



Intellectual
Property
Office

The IPO Strategy

2018



Trade marks

Patents

Designs

IP touches everything that makes modern life more enjoyable, easier, safer, and prosperous.

Copyright



OUR ROLE

MAKING LIFE BETTER THROUGH IP

Life-saving medicines and treatments; the technology that connects us; great inventions that transform lives and economies; our favourite films and TV programmes; household brands; eye catching designs; and the books, games and music that entertain us would not exist without a great IP system.

OUR AMBITION

TO BE THE BEST IP OFFICE

We are helping the UK to become the most innovative and creative country in the world. In doing this we will:

- deliver excellent IP services
- create a world leading IP environment and,
- make the IPO a brilliant place to work

IP touches everything that makes modern life more enjoyable, easier, safer, and prosperous. Our work gives researchers, inventors and creators, whether as individuals or businesses the confidence to invest their time, energy and money in doing something new – making life better.

At the IPO we want to be the best at what we do because IP matters.



Delivering **excellent** IP services





Delivering IP services for our customers is central to the IPO. To be the best we will build on our strengths in rights granting and related services, and improve our digital services and data.



Timely, reliable and quality services

On many metrics our rights granting services compare with the best, but not across the board. We will:

- work with our customers to understand what they value about the IPO and what they need
- compare our services to other leading offices, benchmark excellence and set a clear path to achieving it
- eliminate the patent backlog and manage the surge in demand for trade marks and designs
- maintain and improve the quality of our rights
- increase capacity to explore new services that further enhance our customers' use of IP



Data: improving services and sharing knowledge

As a knowledge and data driven organisation the quality of our data is integral to the quality of our services. How we manage, curate and exploit our data needs to improve. Our ambition is that all of our work is shaped by our data. Our approach will be that:

- our data is machine readable and easily accessible to all
- data is entered once and stored used many times
- it is easier to access our data for use in research, increasing knowledge
- we use our data to improve our services, helping customers



End to end digital

Our customers expect the quality digital channels that they get elsewhere, but we are some way behind the best and need to start closing the gap. We will create services that:

- are truly digital end to end, not just digital forms
- are designed with customers and focused on their requirements, easy to use and resilient.
- support a common enterprise approach where appropriate
- are backed up with effective technical and business support





The UK has a world class IP system but this is only part of the picture. We want the whole IP environment, from the legal and policy framework, to the level of IP knowledge and the ability to protect rights to be world leading, and provide incentives to be creative and innovative.



Developing the legislative and policy framework

We want the optimal IP framework for the UK; one that promotes innovation and creativity, is easy to access and understand, and balances protection with access to knowledge. We will:

- simplify the legislative framework for IP where we can and where it makes sense to do so
- ensure that UK IP rights continue to function after EU exit with a smooth transition
- play a leading role in shaping and improving the global IP system, which includes helping developing countries harness the benefits of IP, improving global trade
- work with our key trading partners to develop our IP systems for mutual benefit and support UK businesses to trade their IP with them
- ensure future trade agreements enable IP rich businesses to flourish abroad



Increasing IP's impact through awareness and education

We want everyone to understand that IP matters and will use our data to target activities that increase the awareness and understanding of IP, increasing its impact. We will work to ensure that:

- researchers and universities can increase their commercialisation of IP
- young people understand and are excited by IP and the career opportunities it offers

- IP is part of business planning, supporting high growth, whether trading at home or abroad
- IP's value is properly recognised as an asset, unlocking investment
- our colleagues in Government understand IP's role in innovation and reflect it in policy making and respect IP in their own dealings



