



Intellectual Capital for
Communities
In the Knowledge Economy

Intellectual Capital for Communities in the Knowledge Economy Nations, Regions, Cities and Emerging Communities

UK Programme; Research, Reform, Deregulation



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May / June 2012



UK Programme; Research, Reform, Deregulation

Three main themes

- **Rising profile of economic research in IP policy**
- **Hargreaves Review of UK IP regime**
- **Deregulation, making more from knowledge**

Research Approach

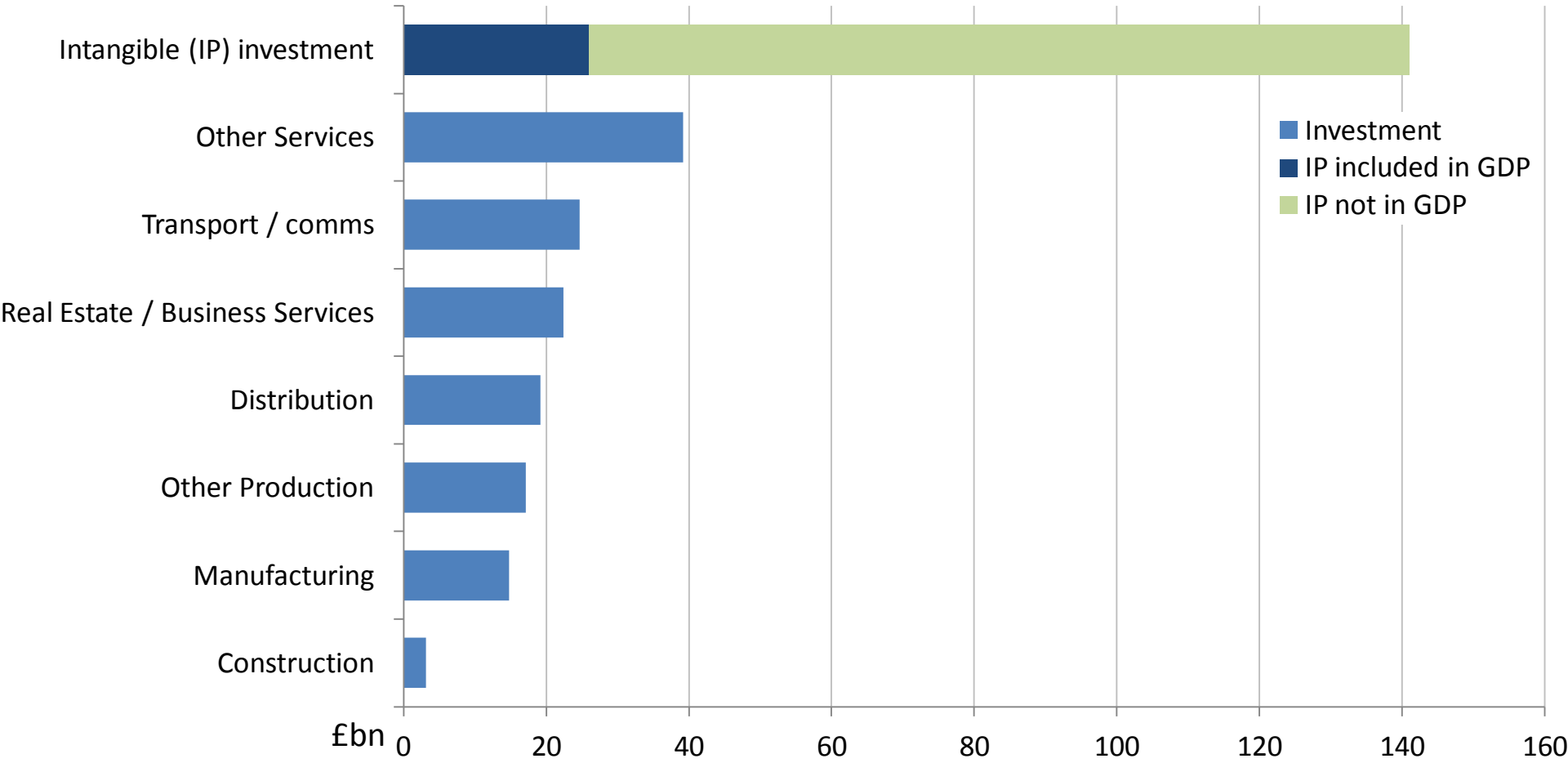
- **IPO Programme started in 2010**
 - **Set of projects to understand IPRs in UK economy**
 - **Developing IPO and international data**
 - **Sharing concepts and projects with other IP offices**
- **Main results so far**
 - **Quantifying IP investment by UK business**
 - **Assessing university – business knowledge transfer**
 - **Studies on IP enforcement**
 - **Understanding incentives in trademarks and patents**
 - **In depth look at UK design and rights**
 - **Copyright and business impact**

