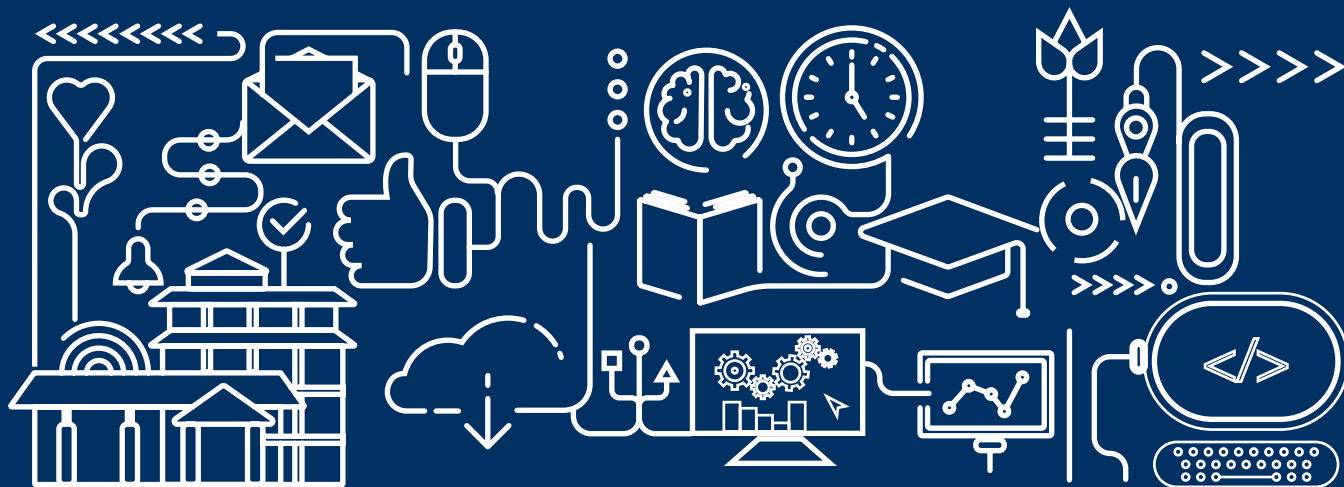




Intellectual Property Office

Business Support Resources

Supporting Growth and Resilience



IPO | Making the IPO a brilliant place to work

Intellectual Property Office is an operating name of the Patent Office

What we can offer you

IP Basics–IP made easy

IP for Investment

IP Master Class

Seminars and events

IP Audits Plus

Case studies

IP Equip

Regional presence

IPO Blogs

IP Health Check

UK Library Network

**UK International
IP Attaché Network**

B2B Toolkit

Growth Hub support

What is Intellectual Property?

Just as there are rights relating to physical property there are also rights when it comes to creativity and innovation: intellectual property (IP) rights.

The UK's proud history of innovation and creativity has been underpinned by one of the best intellectual property regimes in the world. 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.

At the IPO we believe that everyone should have an understanding of IP; businesses need to understand both the importance of IP and the value within their intangible assets.

That's why it is essential that we reach out to businesses, business

advisors and support networks to help them understand why IP matters.

Intellectual property or 'IP' is a broad term that is used to describe the results of creative and innovative endeavours. It is described as 'intellectual' because it is the result of the application of the mind. It is described as 'property' because, just like other property, it can be owned, sold and transferred, leased or given away.

There are four primary intellectual property rights: patents, trade marks, copyright and designs. The technology in our mobile devices will be protected by patents, the look or appearance by design rights, the brand name by trade mark rights and most of the content we access will benefit from copyright. The same principles apply to everything from toothpaste to space travel.

Yet despite its impact on everyday life and increasing importance to the workplace, very few people can explain what IP is.

In recent years businesses of all sizes have been investing more and more in intangible assets, in particular their IP, than in their fixed or physical assets. These intangible assets contribute significant value to a business. To help businesses gain a better understanding of their IP we have developed a range of business support resources.

These resources support businesses to recognise and understand their IP assets, and provide them with the skills to protect, exploit and enforce their rights; improving their chances of survival and growth.

