

## **IPO Research Priorities 2013/2014** **The “Core Programme”**

### **Cross Directorate Projects:**

- The impact of 3D printing on the IP Framework. This is a new and fast moving area that could have a significant impact on IP related businesses (project commissioned Autumn 2013);
- Threats provision – to establish the impact of legal uncertainty caused by threats and subsequent legal ramifications of infringement;
- The cost of using mediation compared to formal court procedures;
- The role of IP in facilitating business finance and economic growth and an investigation of the barriers to the broader use of IPRs and related business intangible assets for debt and equity fundraising;
- Developing an economic approach to evaluate the impact of IP enforcement measures, including educational initiatives;
- An evaluation of recently implemented policy changes including the Patents County Court; and
- An analysis of specific issues involved in EU copyright reform, to meet requirements of review of the Directive.

### **Patents**

- The impact of growth in regulatory costs on the granting of patents – and their impact on the industrial landscape and new pharmaceutical models. How has the growth in regulatory costs affecting the granting of patents?
- Patent framework and competitiveness – is the current patent framework supporting competitiveness of UK business sectors?
- Unrepresented vs. represented patent applicants – a look in more detail at the economic impact of unrepresented and represented applicants. Are fee changes or behavioural economic approaches appropriate to manage costs associated with private applicants?
- Optimal number of patent renewals – what are the economic impacts from fee changes that would either increase or decrease patent renewals in different industries / technologies?

### **Trade marks**

- Growth and demand of trade mark applications – examine the reasons behind the 40% increase in UK trade mark applications which has occurred despite recent lack of economic growth; and
- Research on the impact of Trade Mark (TM) cluttering (project commissioned Autumn 2013).

## **Copyright**

- The impact of stronger moral rights in the UK as a result of potential EU influence on the copyright framework;
- Artists Resale Right – An analysis of the impact of a possible rise in the threshold value;
- An assessment of the potential impact of the Audio Visual Treaty (EU) –extension of term for performing rights from fifty to seventy years; and
- A proposal for a study on the value public domain material. This project will only move forward if it receives approval from the Economic and Social Research Council (ESRC).

## **Innovation Directorate**

- Assessing innovation and competition trade-offs: this would include literature reviews to help clarify methodologies and identify any gaps in the evidence;
- Which firms benefits from using IP rights? This should include:
  - Better basic information on IPR holders
  - The value of different formal IPRs for different firm types
  - Understanding when and why firms use informal IPRs (e.g. trade secrets) and when is it most appropriate to acquire formal IPRs
  - Understanding if IPO can influence firms, and if so how and when
- Developing evidence for education institutions on whether students with IP modules as part of degree courses gain employability and earnings potential