IPRs cover most Intangible Investment

IPR	Patents	Copyright	Design IPR	Trade marks
Intangible investment				
R&D	X	X	X	
Software development	X	X	X	
Design	X	X	X	
Copyright development		X	X	
Market research & advertising		X		X
Business process investment	X	X		
Training & Skills development				

National Accounts

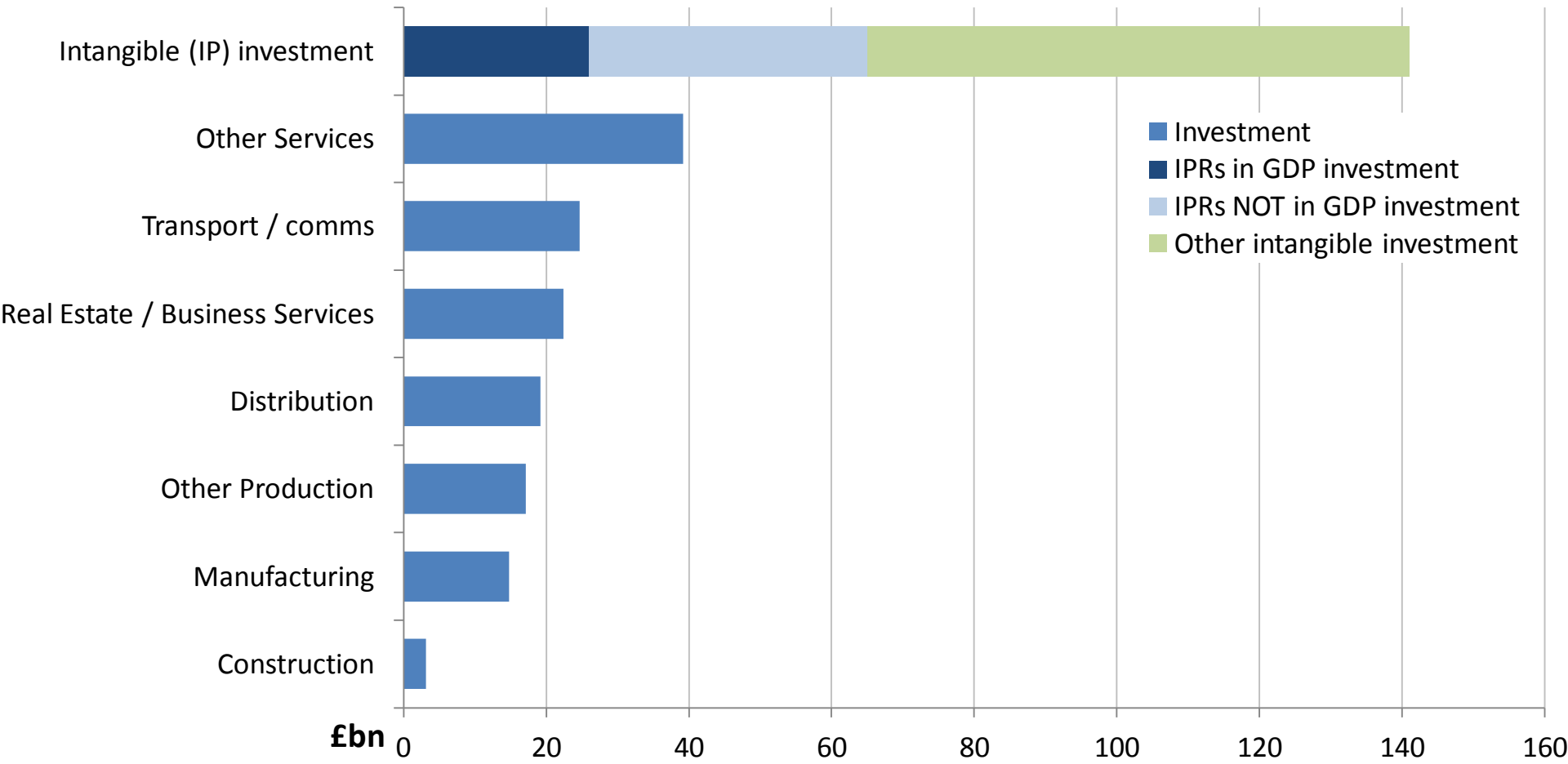
.... the 'missing investment' for growth



