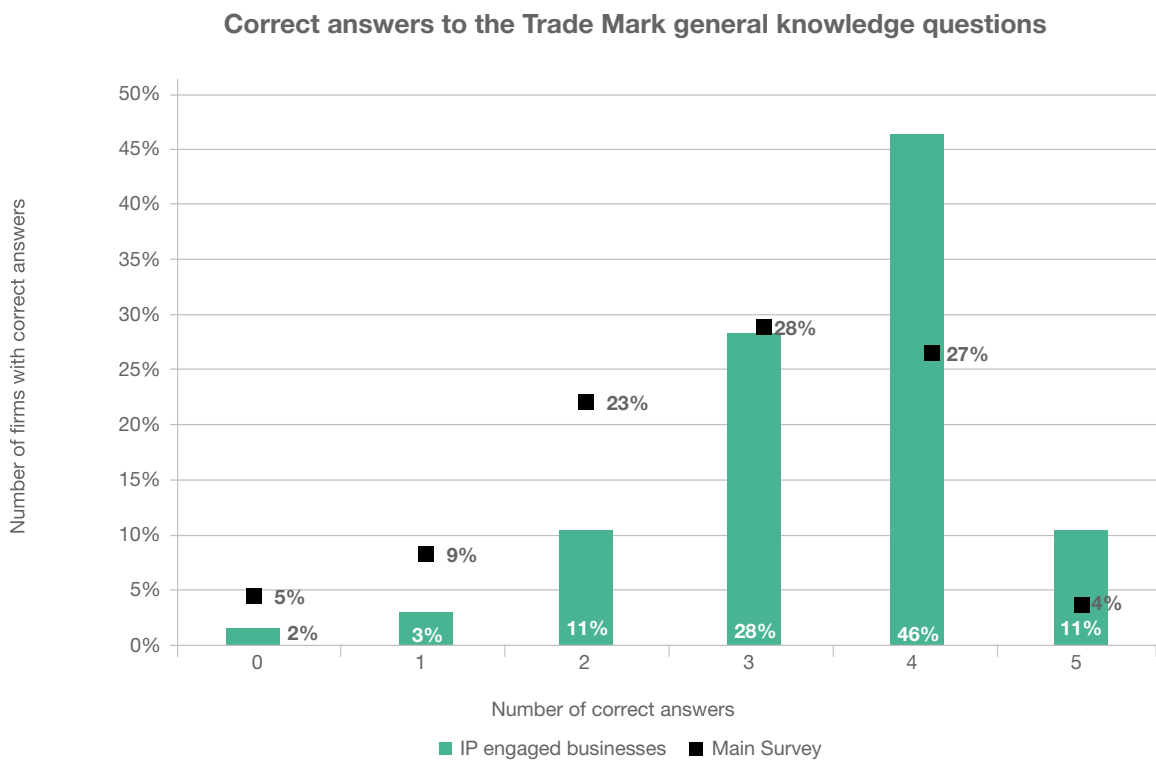
502 responses from the main survey
65 responses from the IP engaged group

Figure 2 shows that 80% of IP engaged firms answered 3 or more (out of 4) of the patent questions correctly, representing a reasonable to good level of knowledge. This contrasts with 53% of the respondents to the main survey.

Q. Trade mark knowledge questions, (True or False):

- A trademark that is registered in the UK covers use in other countries. (False)
- Once a trade mark is registered no one else will be able to register the same trade mark. (False)
- The symbol ® means that a name/logo is protected. (True)
- Registering a company name at Companies House protects a trade mark against copiers. (False)
- To register a trade mark the name needs to describe what the business does. (False)

Figure 3 – How well firms answered the trade mark general knowledge questions.



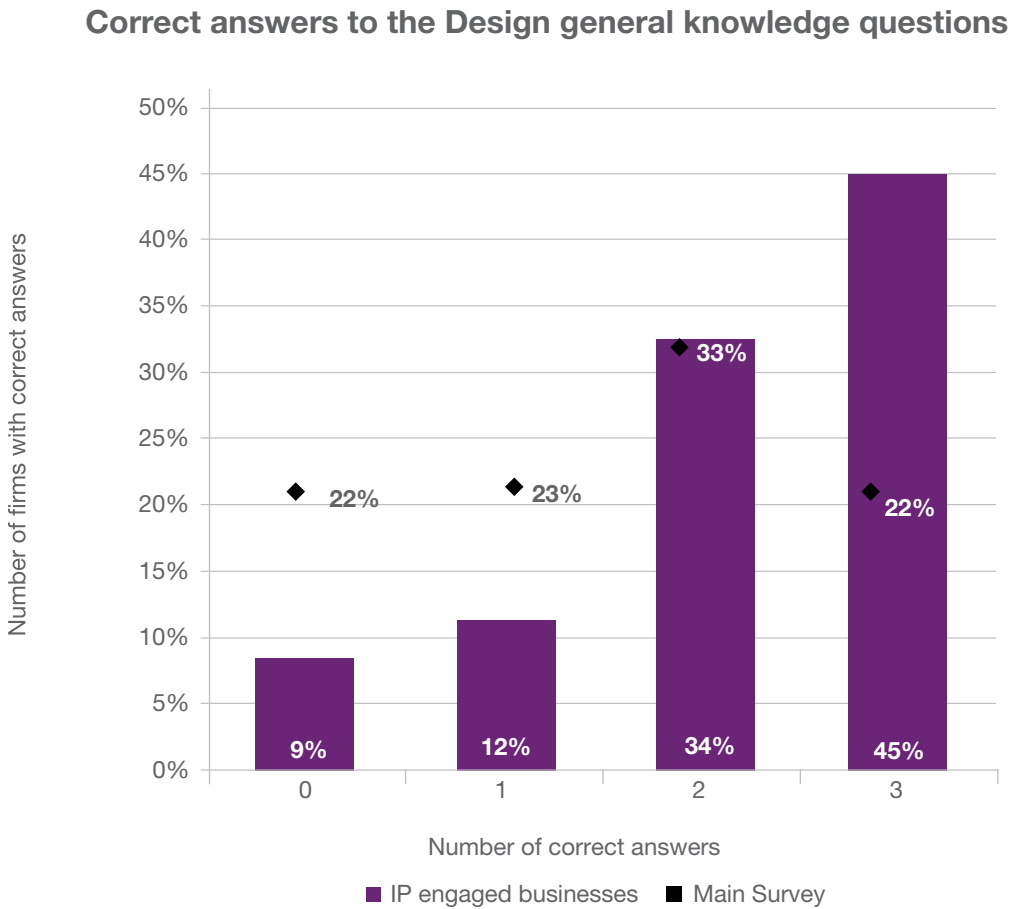
502 responses from the main survey
65 responses from the IP engaged group

57% of IP engaged firms answered 4 or more (from 5) of the trade mark questions correctly. This represents good trademark knowledge, 31% of respondents achieved this in the main survey. Answering 3 or more questions correctly represented a reasonable level of trade mark knowledge, 85% of IP engaged firms achieved this score compared with 59 % in the main survey.