Intellectual Property Rights

Patent

A patent protects inventions and grants businesses exclusive rights over them. In return for a monopoly the IPO will publish the details of the invention.

As the rights holder a business can exploit their patented assets through commercialisation, and take legal action against anyone who makes, uses, sells or imports their inventions without permission.

Businesses can apply for patent protection in the UK through the Intellectual Property Office.

Trade mark

Businesses can register a trade mark to help to protect their brand and use it to identify the name of their products or services; for example.

When registered businesses will be able to:

- **Put the ® symbol next to their brand – to show that it's exclusively theirs and warn others against using it**
- **Sell and license their brand**
- **Take legal action against anyone who uses their brand without permission, including counterfeiters**

Copyright

Copyright is an automatic right. It protects businesses creative or artistic works and stops others from using it without their permission.

It applies when a work is fixed or recorded in some way, such as: literary, artistic, musical and dramatic works as well as films, recordings and broadcasts.

Designs

Design right automatically protects the shape and configuration (how different parts of a design are arranged together) of designs. Businesses can use it to stop someone copying their design.

Businesses can also register their designs to provide additional protection for the:

- **Appearance**
- **Physical shape**
- **Configuration (or how different parts of a design are arranged together)**
- **Decoration**

IP Basics – IP made easy

Aimed at businesses and advisors

Resource:

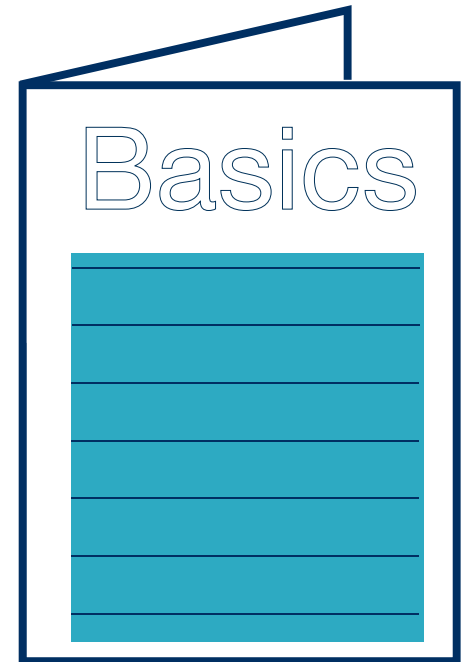
- **Animated series**
- **YouTube channel**

The IPO has produced a series of 12 short animations which present businesses with key messages relating to their IP and intangible assets.

They focus upon the main considerations a business should take with their intangibles and clearly explain the different rights and how they benefit businesses.

These short animations are the starting point for businesses who need a basic understanding of IP and IP rights. This resource is also useful for those who are looking to brush up on their knowledge.

www.gov.uk/government/news/intellectual-property-made-easy



Seminars and events

Aimed at businesses and advisors

Resource:

- **Seminars**
- **Workshops**
- **Network events**
- **Webinar series**

The IPO runs seminars and workshops on IP for businesses and business advisors and work with a range of national partners; including the devolved administrations and other Government Departments, such as Companies House and HMRC. These give an overview of IP and how it can benefit businesses.

The IPO also work alongside local Chambers of Commerce and business and enterprise organisations.

Businesses can engage with the IPO at both local and national business events across the UK. The IPO's website provides an online events-calendar which details events the IPO is attending, as well as events delivered by/with our partners.

The IPO also collaborates with other partners and delivers content to support businesses via online presentations. The IPO runs a webinar series aimed at businesses and advisors. This provides valuable insights on successful business planning and how to unlock the hidden value in their intangible assets.

www.gov.uk/government/publications/ipo-events-calendar



IP Equip

Aimed at businesses and advisors

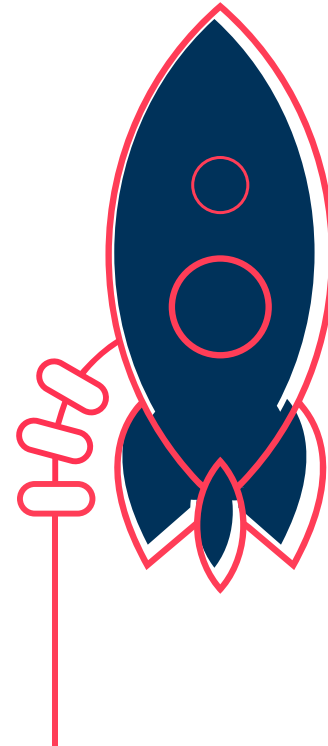
Resource:

- **Free e-learning tool**
- **CPD Certified**
- **Accessible via smart phone, tablet or PC**

IP Equip aims to help businesses and business advisors understand the four main intellectual property rights and uses case studies to show how, and why those assets are important to the success of a business.

It's quick, free and easy, and provides CPD accreditation and an IPO certificate on completion; as well as free access to business checklists and guides.

www.ipo.gov.uk/ip-support



IP Health Check

Aimed at businesses

Resource:

- **Free diagnostic tool**
- **Tailored Report**

The IP Health Check online tool is free to use. It covers modules to help businesses understand IP rights, commercialise their intangible assets, and adopt best practice to successfully manage confidential information. By answering a series of simple questions IP Health Check will provide businesses with a confidential report which includes:

- **A list of recommended action points, to help businesses protect and exploit their IP rights**
- **An explanation of why we have made each recommendation**

- **Guidance on how to put each recommendation into practice**
- **Links to useful information, websites and other resources**

www.ipo.gov.uk/ip-support



B2B Toolkit

Aimed at businesses and advisors

Resource:

- **Free online tool**
- **Tailored Report**

The Business-to-Business (B2B) collaboration toolkit aims to equip UK businesses with the skills they need to successfully collaborate, whilst taking control of how intellectual property is managed and commercialised.

The online resource guides businesses through the lifecycle of a collaboration, from preparing for initial discussions and negotiating contracts, through to best practice, and resolving issues that arise from collaborations.

By completing a simple-checklist, businesses will be given a 'Readiness Score' and can download a personalised to-do list; helping them recognise and understand the decisions they need to make to prepare for the collaboration.

B2B was developed to help businesses recognise and consider how their intangible assets are protected and utilised prior to, and during a collaboration; and how any new (foreground) IP is owned, managed and licensed afterwards.

www.ipo.gov.uk/ip-support



IP for Investment

Aimed at businesses

Resource:

- **Free online tool**

This online tool has been created as a resource to help prepare an IP-rich business when seeking equity finance to grow. The tool will help a business identify and assess its intangible assets in the context of its overall business strategy and help it understand how these assets relate to the business' growth.

This resource provides guidance on 'investor-readiness' and businesses will be provided with a tailored report. It captures the above information and can be used as an ongoing reference document.

The tool is not a substitute for professional, bespoke advice but it will set a good starting foundation when looking to grow.

www.ipo.gov.uk/ip-support



IP Audits Plus

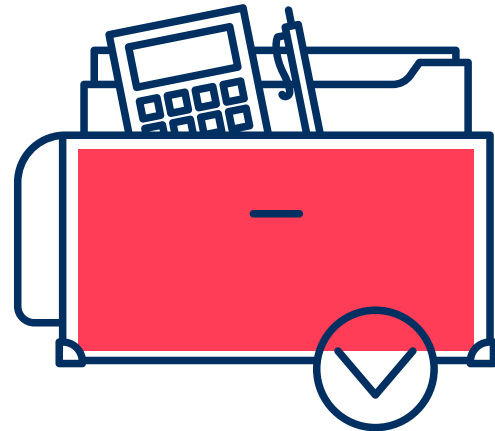
Aimed at nominated businesses who have ambitions to scale

Resource:

- **Business planning**
- **Part-funded**
- **Ongoing support**

The IPO administers 260 part-funded IP audits (per financial year) for high-growth or potential high-growth businesses engaged within business support programmes run by the Enterprise Europe Network (EEN), Welsh Government and Scottish Enterprise. This resource is exclusively offered via these providers for businesses who meet specific criteria.