Source: NESTA Innovation Index

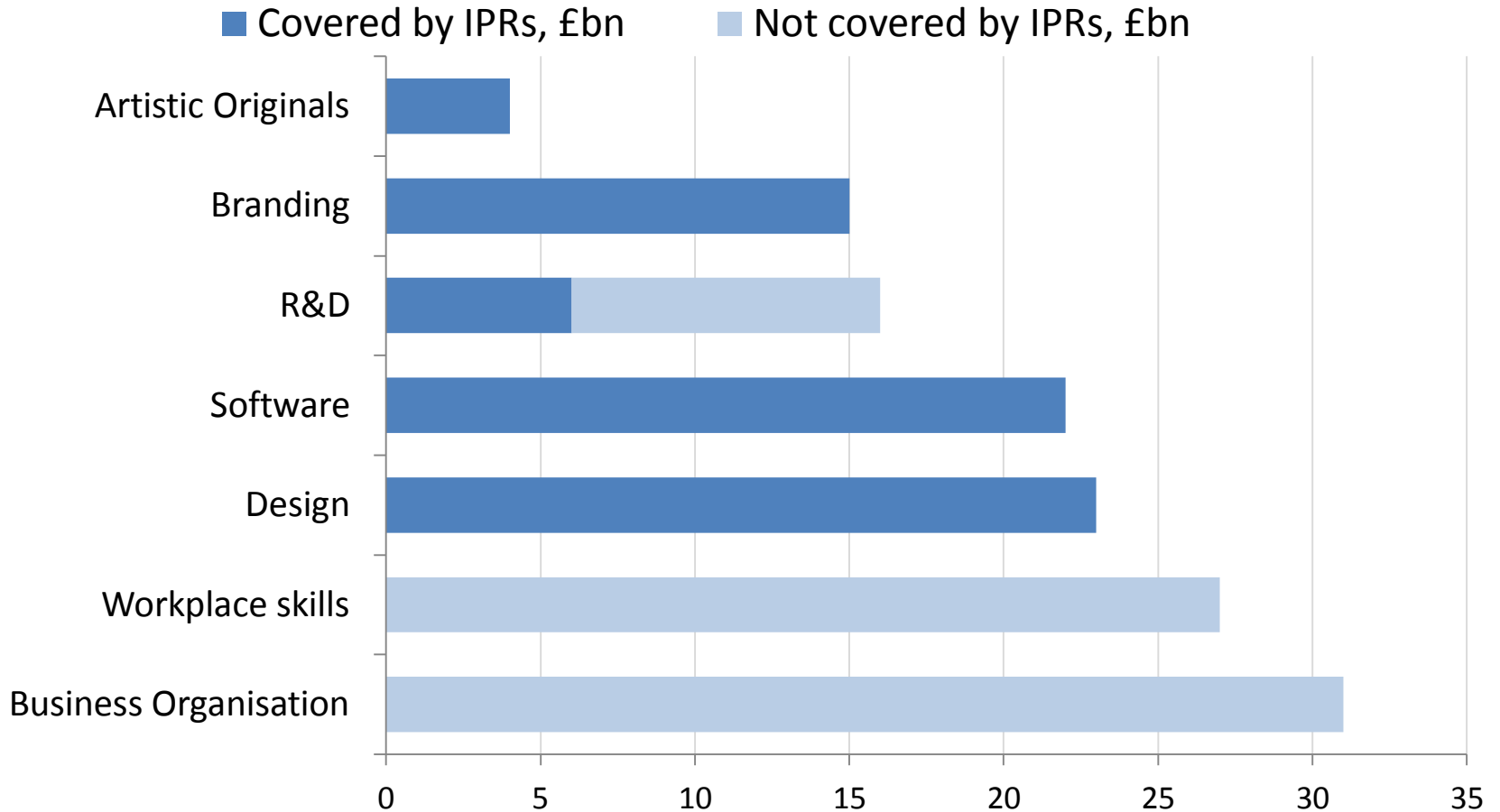
£40bn missing investment

.... in design, patents, trademarks, copyright



Source; Imperial College for IPO

'Tradeable' intangibles in five areas



**Source; Imperial
College for IPO**



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The Prime Minister's question.....