Q. Design knowledge questions, (True or False):

- New designs have to be registered with the government to gain protection. (False)
- Design protection can last forever. (False)
- A registered design cannot protect an idea. (True)

Figure 4 – How well firms answered the design general knowledge questions.



502 responses from the main survey
 65 responses from the IP engaged group

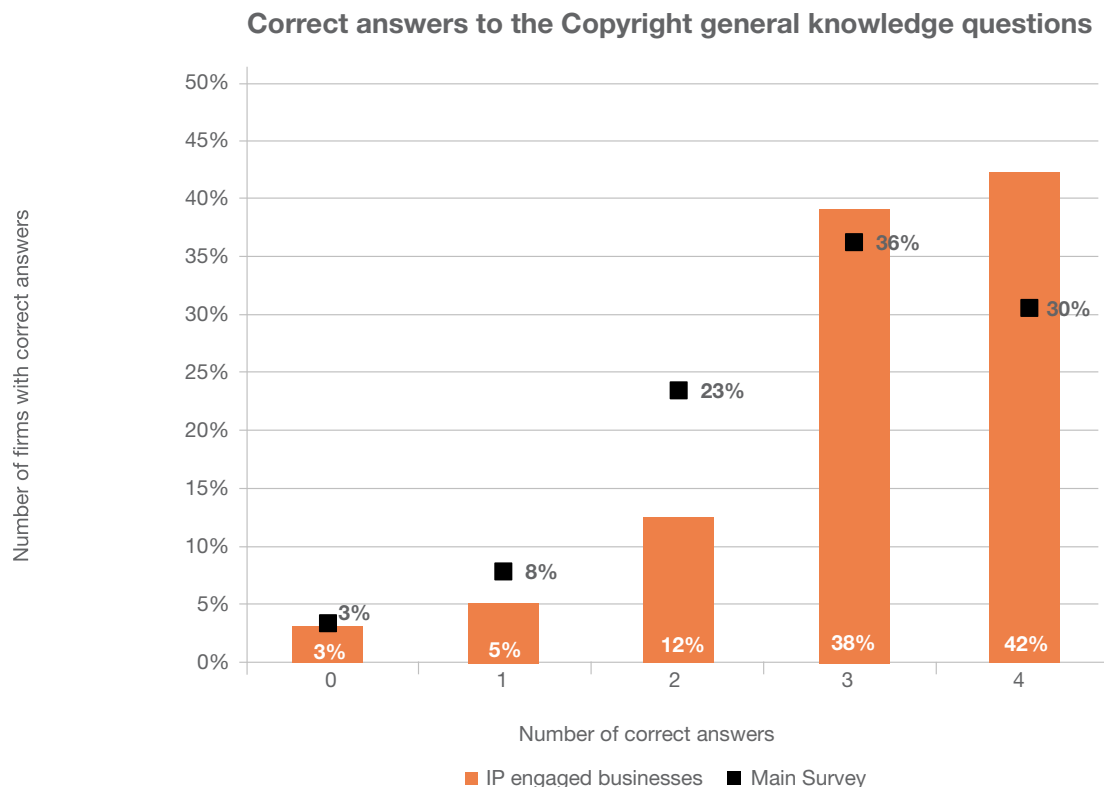
45% of IP engaged firms answered all (3) design questions correctly, showing a good level of knowledge. 22% of firms answered all questions correctly in the main survey.

79% of IP engaged firms answered 2 or 3 questions correctly, representing a reasonable to good level of design knowledge. 55% of businesses in the main survey answered 2 or 3 questions correctly.

Q. Copyright knowledge questions, (True or False):

- Copyright protection does not last forever. (True)
- To protect a piece of work with copyright it should be registered with the government. (False)
- When a sub contractor creates a website for a business, that business automatically owns the copyright on the website. (False)
- Shops can legally play music to their customers without a licence. (False)

Figure 5 – How well firms answered the copyright general knowledge questions.



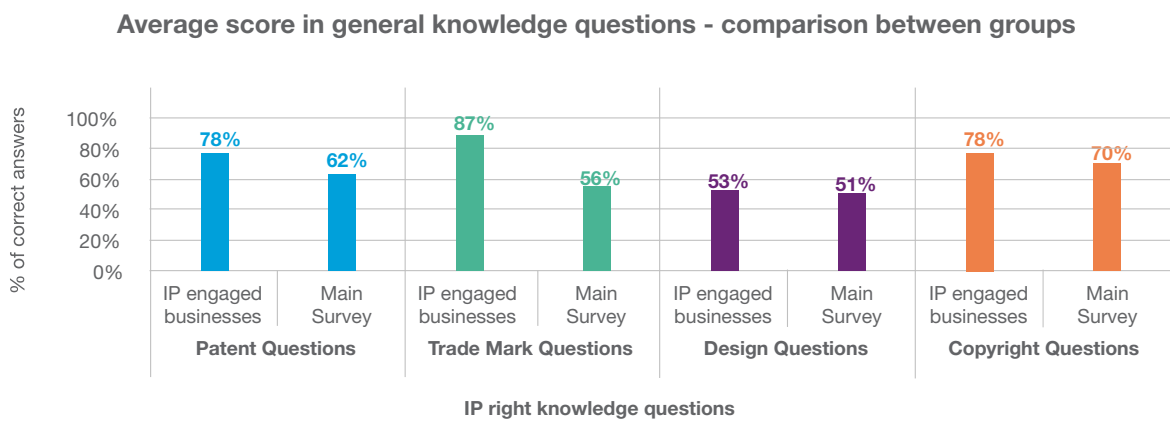
502 responses from the main survey
65 responses from the IP engaged group

42% of IP engaged firms answered all (4) of the copyright questions correctly, representing a good level of knowledge. 30% of respondents to the main survey scored 4. Answering 3 or 4 questions correctly shows a reasonable to good level of copyright knowledge, 80% of IP engaged businesses achieved this compared with 66% in the main survey.

Average general knowledge scores

The results of the general knowledge questions were combined to give an average score achieved for each of the IP rights. This is the mean number of correct answers given by the firms, expressed as a percentage. These results are shown in figure 6.

Figure 6 – Average scores to the general knowledge questions – comparison between groups.



502 responses from the main survey
 65 responses from the IP engaged group

Figure 6 shows that the IP engaged firms were able to correctly answer a greater percentage of the trade mark questions, 87% being the mean score. In the main survey of the general business population the mean score for the trade mark questions was 56%, showing the greatest disparity in score between the two groups. It was the copyright questions which were most successfully answered in the main survey. The design questions were answered least successfully for both groups with 51% of questions answered correctly in the main survey and 53% for the IP engaged group. The design questions also showed the smallest difference between the two groups.

2.2 IP Management

The second section of the survey questioned firms on their management of IP. The questions sought information on how important firms felt IP was to their business, how they have protected any IP they may hold and the ways they have administered IP in their business (such as licensing, checking for infringement, valuing and borrowing against IP, disputes surrounding IP).

2.2.1 Importance

The first question gauged how important firms felt it was for businesses in general to understand intellectual property protection.