The specialised service is carried out by an IP professional; providing an in-depth analysis of a business's IP, including opportunities for increasing revenue as well as any potential risks, together with recommendations for maximising the value of their IP.



Regional presence

Aimed at policy makers businesses and advisors

Resource:

- **IP on the ground**
- **Regional focus**

The IPO currently supports three regional posts embedded within Birmingham & Solihull Local Enterprise Partnership (LEP), Greater Manchester Growth Company and Oxfordshire LEP.

These posts aim to develop and support work already taking place in those regions specifically, and to stimulate effective IP commercialisation.

The objective is to build IP capability within partners and their networks to ensure effective integration of IP into their existing and new business support programmes.



UK Patent Library (PatLib) network

Aimed at businesses

Resource:

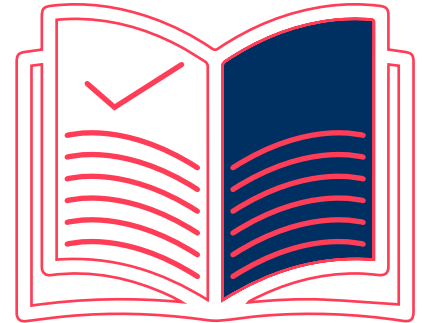
- **Assisted IP searches**
- **City Centre locations**
- **Access to further resources**

The IPO has a long-standing relationship with the UK Patent Library Network and has also worked with the British Library to develop a network of Business & IP Centres (BIPCs). The complete UK Patent library network comprises 16 regional centres (13 of which are BIPCs); the majority based in city centre libraries.

Patent libraries have qualified and experienced staff offering practical assistance on all the IP rights, as well as providing an IP information service to businesses.

The Patent Libraries can provide guided/assisted IP searching to help businesses better understand if they have a viable USP, gain an insight into competitors and their market and ensure they are not infringing the rights of others. BIPCs offer a full range of services to businesses, with the objective of providing access to combined IP and business advice to entrepreneurs within their region.

The IPO provides ongoing training, along with support and assistance to the UK patent library network, helping develop effective partnerships and relationships and identifying opportunities to collaborate with other business support organisations in those regions.



Growth Hub support

Aimed at businesses

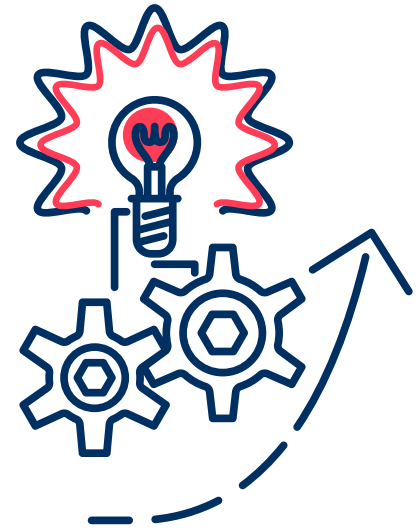
Resource:

- **Business Advice**
- **Public & Private sector**
- **Signposting**

There are 38 Growth Hubs open across England and they play a central role in providing business support within their regions by bringing together public and private sector support; making it easy for businesses to find the help they need.

The IPO has been working closely with the Growth Hubs within England's LEP network to ensure that IP is integrated into the business services they offer.

Similarly, businesses in Scotland, Wales and Northern Ireland can seek support from business advisors through Scottish Enterprise, Business Wales or Invest NI.



IP Master Class

**Aimed at
businesses, advisors,
accountants, lecturers**

Resource:

- **Classroom based training**

The classroom-based course enables delegates to develop a detailed understanding of all aspects of IP and its relationship with business, culture and the economy.

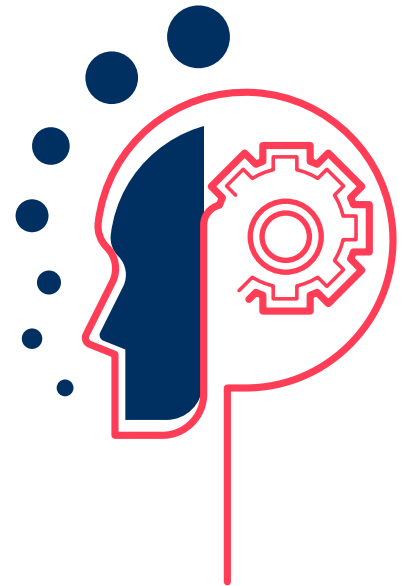
Following attendance, they should be able to recognise intangible assets, appreciate why they are so valuable to a business and understand why they should look after them.