“The current intellectual property framework might not be sufficiently well designed to promote **innovation and **growth** in the UK economy”**

July 2010

Hargreaves' Review conclusion:

“Could it be true that laws designed more than three centuries ago... are today **obstructing innovation** and economic growth?”

The short answer is: **yes.**”

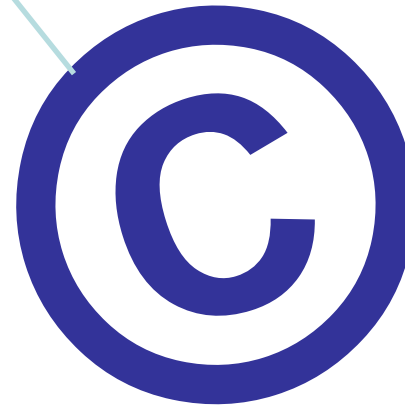
May 2011

IPR	Does it work?
Trade marks	Yes
Patents	Mostly
Design	Needs work
Copyright	Creating barriers



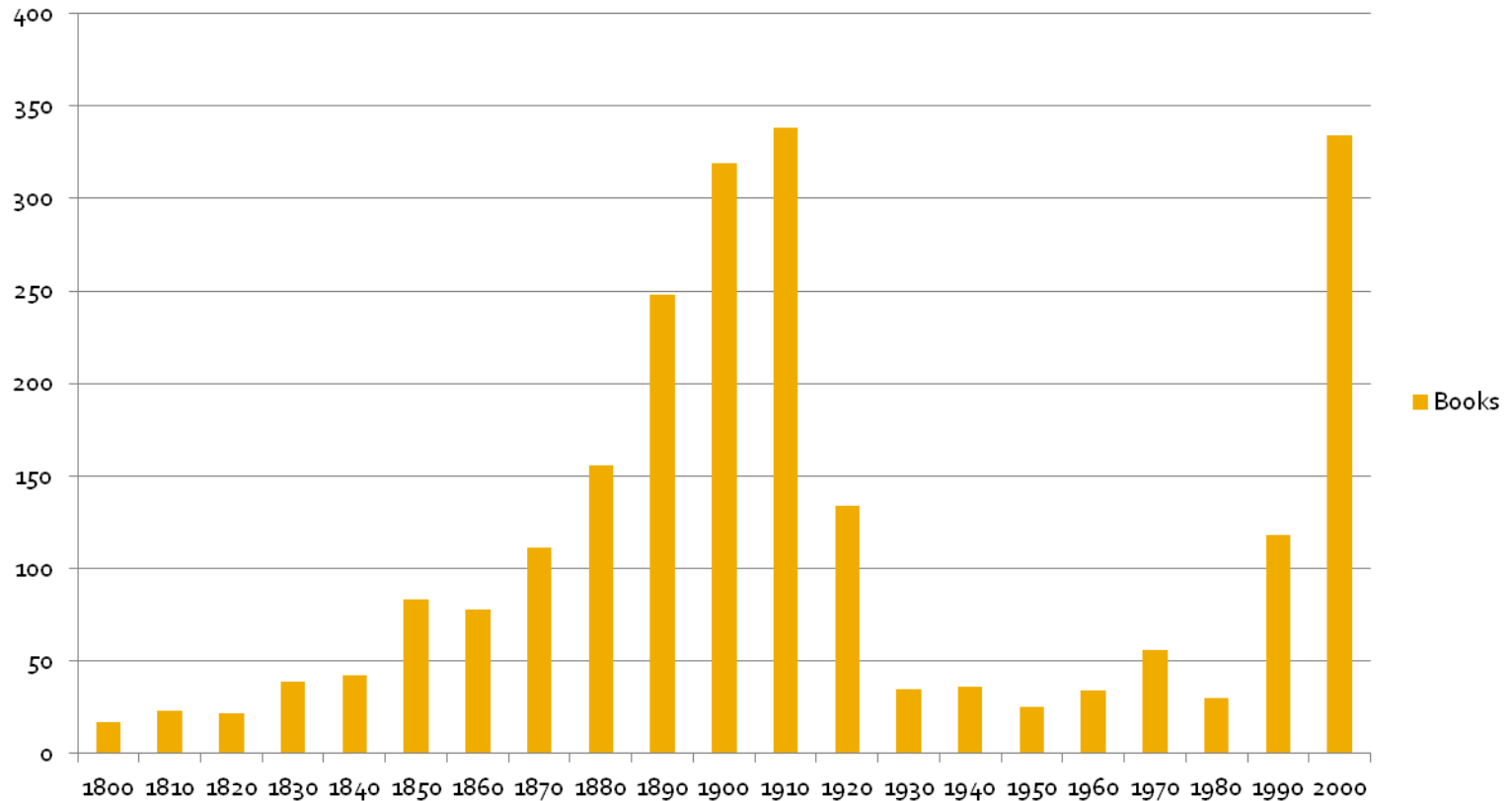
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Written text