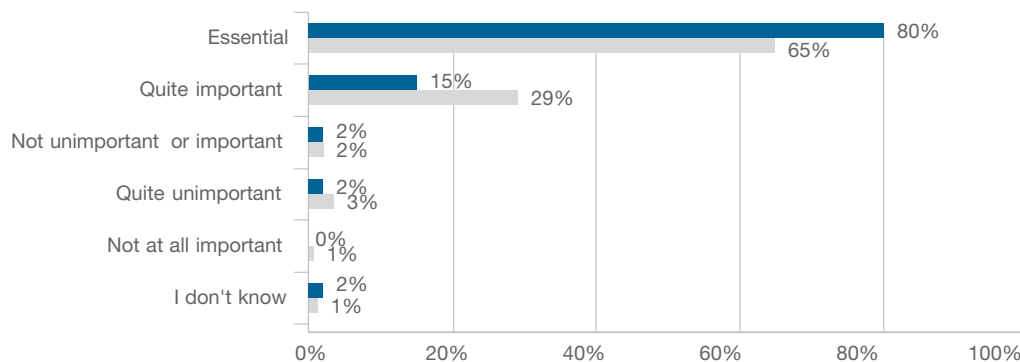
Q. In your view, how important is it that businesses understand how to protect their IP e.g. patents, trade marks, designs and copyright?

Respondents had the following options to select;

- Essential
 - Quite important
 - Not unimportant or important
 - Quite unimportant
 - Not at all important
 - I don't know
-

Figure 7 – How important is it that businesses understand how to protect their IP?

In your view, how important is it that businesses understand how to protect their IP e.g. patents, trade marks, designs and copyright?



	I don't know	Not at all important	Quite unimportant	Not unimportant or important	Quite important	Essential
IP engaged businesses	2%	0%	2%	2%	15%	80%
Main survey	1%	1%	3%	2%	29%	65%

■ IP engaged businesses ■ Main survey

498 responses from the main survey
65 responses from the IP engaged group

From figure 7 it can be seen that 80% of the IP engaged group thought that it is essential for businesses to understand how to protect their IP, in the main survey 65% of firms selected this option. 95% of the IP engaged group answered positively to this question (selecting either “essential” or “quite important”). In the main survey of the general population 94% of firms answered positively to this question.

The survey then questioned whether particular IP rights / protection are important to the firm responding.

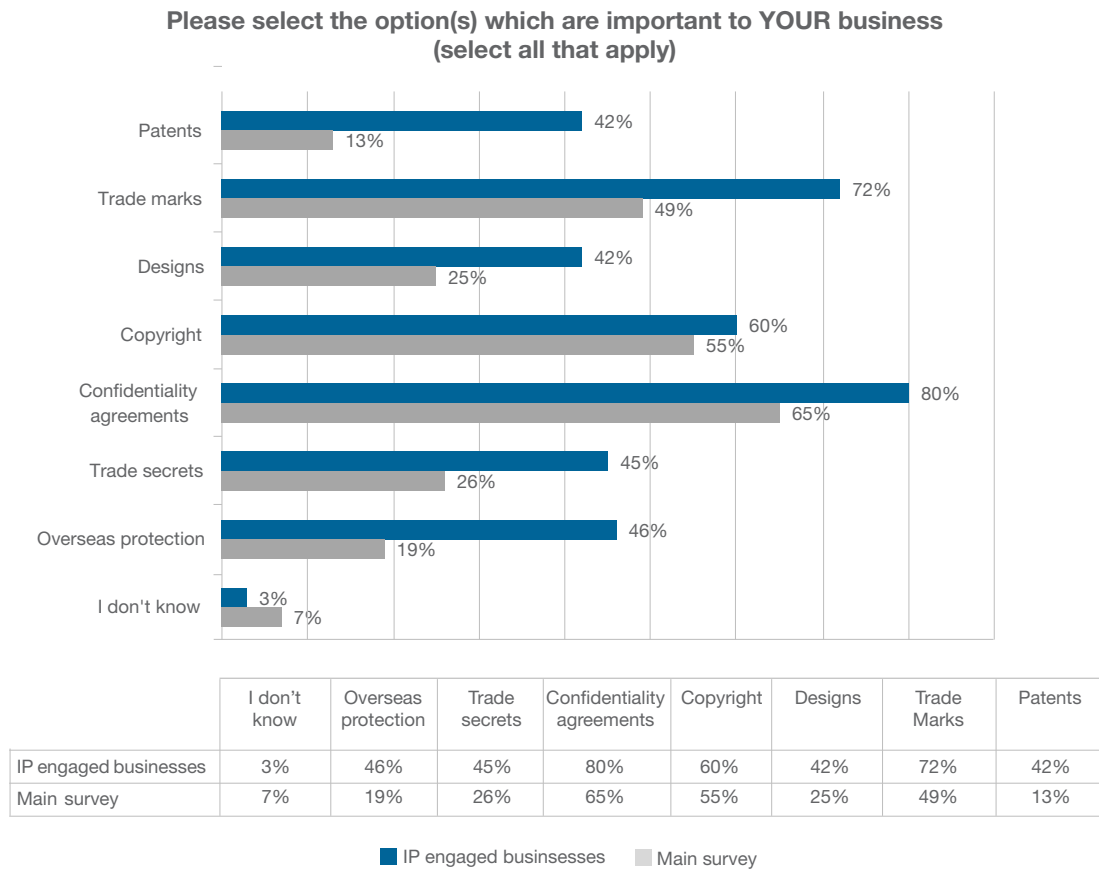
Q. Please select the option(s) which are important to YOUR business (select all that apply)

With the following options to select;

- Patents
- Trade marks
- Designs
- Copyright

- Confidentiality agreements
- Trade secrets
- Overseas protection
- I don't know

Figure 8 - How important is IP to a business?



1258 responses from 486 respondents for the main survey
 253 responses from 65 respondents for the IP engaged group

As can be seen in figure 8 above, the method of protecting IP selected as important by the greatest number of firms is confidentiality agreements, with 80% of IP engaged respondents selecting this option. This reflects the results from the main survey where 65% of respondents selected confidentiality agreements, the most popular choice in that group. Trade marks are the most common selection from the registered IP rights in both groups, with 72% of the IP engaged group and 49% of business in the main survey selecting this option as being important to their business.

2.2.2 IP Use

The following sections present the responses from the IP use section of the survey. Where appropriate the results are presented alongside those from the main survey. Response rates to some questions are particularly low due to question routing and the respondents' experience and knowledge. In these cases it has been decided to only present the results from the IP engaged group in this report. Low response rates bring into question the significance of the results, a side by side graphical comparison has not been produced to avoid overstating any differences between groups.

