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UK Trade
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Innovate UK
Technology Strategy Board

INNOVATE UK 2014

THE GLOBAL SPOTLIGHT ON UK INNOVATION

GREAT
BRITAIN & NORTHERN IRELAND

PROTECTING YOUR IP IN EMERGING MARKETS

#innovateuk14

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BILL RUSSELL
HEAD OF GLOBAL COOPERATION - IPO

THE INTELLECTUAL PROPERTY OFFICE

- Executive Agency within Department of Business, Innovation and Skills (BIS)
- Both rights granting and policy making functions
- 850+ staff in Newport, 50 in London
- Our task is to help stimulate innovation and raise the international competitiveness of British industry through Intellectual Property Rights (IPR)

WHAT IS INTELLECTUAL PROPERTY?

- Copyright
  - covers music, art, film, literary works and broadcasts (in the UK cover life plus 70 years).
- Designs
  - what products look like and layouts (in the UK covers up to 25 years)
- Trade marks
  - brands, logos and signs (in the UK can last forever)
- Patents
  - for inventions (in the UK covers 20 years)

WHY IS IP IMPORTANT?

- The UK has a particularly knowledge-intensive economy
- The UK's IP exports totalled £113 billion in 2009
- Global patents and creative industry licences alone are estimated to be worth £600 billion, or 5% of world trade
- IP is often a company's most important and valuable asset

IP AWARENESS IN THE UK IP BASELINE SURVEY

- Only 5% of UK businesses have an overall IP management policy in the UK
- Only 11% assign specific responsibility for managing IP.
- Only 14% know that disclosure of an invention before filing will invalidate a patent
- Only around 15% of UK businesses have registered a trade mark overseas and only 9% registered a patent.

IP AWARENESS OVERSEAS

What British businesses tell us:

- Around 1 in every 4 UK businesses operating overseas cite IP as one of their biggest concerns (UKTI survey)
- The territorial nature of IP rights is not well understood
- It's a first to file system!
- Some IP systems can be complex and difficult to navigate
- Routes for enforcing rights overseas are complex and alleged infringers have home player advantages

SO WHAT ARE THE BIG IP ISSUES ?
THEY ARE DIFFERENT IN DIFFERENT MARKETS BUT THE KEY THEMES ARE

- Backlogs and quality issues for registering IP rights.
- Trade mark squatting and patent trolls.
- Online piracy and fraud.
- Counterfeit and fake goods, H&S issues, fake food,
- The development of Green Technologies
- Copyright in the 21st century, film, books, web and orphan works
- Getting the right balance between IP protection and developmental needs, patents v access to medicines
- Enforcing your IP rights can be a 'challenge'.

IPO SUPPORT FOR UK BUSINESS OVERSEAS

General IP advice and awareness

- Working closely with UKTI, FCO, trade bodies and others
- Use IP Basics, Healthchecks: IP Masterclass and online tools

Country specific advice for key markets:

- Specific IP Business Guides covering 6 countries
- Simple does and don't
- Undertaking awareness events and workshops across the UK and overseas

Local IPO support:

- IP attachés

IT'S ALL AVAILABLE ON.....

. GOV.UK

IPO ATTACHÉ NETWORK

OUR IPO ATTACHÉS' ROLES

- One-to-one business support, meeting UK businesses that seek advice on local IP matters, where possible with a local UKTI sector lead.

- Awareness raising through business outreach: briefing business delegations, joint webinars with UKTI's in-country sector leads etc

- Policy dialogue with host governments and stakeholders about the local and international IP frameworks / environment.

THE TOP 3 TIPS FOR TAKING IP OVERSEAS

- Think ahead, you might need to register your rights several years ahead of entering the market
- Know where and how to protect your IP rights
- Get good local advice

OUR IPO ATTACHÉS' CONTACT DETAILS

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A FEW EXAMPLES !

Thank You
And
Any Questions

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