Impact of copyright; more books from 1850 than 1950

New Books from Amazon Warehouse by Decade



Source; Paul Heald, University of Illinois; March 2012

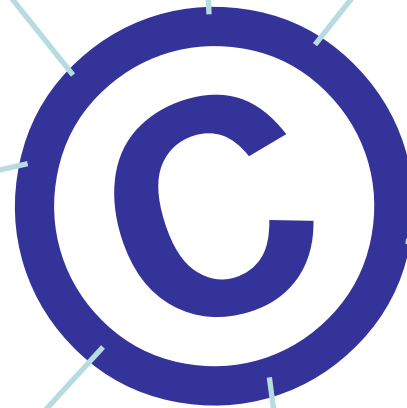
Written text

- books
- plays
- choreography
- mime (!)
- Facebook etc.
- Wikipedia (UGC)

Board-games

Music

- lyrics
- composition
- performance
- recording
- video



Images

- photos
- paintings
- designs
- Flickr...

A/V

- films
- mash-ups
- adverts
- any video-clip

Software

Data

- smart buildings
- databases

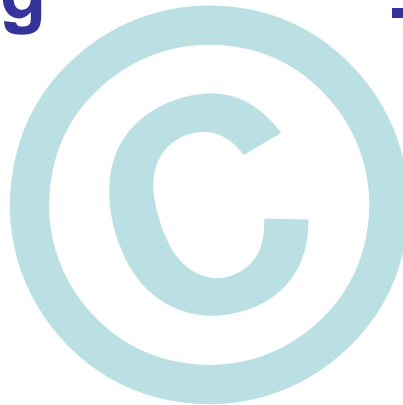
Reform Plans

UK Copyright reforms

- orphan works
- format shifting
- parody
- research
- text mining

At EU level

- data analytics
- technology neutral



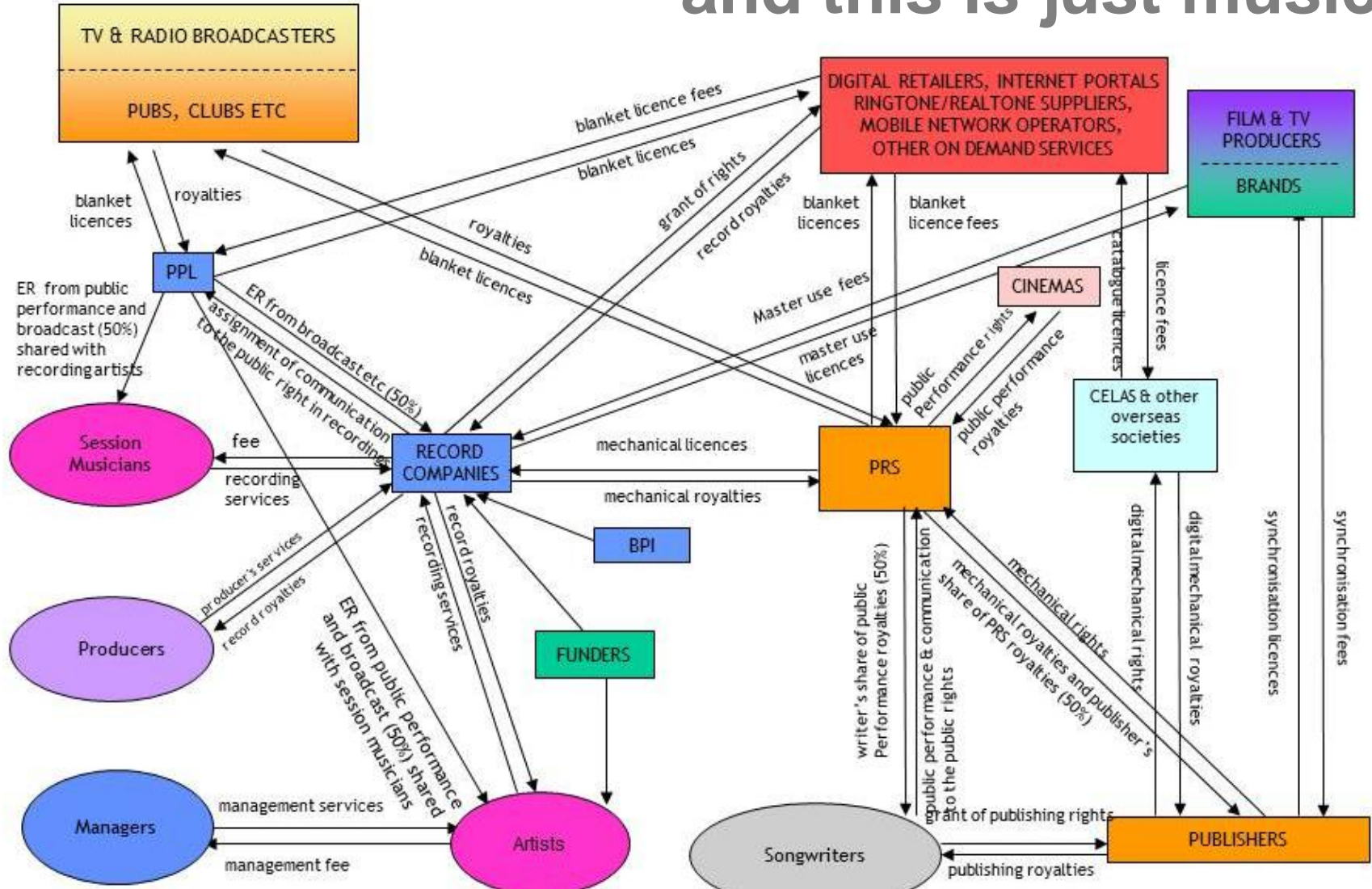
Digital Copyright Exchange

Growth and competition

- Promote use of intangible assets where rights owners not harmed