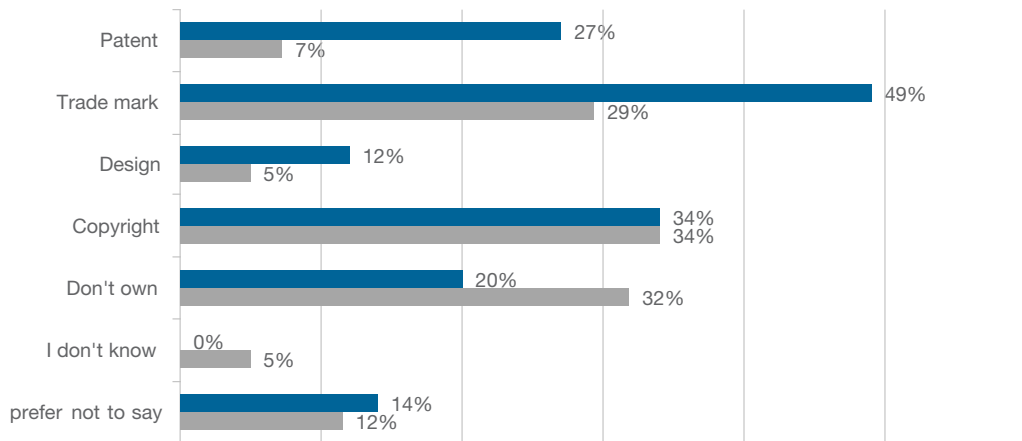
Q. Has your company protected any of its IP through the following rights (select all that apply)?

With the following options to select;

- Patents
 - Trade marks
 - Designs
 - Copyright
 - Don't own
 - I don't know
 - Prefer not to say
-

Figure 9 – Protection of IP.

**Has your company protected any of its IP through the following rights?
(select all that apply)**



	Prefer not to say	I don't know	Don't own	Copyright	Designs	Trade Mark	Patent
IP engaged businesses	14%	0%	20%	34%	12%	49%	27%
Main survey	12%	5%	32%	34%	5%	29%	7%

■ IP engaged businesses ■ Main survey

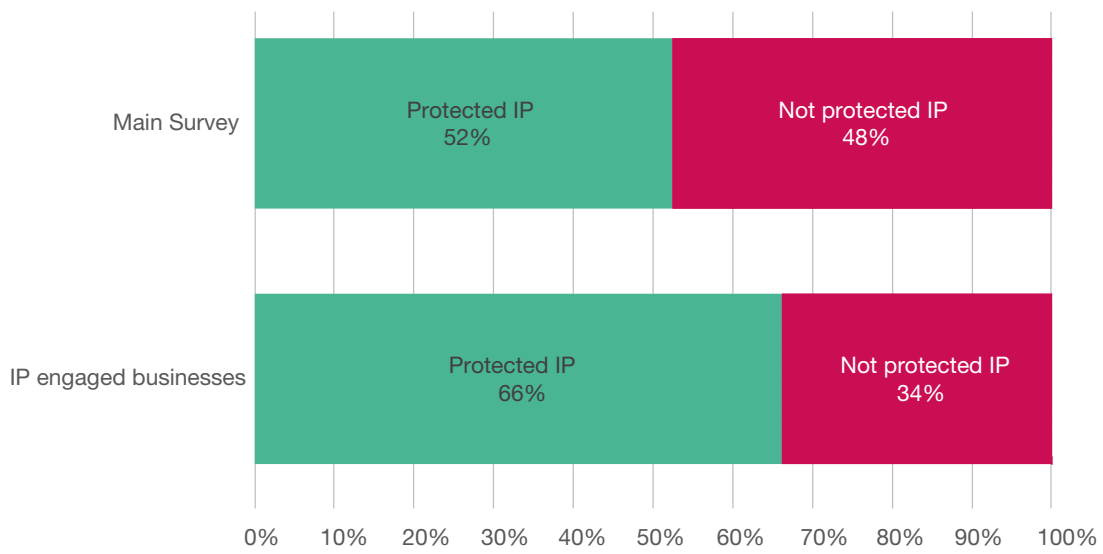
550 responses from 443 respondents for the main survey
92 responses from 59 respondents for the IP engaged group

Figure 9 shows the percentage of respondents who have used the various IP rights, the results from both groups are presented alongside one another. Trade marks are the most widely used right amongst the IP engaged respondents with 49% of businesses indicating that they had used this form of protection. This contrasts with the results from the main survey where trade marks were the third most common option with 29% of businesses indicating they had used them. Copyright was the most popular choice amongst businesses in the main survey with 34% of businesses reporting its use. The same proportion of the IP engaged group also reported using copyright, possibly explained by the wholly unregistered nature of the right. All other IP rights were used by a smaller proportion of respondents to the main survey than the IP engaged businesses.

The results also show that 66% of responding firms had protected some sort of IP (either through a single right or a combination), this is shown alongside the results from the main survey in figure 10 and table 2. 52% of businesses responding to the main survey had protected some form of IP.

Figure 10 – Protection of IP.

Firms protecting their IP



443 responses from the main survey
 59 responses from the IP engaged group

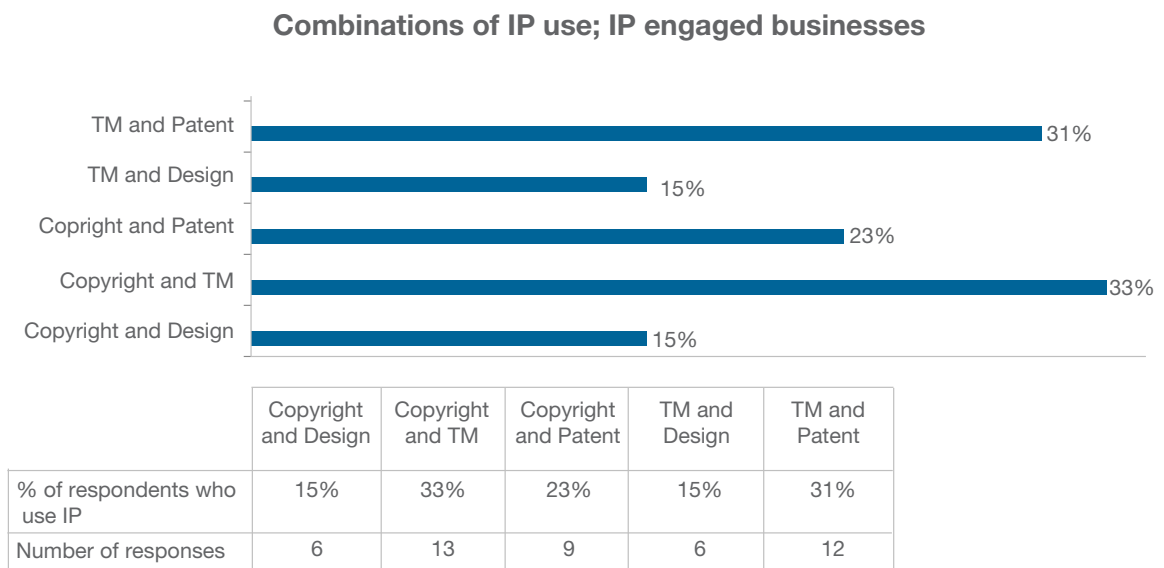
Table 2 – Firms protecting any IP.

	IP engaged businesses		Main survey	
	Number of respondents	% of respondents	Number of respondents	% of respondents
Protected IP	39	66%	232	52%
Not protected IP	20	34%	211	48%

Combinations of IP protection

The results from the question on a firm's use of protection allows us to see how popular particular combinations of IP rights are amongst the respondents, see figure 11. The combinations selected for interrogation were chosen by IPO policy experts.

