



## Intellectual Property Office (IPO) Research and Evaluation Priorities 2014/15

### Background

The Economics, Research & Evidence (ERE) team at the IPO is updating its rolling programme of research to build the evidence base and support development of policy across all intellectual property rights. This update builds on work done over the last four years; results are published on the research pages of the [IPO website](#). It reflects policy challenges faced by Government and by IP users, as markets and technologies evolve.

### Work in 2013/4

Over the last eighteen months, the IPO published externally commissioned research on:

- Copyright market issues including private copying, parody and pastiche, orphan works and collecting society codes of conduct;
- Patent thickets and their impact on innovation, and a new survey on patent use, focused on innovation and diffusion of technology;
- An evaluation of the use of Lambert agreements in collaborative research;
- The impact of Lookalike brands, and the relationship between brand owners and retailers; and
- The use of IP in supporting investment loan finance in UK business.

IPO has jointly funded projects published by others:

- How business can work with universities to generate knowledge and drive innovation; 'Collaborate to Innovate' with Big Innovation Centre;
- Patent Litigation in Europe, to compare activity in UK, Netherlands, Germany and France, with Centre for European Economic Research, Mannheim;
- Trolls at the High Court, looking at the activity of Patent Assertion Entities, by London School of Economics; and
- Online Consumer Infringement, to provide an authoritative benchmark for consumer activity, by Kantar Media and published by Ofcom.

In addition the IPO has published its own papers on:

- Patent backlogs, inventories, and pendency, developing and applying an international measurement framework with USPTO;
- Good Evidence, updating its guide on [standards of evidence for policy](#); and
- Workshop proceedings on IP use, Patent Backlogs, and Copyright evidence.

The outputs from the research programme continue to be disseminated to a wide audience through the [IPOFacto blog](#) and through a range of peer review of events.

Work currently in progress, and expected to be published in 2014 includes:

- Measuring Infringement of IP Rights; a review of methodologies;
- Evaluating the Intellectual Property Enterprise Court for lower cost litigation;
- 3D Printing, its use and the IP issues;
- Trademark Cluttering, and impact on search costs for new entrants;
- Patent grace periods, and the need for harmonisation, with USPTO; and
- Value of public domain, co-funded with the Economic and Social Research Council (ESRC).

## Looking Forward

The new areas of work identified are yet to be scoped and we welcome expressions of interest from any potential suppliers in undertaking this work, or in helping deliver an achievable and realistic specification. In addition to this programme of research, the IPO will undertake a range of projects to evaluate the impact of its policy interventions, including reforms under way in copyright, designs and patents.

### Research and Evaluation Priorities

#### Enforcement and Infringement

*Research into costs of infringement and use and proportionality of sanctions including:*

- *An International Comparison of online copyright infringement;*
- *Measuring Design Infringement;*
- *The economic impact of Social Media – Opportunities and Threats ; and*
- *An overall review of criminal sanctions available for copyright infringement.*

#### Patent developments in emerging markets

*Assess the impact of patent treatment, including exceptions and compulsory licensing, in emerging markets for the long term competitiveness of IP based industries in UK.*

#### Trade Mark demand

*A comparison of Trade Mark Fees structure building on work by the Office for Harmonization in the Internal Market (OHIM) and analysis of how fees affect demand for trademarks at national and OHIM levels.*

*Developing better understanding of why trade mark applications are increasing and forecasting future demand.*

#### IP and Enterprise

*To undertake a review / evaluation of existing Intellectual Property trading platforms, in support of IPO initiatives on IP enabled investment finance.*

*How Intellectual Property is integrated into current university courses. This will build on current research by the University Alliance and the Design Council looking at IP and university courses.*

#### 8 great technologies

*How does the UK's Intellectual Property framework support:*

- *the big data revolution and energy-efficient computing;*
- *satellites and commercial applications of space;*
- *robotics and autonomous systems;*
- *life sciences, genomics and synthetic biology;*
- *regenerative medicine;*
- *agri-science;*
- *advanced materials and nano-technology; and*
- *energy and its storage.*

#### Copyright Markets

*Copyright Markets, how can the licensing of copyright material be improved and made more effective?*

*Assess and support the development of the evidence base on issues relating to European Commission copyright proposals, to inform the UK's position on the future development of copyright in Europe.*

#### Evaluation

*A full evaluation strategy is being developed for the introduction of the Hargreaves and other reforms. The strategy will set out the activities that will be undertaken in order to evaluate the policy and plan for Post Implementation Review, drawing on management information, as well as research commissioned in order to measure benefits.*