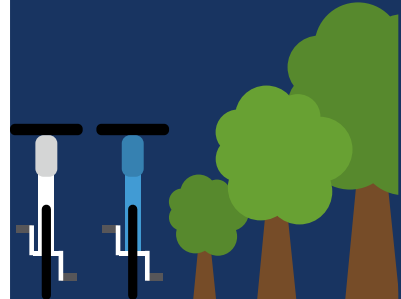
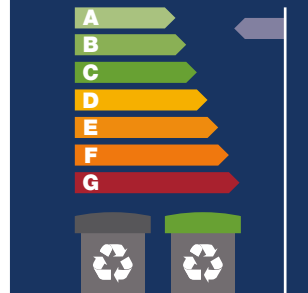
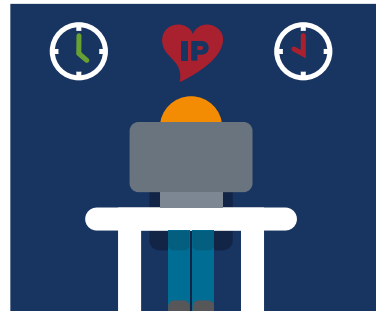
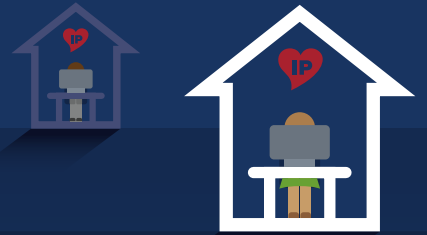
Reducing IP crime and infringement

Over time we believe that we can create a shift in attitudes towards infringement and the enforcement of IP. We will:

- review frameworks to explore ways of improving access to enforcement for rights holders
- work towards a time where infringement is seen as socially unacceptable by all
- continue to invest in enforcement; consumer education, intelligence and increasing our capacity to provide strategic leadership in the enforcement space
- broker greater engagement from online intermediaries in the fight against infringement and IP crime
- coordinate work with partners in the UK and internationally to ensure we are using all available levers for change



Making the IPO a brilliant place to work



WELCOME



The IPO is already a great place to work, we want to make it a brilliant place to work, where everyone is dedicated to providing the best services for our customers.



Solid foundations

Making sure the fundamentals are in place so we retain and attract the right people by:

- Making smarter use of data and planning so we know what resources and skills we need now and in the future
- benchmarking how much leading organisations invest in developing their people to ensure our investment matches our ambition
- providing the right tools to allow us to do the best job for our customers
- ensuring we continuously improve, are efficient, have sound finances and good governance
- making the best use of reward and recognition, and securing maximum pay flexibilities

- continue our work to create an environment which celebrates diversity, where everyone is comfortable being themselves in work and are respected for who they are, and which does not tolerate bullying and harassment
- create a high performing team, based on values, principles and excellent leadership; a high degree of professionalism; and good, frequent feedback
- trust everyone to deliver based on clear goals and expectations



Culture: One IPO

Being the best IP office for our customers requires the best people, shared values and behaviours, a respect for difference and a common purpose. We will:

- set out 'the Deal' so our people know what they can expect from the IPO, but also what the IPO expects in return
- promote a culture of corporate first, functional second, where the objectives of the IPO are our first consideration



Healthy people, healthy environment

We will create a safe, inclusive atmosphere and environment for physical and mental wellbeing, whilst reducing our impact on the natural environment. This means:

- providing pleasant spaces for our people with the right working environment for the work they are doing
- providing more opportunities for remote and flexible working
- supporting the physical and mental wellbeing of our people across all of our activity
- considering and mitigating the impact of our activities on the natural environment
- help and support the local community by using our skills and developing new ones

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The UK's intellectual property regime is central to innovation. It gives inventors, creatives and entrepreneurs the confidence to invest in innovation and to reap the benefits of their investments.

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Sam Gyimah
Minister for Intellectual Property



Concept House
Cardiff Road
Newport
NP10 8QQ

Tel: 0300 300 2000
Fax: 01633 817 777
Email: information@ipo.gov.uk
Web: www.gov.uk/ipo

Facebook: TheIPO.UK
Twitter: @The_IPO
YouTube: ipogovuk
LinkedIn: uk-ipo

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INVESTORS
IN PEOPLE