Figure 11 – Combinations of IP protection.



From the 39 IP engaged respondents who use IP.

The combination of copyright and trade marks is the most popular pairing of IP for both groups, 33% of the IP engaged businesses who use IP reported this combination compared with 25% of businesses using IP in the main survey. All combinations of protection are used by a greater proportion of the IP engaged businesses. The pairing of trade mark and patent was the second most popular choice for both groups, 31% of IP engaged businesses with IP used this combination compared with 10% of IP users in the main survey.

Protection abroad

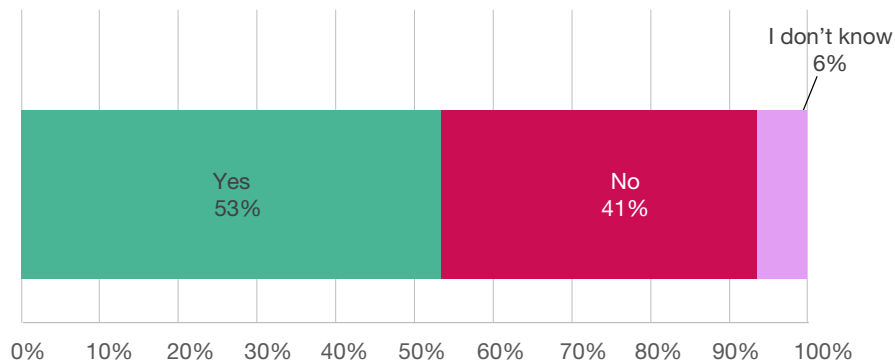
Respondents who indicated that they had protected their IP were asked whether they had also made applications outside of the UK.

Q. Have you also made an application to gain IP protection outside of the UK?

Figure 12 – IP protection abroad.

Have you also made an application to gain IP protection outside of the UK?

IP engaged businesses



From 34 respondents

Respondents who had made an application abroad were asked to indicate which countries they had gained IP protection in.

Q. Please tell us where you have gained IP protection abroad.

From the 18 IP engaged businesses who answered this question the most popular choices are;

- Europe wide (e.g. through OHIM³, EPO), with 56% of respondents selecting this. (10 of 18)
- USA, with 44% of respondents. (8 of 18)
- Worldwide (e.g. through WIPO), with 44% of respondents. (8 of 18)

The full results are available in annex 1.1.

³ OHIM is the old name for the EUIPO. The survey was conducted when OHIM was the current name.

Copyright protection

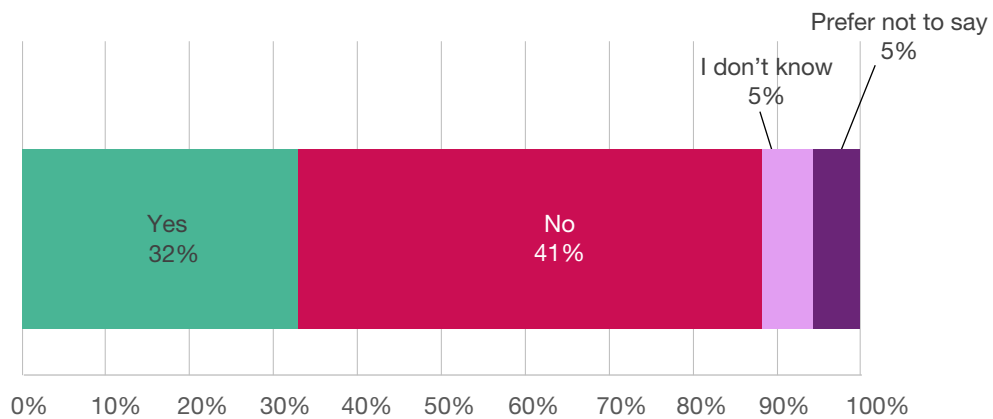
Copyright is an unregistered right, respondents who indicated that they protected their copyright were asked if they asserted the protection abroad.

Q. Do you assert your copyright protection in other countries?

Figure 13 – Copyright assertion abroad.

Do you assert your copyright protection in other countries?

IP engaged businesses



From 19 respondents

As can be seen in figure 13, the majority of IP engaged businesses do not assert their copyright protection abroad. This reflects the finding in the main survey where 58% of businesses also answered “no” to this question.

Respondents who answered “Yes” to asserting their copyright abroad were asked where they did so. It should be noted that there are only 6 respondents to this question.

Q. Where is your copyright asserted?

As with the responses to IP protection abroad, amongst the popular choices for asserting copyright abroad are also Worldwide, Europe wide and USA. All responses are shown here.

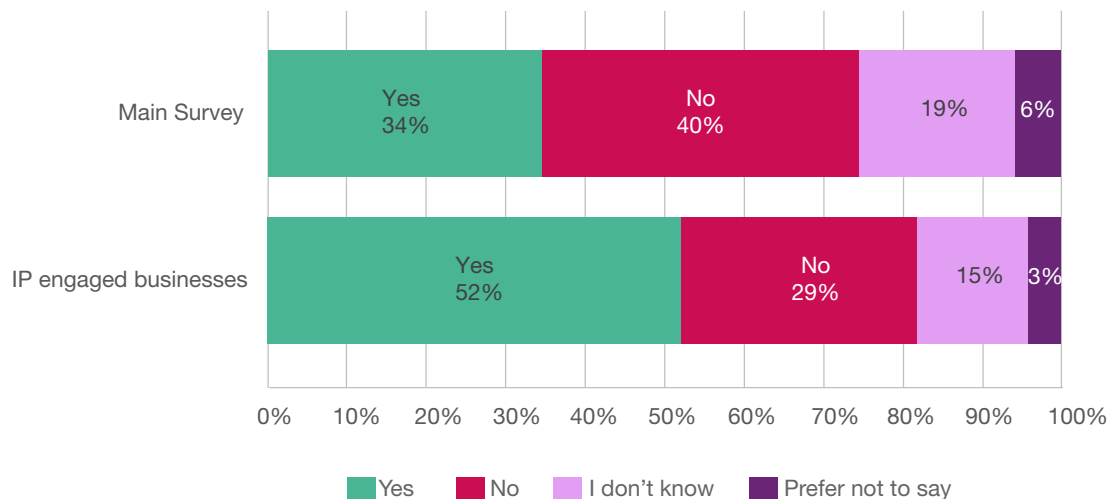
- Worldwide (e.g. through WIPO), 4 of 6 respondents.
- Europe wide (e.g. through OHIM, EPO), 1 of 6 respondents.
- USA, also with 14% of respondents. 1 of 6 respondents.
- Australia. 1 of 6 respondents.

Firms were asked whether they owned IP that they had chosen not to protect, the results of this are shown in figure 14.

Q. Does your business own any IP that you have chosen not to protect?

Figure 14 – Choosing not to protect IP.

Does your business own any IP that you have chosen not to protect?



493 responses from the main survey
 65 responses from the IP engaged group

The 34 firms who indicated they owned IP that they had chosen not to protect were asked why that had made this decision, results are shown in table 3.

