



Intellectual
Property
Office

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The Intellectual Property Office

- Executive Agency within Department of Business, Innovation and Skills (BIS)
- Both rights granting and policy making functions
- 950 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?

- Patents

for inventions (in the UK covers 20 years)

- Trade marks

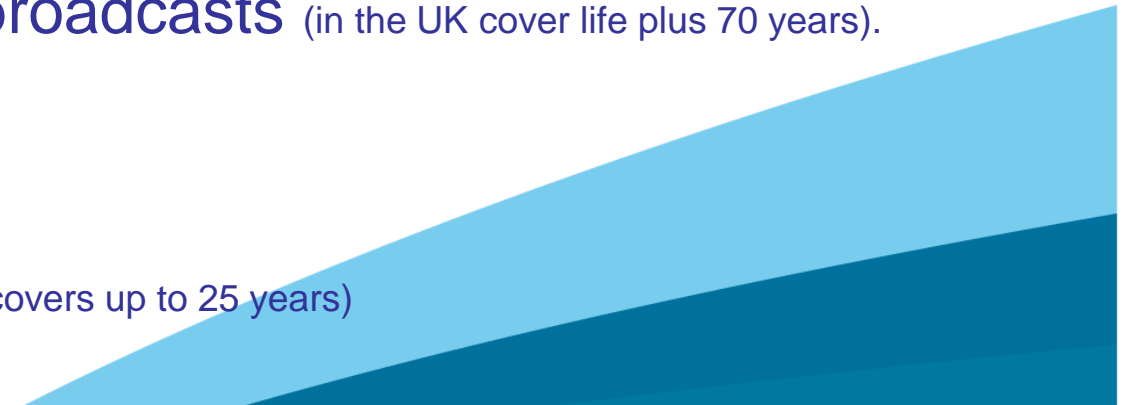
brands, logos and signs (in the UK can last forever)

- 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)



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

- Only 5% of UK businesses have an overall IP management policy in the UK
- 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



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 can have home player advantages



IP issues in ASEAN

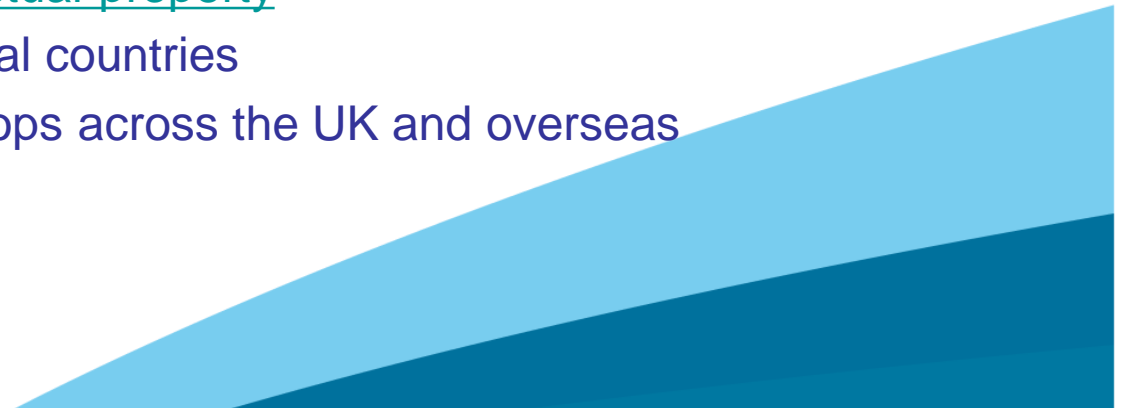
- IP frameworks differ hugely from country to country across ASEAN.
- Local advice can be crucial in understanding the differences between the systems.
- Don't assume things. There are quirks in every system, especially around copyright.
- Know before you go. Very difficult to get legal action to stick in some markets once you have been infringed.



IPO support for UK business overseas

All available via .GOV

- **General IP advice and awareness**
 - www.ipo.gov.uk/equip
 - www.ipo.gov.uk/iphealthcheck
 - IP Masterclass
 - Monthly e-newsletter – ‘IP Connect’
- **Country specific advice:**
 - Website :www.gov.uk/exporting-your-intellectual-property
 - Specific IP Business Guides covering several countries
 - Undertaking awareness events and workshops across the UK and overseas
- **In-country IPO support:**
 - IP attachés



IPO Attaché Network

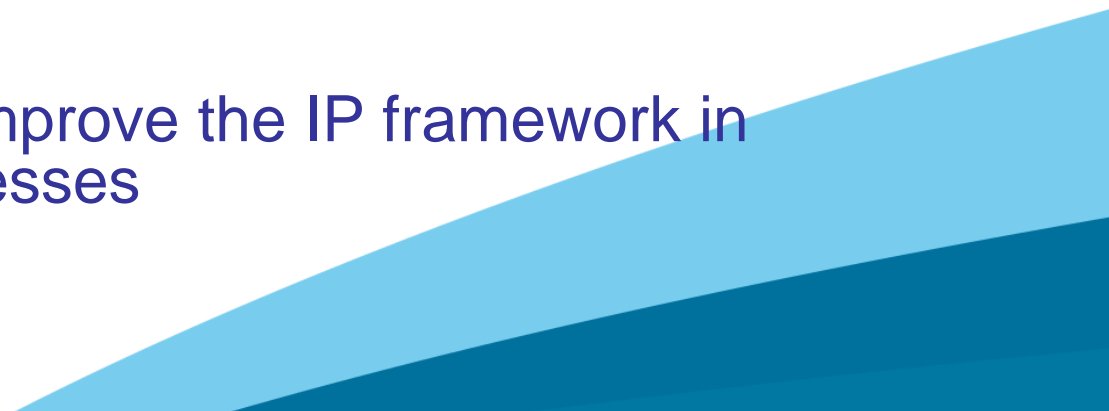


UK IP attaché in ASEAN

- In ASEAN our attaché is Christabel Koh:
Christabel.koh@fco.gov.uk

Her role is to:

- Provide a focal point for supporting UK businesses with IP related issues;
- Spread a pro IP message throughout ASEAN with both businesses and users;
- Work with foreign governments to improve the IP framework in a way that is beneficial to UK businesses



Intellectual Property projects in ASEAN

FY2016/7 – 190k Prosperity fund projects including:

- Enforcement projects in Indonesia, Vietnam and the Philippines
- Analysis of online trade mark infringement in SE Asia
- Training visit for Vietnamese trade mark examiners
- IP valuation/financing projects in Singapore and Vietnam
- Lambert toolkit for Vietnam



Takeaways

- Your businesses' IP is valuable, don't ignore it
- IP frameworks vary hugely from market to market and the rights are territorial
- Correct management of your rights will minimise the risk of infringement
- Prevention is better than cure (....and a lot cheaper)
- The IPO is here to help and advise. We are a free resource, use us!



IPO Contact details

Overseas based attachés

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