- Reduce transaction costs especially where they make market barriers

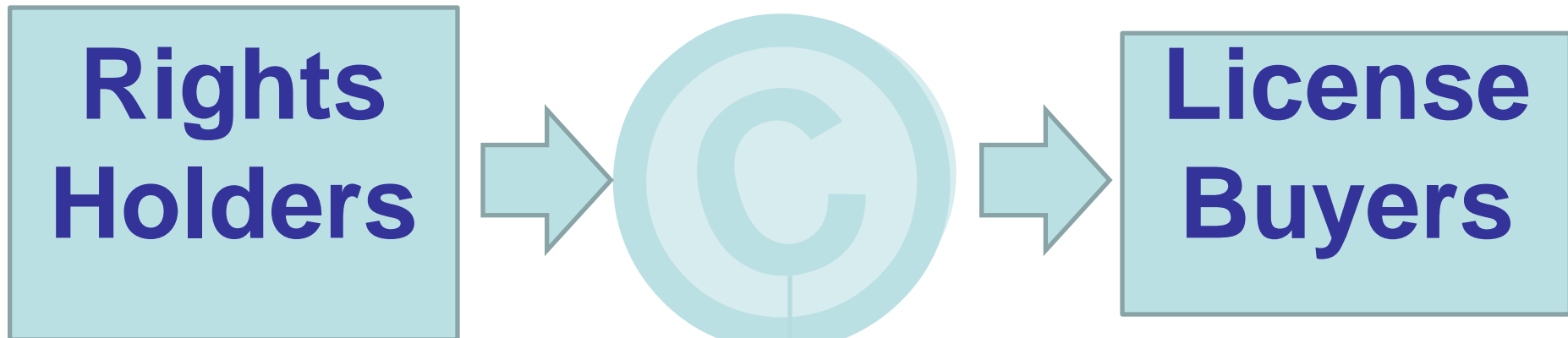
Not simple –

and this is just music



**Simple and quick,
not complex and 'sticky'**

Digital Copyright Exchange



Content Databases
B2B Rights clearing systems
Interoperable, cross sectoral

Deregulation

- **Extending exceptions to copyright**
 - Text and data mining
 - Research and education
 - Technology neutrality
- **Simplify design rights**
 - Current rights complex and not understood
- **Keep it simple**
 - More weight for economic evidence
 - Avoid extending patents without a case
- **Making public data public**
 - Govt data licensing to free up unused value
 - Public Data Corporation initiative



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Thanks for listening

Details of UK IPO research at

<http://www.ipo.gov.uk/pro-ipresearch.htm>