Table 3 – Why firms have chosen not to protect IP they own.

Please explain why you have chosen not to protect your IP (select all that apply)?	Responses	% of respondents
Too expensive	17	50%
Low risk of someone else using or copying	11	32%
Too complicated	7	21%
Decided it wasn't right for my business	5	15%
Informally protected (confidential / secret)	2	6%
Enforcement difficult	1	3%
Prefer not to say	1	3%
I don't know	1	3%
Other reason (please state)	4	12%

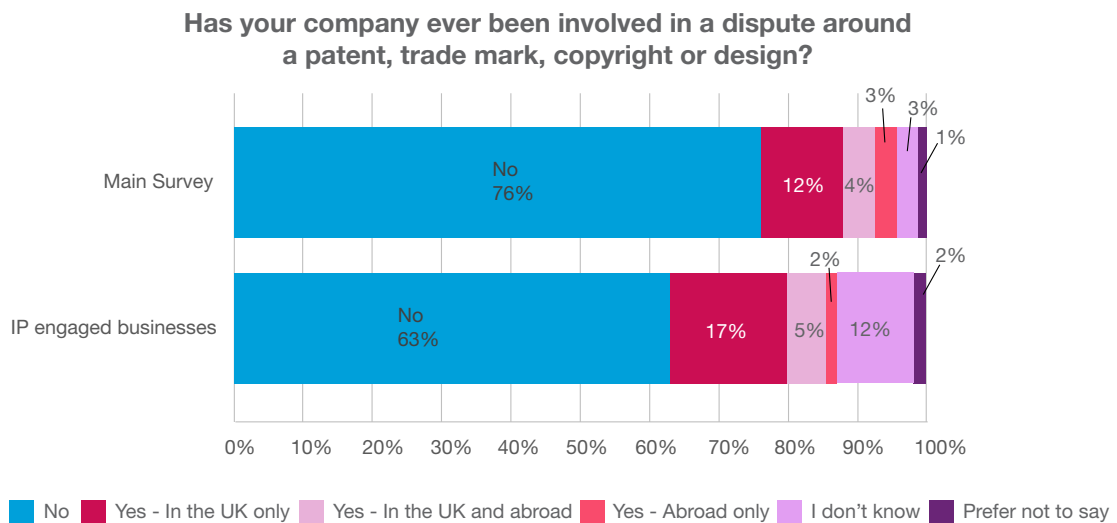
From 34 respondents

2.2.3 Disputes

Disputes around IP are often high profile and could impact people’s perception of IP protection. The survey posed questions to find out whether firms had been involved in disputes, where these disputes had taken place and how the disputes were resolved.

Q. Has your company ever been involved in a dispute around a patent, trade mark, copyright or design?

Figure 15 – IP disputes.



498 responses from the main survey
65 responses from the IP engaged group

Figure 15 shows that the majority (63%) of IP engaged firms had not been involved in a dispute. The second most popular response was for a dispute in the UK only, 17% of respondents reported this.

In the main survey 76% of respondents had not been in a dispute and disputes only in the UK were reported by 12% of businesses.

Respondents indicating they had been involved in a dispute were asked how this was resolved. Respondents could select more than one option. It should be noted that there were only 13 respondents to this question.

Q. How did you resolve the dispute(s)?

Table 4 – IP dispute resolution.

How did you resolve the dispute(s)?	Responses	% of respondents
Correspondence between parties	8	62%
It/they remain(s) unresolved	5	38%
Mediation	2	15%
Action by lawyer/IP attorney	2	15%
Court proceedings	1	8%
I don't know	1	8%
Other (please state)	1	8%

From 13 respondents

It can be seen from table 4 that the majority of the IP engaged respondents resolved their dispute(s) through correspondence between the parties, 62%. This was also the most popular choice in the main survey, selected by 53% of firms.

The firms who indicated that they had been involved in a dispute abroad were asked where it took place. There were only 3 respondents to this question.

Q. Where did the dispute(s) take place abroad (select all that apply)?

From the 3 respondents who answered this question the responses received are;

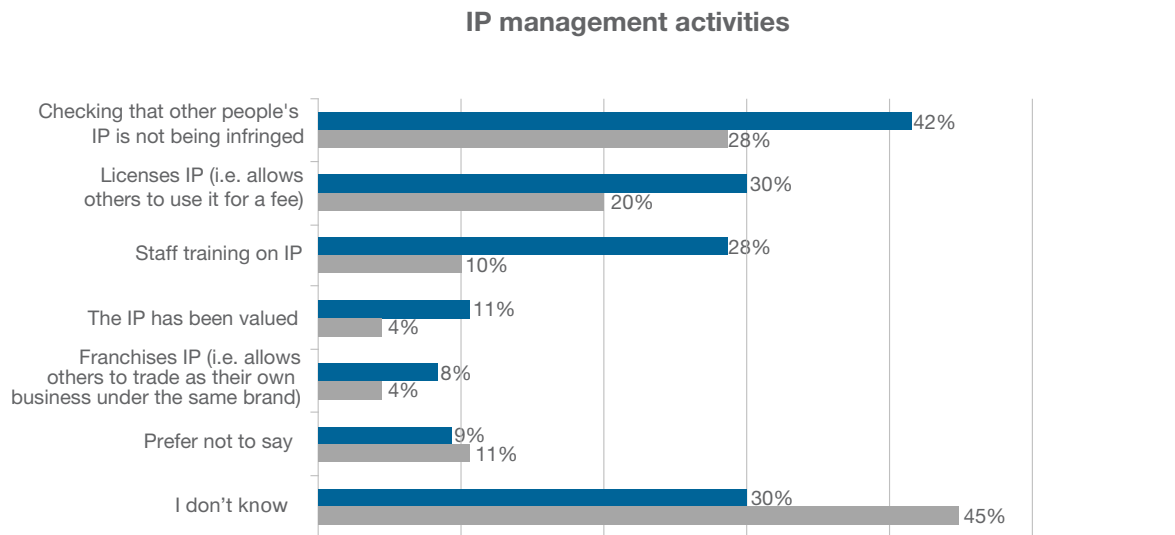
- USA, with 2 of 3 respondents reporting a dispute.
- Europe, with one respondent.

2.2.4 Use of IP in specific ways

All firms were asked if they did any of the listed activities with their IP. This question was asked as it is of particular interest to policy colleagues in the IPO who are working on IP management, valuation and exploitation.

Q. Does your business do any of the following with its IP (select all that apply)?

Figure 16 – IP management activities.



	I don't know	Prefer not to say	Franchises IP (i.e. allows others to trade as their own business under the same brand)	The IP has been valued	Staff training on IP	Licenses IP (i.e. allows others to use it for a fee)	Checking that other people's IP is not being infringed
IP engaged businesses	30%	9%	8%	11%	28%	30%	42%
Main survey	45%	11%	4%	4%	10%	20%	28%

■ IP engaged businesses ■ Main survey

377 responses from the main survey
53 responses from the IP engaged group

45% of respondents in the main survey selected “I don’t know” when asked about what IP management activities their firm undertook, the most popular choice for this group. Amongst the IP engaged businesses the most popular choice (42%) was to “check that other people’s IP is not being infringed”. “I don’t know” was still a popular choice (30%) amongst the IP engaged group. This indicates a lack of knowledge in organisations as to exactly what IP activities and exploitation is taking place.