Delegates will learn about:

- **protecting and defending their own IP – at home and abroad**
- **searching trade mark, design and patent registers**
- **the role of the IP attorney and when to seek professional advice**
- **understanding other people's IP and how to avoid trouble**

98% of past delegates said they had a better understanding of IP after attending this 3-day training course.

www.gov.uk/government/publications/intellectual-property-training-course-ip-master-class



Case studies

Aimed at businesses

Resource:

- **30+ case studies.**

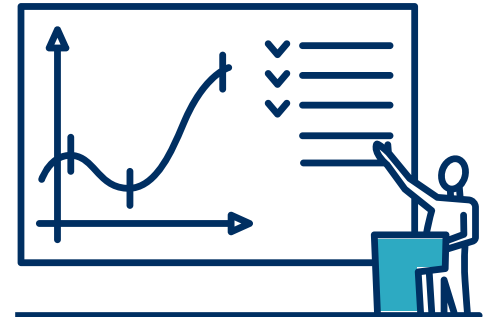
The IPO have produced a case study library which offers businesses a diverse set of real-life experiences from well-known companies and organisations. Businesses can access this free resource to understand best-practice when it comes to themes, such as:

- **How protecting their trade mark helped Jojo Maman Bébé to grow their children's fashion and maternity wear business**
- **How Aardman (the makers of Wallace & Gromit) license and use their IP rights to commercialise and protect their creativity**

- **How Brompton (folding bicycles) have exploited their patents and trade marks to ensure they are market leaders.**
- **How Irn Bru have managed to keep their most secret asset (their recipe), safely hidden for over 100 years!**

The case studies cover a breadth of topics; all of which highlight the many advantages that effective integrated business planning can generate for a company's intangible assets.

www.gov.uk/government/collections/ip-for-business-events-guidance-tools-and-case-studies



IPO Blogs

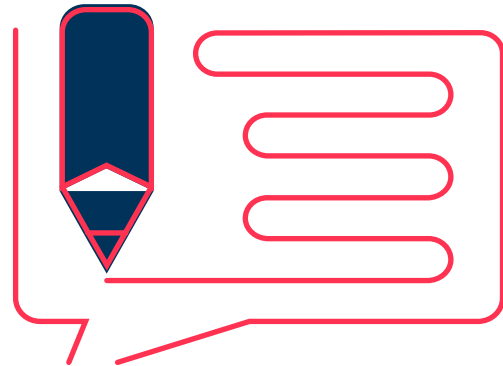
Aimed at businesses

Resource:

- **Free blog subscription**

The IPO blogs disseminate difficult and complex information in a manageable and readable way that engages the reader. Topics range from Geographical Indicators in China, to IP within hair care products; there is even a blog about the IP issues we spot in each episode of BBC's Dragons' Den programme.

ipo.blog.gov.uk/



UK International IP Attaché Network

Aimed at businesses

Resource:

Providing specialist IP support to UK businesses in key international markets.

The UK International IP Attaché network has attachés based in **Brazil, China, Geneva, India, South East Asia and America.**

The UK IP attachés work with local UK Department for International Trade (DIT) and Foreign and Commonwealth Office (FCO) leads to:

- **Provide one-to-one business support**
- **Raise awareness of IP**
- **Shape policy dialogue with host governments and stakeholders about local and international IP frameworks**

Attaché Network Contacts:

<https://www.gov.uk/government/news/uk-overseas-intellectual-property-attache-network>

Attaché Case Studies:

<https://www.gov.uk/government/collections/ip-for-business-events-guidance-tools-and-case-studies#ip-attache-case-studies>

IP Country Guides:

<https://www.gov.uk/government/collections/ip-protection-abroad-country-guides>



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