Firms who indicated they had valued their IP were asked what motivated them to do so. It should be noted that very few firms had valued their IP so the results of this question are based on a small number of respondents (6).

Q. Please explain why your business has put a value on its IP (select all that apply)?

Table 5 – Reasons for valuing IP.

Please explain why your business has put a value on its IP (select all that apply)?	Responses	% of respondents
To get a licensing value	4	67%
To include the IP on the balance sheet	3	50%
To sell the IP	2	33%
To borrow against the IP	0	0%
To seek other finance	1	17%
Prefer not to say	1	17%

From 6 respondents

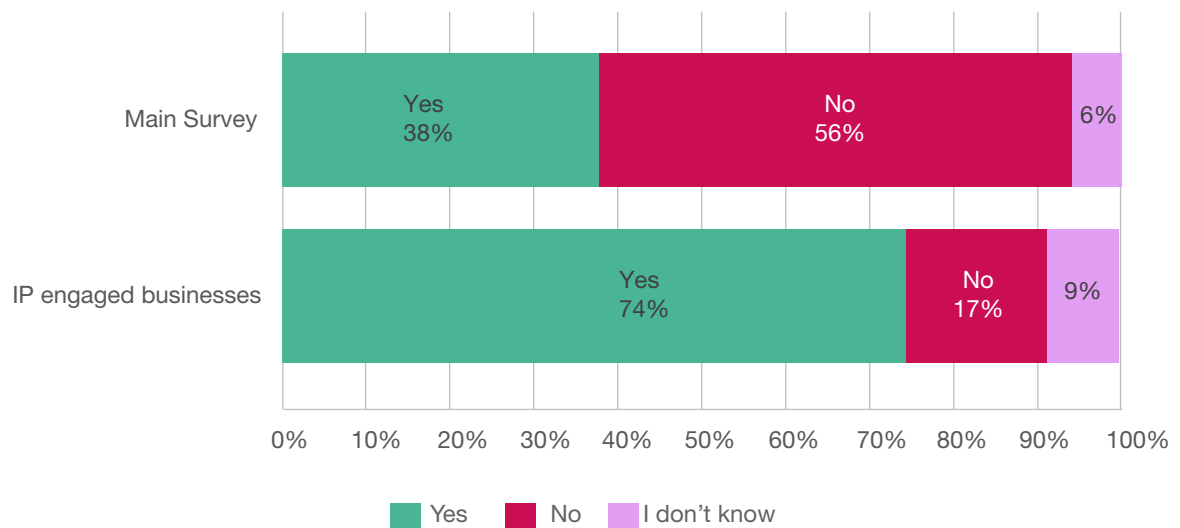
2.3 IP advice

The final section of the survey concerned sources of IP advice. Asking questions on whether advice had been sought, where from and where firms expected to find advice.

Q. Has your company ever sought advice on IP?

Figure 17 – Seeking advice on IP.

Does your business own any IP that you have chosen not to protect?



From 65 respondents

Firms indicating they had sought advice were asked where they had received advice from.

Q. Where did the IP advice come from (select all that apply)?**Table 6 – Sources for firms seeking IP advice.**

Where did the IP advice come from (select all that apply)?	Responses	% of respondents
The Intellectual Property Office e.g. a business event or guidance materials	36	75%
External patent / trade mark attorney	21	44%
External solicitor	10	21%
Other government departments and agencies	7	15%
Family / friends	4	8%
In-house solicitor	3	6%
Accountant	2	4%
Licensing consultant	2	4%
In-house patent / trade mark attorney	2	4%
Library	1	2%
Internet	1	2%
IP Attaché network	0	0%
Bank	0	0%
I don't know	0	0%
Other training / advisor	5	10%

From 48 respondents

The final question asked respondents who had not sought IP advice where they would expect to receive it from.

Q. Where would you expect to receive IP advice from (select all that apply)?**Table 7 – Expected sources of IP advice.**

Where would you expect to receive IP advice from (select all that apply)?	Responses	% of respondents
The Intellectual Property Office e.g. a business event or guidance materials	12	71%
External patent / trade mark attorney	9	53%
Government departments and agencies	6	35%
External solicitor	4	24%
Licensing consultants	4	24%
I don't know	4	24%
IP attaché network	2	12%
Family / friends	1	6%
Accountant	0	0%
Banks	0	0%
Other training / advisor	1	6%

From 17 respondents

3.0 Sample & respondents

In a change to the previous two waves of the IPO's awareness survey the 2015 survey was conducted by email (a similar postal survey was conducted in 2006 & 2010). A copy of the full survey can be found in section 4.0.

The main awareness survey was issued to 50,000 business email addresses⁴ covering all industry sectors in the UK. In addition to these the survey was also issued to 858 businesses who have interacted with the IPO's business outreach program, these form the "IP engaged" group.

This IP engaged group is made up from a mixture of business advisors, business owners, new start-ups and people who represent their employer's IP. These contacts either attended an IPO exhibition, seminar or workshop, IP Master Class⁵ or online IP Health Check⁶. These events cover information on each area of IP at different levels. At an exhibition there would be a low level of advice, whereas at a seminar or workshop there would be more detailed information. The IP Master Class provides in-depth training on IP. These events are advertised online and via social media and attendance is voluntary.

We received 65 responses, a response rate of 7.6% which is reasonable for an online email survey.

The non-random nature of the sample, cost and time limitations of the research and non-response bias are all factors which mean the findings should be interpreted as solely concerning the respondents to the survey.

4 Email addresses purchased from Experian

5 IP Master Class. <https://www.gov.uk/government/publications/intellectual-property-for-business/ip-for-business-tools#ip-master-class>

6 IP Health Check <https://www.ipa.gov.uk/iphealthcheck>

4.0 Survey

IP Awareness Survey

The IPO are researching the awareness of intellectual property (IP) amongst businesses in the UK.

We value your opinions, and this short 10 minute survey will help us to better understand how IP can benefit you and your business.

The information you supply will be held securely in accordance with the Data Protection Act (1988) and the Freedom of Information Act (2000).

The following questions are to help us understand your awareness of IP.

2) How do you think the following things can be protected?

	Copyright	Designs	Patents	Trade marks	I don't know
A brand name or logo?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An invention e.g. a bag-less vacuum cleaner?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creative works e.g. a photo you've taken?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The visual appearance of something e.g. clothing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The next section is about your knowledge of the types of IP protection available.

3) Are these statements about Patents true or false?

	True	False	I don't know
Telling people about an invention before applying for a patent could lead to an unsuccessful application.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Patents protect the way someone does business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Patents can last forever.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A UK patent stops other people from copying it in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4) Are the following Trade Mark statements true or false?

	True	False	I don't know
A trade mark that is registered in the UK covers use in other countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once a trade mark is registered no one else will be able to register the same trade mark.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The symbol ® means that a name/logo is protected.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Registering a company name at Companies House protects a trade mark against copiers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To register a trade mark the name needs to describe what the business does.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5) Are these Copyright statements true or false?

	True	False	I don't know
Copyright protection does not last forever.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To protect a piece of work with copyright it should be registered with the government.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When a sub contractor creates a website for a business, that business automatically owns the copyright on the website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shops can legally play music to their customers without a licence.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6) And finally in this section, are these statements about Designs true or false?

	True	False	I don't know
New designs have to be registered with the government to gain protection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design protection can last forever.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A registered design cannot protect an idea.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This section focuses on the management of IP.

7) In your view, how important is it that businesses understand how to protect their IP e.g. patents, trade marks, designs and copyright?

Select answer	Not at all important
	Quite unimportant
	Not unimportant or important
	Quite important
	Essential
	I don't know

8) Please select the option(s) which are important to YOUR business (select all that apply)

- Patents
- Trade marks
- Designs
- Copyright
- Confidentiality agreements
- Trade secrets
- Overseas protection
- I don't know

9) Has your company protected any of its IP through the following rights (select all that apply)?

- Patents
- Trade marks
- Designs
- Copyright
- You don't own any IP
- You don't know what IP is
- Prefer not to say

The following criteria must be fulfilled for this question to be shown:

- If Has your company protected any of its IP through the following rights (select all that apply)? equals Trade marks
or
 - If Has your company protected any of its IP through the following rights (select all that apply)? equals Designs
or
 - If Has your company protected any of its IP through the following rights (select all that apply)? equals Patents
-

10) Have you also made an application to gain IP protection outside of the UK?

- Yes
- No
- Prefer not to say
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Have you also made an application to gain IP protection outside of the UK? equals Yes

11) Please tell us where you have gained IP protection abroad?

- Worldwide (e.g. through WIPO)
 - Europe wide (e.g. through EUIPO, EPO)
 - USA
 - China
 - India
 - Republic of Korea
 - Brazil
 - Vietnam
 - Japan
 - Germany
 - France
 - Spain
 - Italy
 - Prefer not to say
 - Other (please state)
 - I don't know
-

The following criteria must be fulfilled for this question to be shown:

- If Has your company protected any of its IP through the following rights (select all that apply)? equals Copyright

12) Do you assert your copyright protection in other countries?

- Yes
- No
- Prefer not to say
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Do you assert your copyright protection in other countries? equals Yes

13) Where is your copyright asserted?

- Worldwide
 - Europe wide
 - USA
 - China
 - India
 - Republic of Korea
 - Brazil
 - Vietnam
 - Japan
 - Germany
 - France
 - Spain
 - Italy
 - Prefer not to say
-

- Other (please state)
- I don't know

14) Does your business own any IP that you have chosen not to protect?

- Yes
- No
- Prefer not to say
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Does your business own any IP that you have chosen not to protect? equals Yes

15) Please explain why you have chosen not to protect your IP (select all that apply)?

- Too expensive
- Low risk of someone else using or copying
- Decided it wasn't right for my business
- Too complicated
- Prefer not to say
- Other reason (please state)
- I don't know

16) Has your company ever been involved in a dispute around a patent, trade mark, copyright or design?

- Yes - In the UK only
 - Yes - In the UK and abroad
 - Yes - Abroad only
 - No
-

Prefer not to say

I don't know

The following criteria must be fulfilled for this question to be shown:

- If Has your company ever been involved in a dispute around a patent, trade mark, copyright or design? equals Yes - In the UK and abroad

or

- If Has your company ever been involved in a dispute around a patent, trade mark, copyright or design? equals Yes - In the UK only

17) How did you resolve the dispute(s)?

Correspondence between parties

Action by lawyer/IP attorney

Action by Trading Standards

Mediation

Court proceedings

It/they remain(s) unresolved

Prefer not to say

Other (please state)

I don't know

The following criteria must be fulfilled for this question to be shown:

- If Has your company ever been involved in a dispute around a patent, trade mark, copyright or design? equals Yes - In the UK and abroad

or

- If Has your company ever been involved in a dispute around a patent, trade mark, copyright or design? equals Yes - Abroad only
-

18) Where did the dispute(s) take place abroad (select all that apply)?

- USA
- China
- India
- Republic of Korea
- Brazil
- Vietnam
- Japan
- Germany
- France
- Spain
- Italy
- Prefer not to say
- Other (please state)
- I don't know

19) Does your business do any of the following with its IP (select all that apply)?

- The IP has been valued
 - Staff training on IP
 - Checking that other people's IP is not being infringed
 - Licenses IP (i.e. allows others to use it for a fee)
 - Franchises IP (i.e. allows others to trade as their own business under the same brand)
 - Prefer not to say
 - I don't know
-

The following criteria must be fulfilled for this question to be shown:

- If Does your business do any of the following with its IP (select all that apply)? equals The IP has been valued

20) Please explain why your business has put a value on its IP (select all that apply)?

- To get a licensing value
- To sell the IP
- To include the IP on the balance sheet
- To borrow against the IP
- To seek other finance
- Prefer not to say
- Other (please explain)
- I don't know

21) Has your company ever sought advice on IP?

- Yes
- No
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Has your company ever sought advice on IP? equals Yes

22) Where did the IP advice come from (select all that apply)?

- The Intellectual Property Office e.g. a business event or guidance materials
 - Other government departments and agencies
 - IP Attaché network
 - External patent/trade mark attorney
 - In-house patent/trade mark attorney
-

- External solicitor
- In-house solicitor
- Accountant
- Bank
- Licensing consultant
- Family/friends
- Other (please explain)
- I don't know

The following criteria must be fulfilled for this question to be shown:

- If Has your company ever sought advice on IP? equals <#na#>I don't know
or
- If Has your company ever sought advice on IP? equals No

23) Where would you expect to receive IP advice from (select all that apply)?

- The Intellectual Property Office e.g. a business event or guidance materials
 - Government departments and agencies
 - IP attaché network
 - External patent/trade mark attorney
 - External solicitor
 - Accountant
 - Banks
 - Licensing consultants
 - Family/friends
 - Other (please explain)
 - I don't know
-

24) Do you have any comments about Intellectual Property?

25) Can IPO contact you about your survey responses and comments, and to let you know if you have won the prize draw?

Yes

No

26) Can IPO contact you in the future for customer insight research purposes (your details will not be shared with any third party)?

Yes

No

Annex 1.1

Q. Please tell us where you have gained IP protection abroad?

Table 29 – Applications for IP protection abroad, by country.

Please tell us where you have gained IP protection abroad?	Responses	% of respondents
Europe wide (e.g. through OHIM ⁷ , EPO)	10	56%
USA	8	44%
Worldwide (e.g. through WIPO)	8	44%
Australia	4	22%
China	3	17%
Japan	3	17%
Germany	3	17%
France	3	17%
Spain	2	11%
Italy	2	11%
India	2	11%
Ireland	2	11%
Republic of Korea	1	6%
Brazil	1	6%
Canada	1	6%

From 18 respondents

⁷ OHIM has changed its name to EUIPO.

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Published: August 2016

DPS004328

