



## Trend Chart on Innovation in Europe

UK 12

### General presentation of the measure/scheme/action/regulation

#### Country

United Kingdom

#### Geographical coverage, national or regional (state region)

(National)

#### Title of the measure

In-house presentations to larger companies to raise awareness amongst businesses

#### Information Source/Reference

UK Patent Office

#### Overview (nature, main goals)

Discussions about IP strategies between Patent Office and companies in specific market sectors (construction, containers and packaging, automotive and financial services).

#### Action Plan objective addressed by measure

II.2. Protection of IPR

#### Administering agency

##### Patent Office

Concept House, Cardiff Road, United Kingdom

Phone: 0645 50 05 05

Fax: 01 633 81 44 44

Web Site: [www.patent.gov.uk](http://www.patent.gov.uk)

#### Name of the manager(s) responsible for the implementation of this measure with address, fax, phone

##### Andrew Bartlett

Patent Office

Concept House, Cardiff Road, United Kingdom

Phone: 01633814605

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### Description of Scheme

#### General Information

#### Reference to legal basis (e.g. act, public document, ...)

None

#### Does the measure receive central funding or regional funding?

Central

#### Start date

1997

#### Expected date of completion

indefinite on-going

#### Previous measure (name, date, links with the current measure)

Continues older activity of running in-house company roadshows but has refined it to make the material more relevant to the innovation and business needs of the company and targeted it towards specific market sectors (construction, containers and packaging automotive and financial services). Previous work (1993 onwards) was across all market sectors; present campaign is focused on sectors where there appear to be market opportunities and in which the Patent Office has the necessary strengths to deliver.

#### Reasons for launching/modifying the new measure

Lack of knowledge of IP in UK companies; in particular loss of competitiveness of UK companies in international markets because of ineffective use of IPR and lack of coherent IP policy.

#### Have any of the main features of the measure/scheme/action/regulation changed during its implementation

Sessions have developed to be more a discussion of IP strategy within the company with major decision makers rather than mere presentation.

#### What is the predominant role of the government?

A facilitator to help companies address the key issues in developing an effective company

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### Target Group

#### Who are the target groups of the measure?

Large Companies/Large Industrial Companies  
SMEs/Industrial SMEs

### Organisation and Implementation

#### Organisation and Structure

Discussions about IP strategies between Patent Office and companies in specific market sectors (construction, containers and packaging, automotive and financial services).

#### What are the criteria for eligibility?

Main difficulties are the possibility of companies complaining that they have not been selected for a visit by the Patent Office and that there may be a perception that companies which have been visited are in some way favoured by the Office in statutory or judicial treatment.

#### What is the mode of delivery of the measure?

Delivered by visits by Patent Office marketing executives to companies identified by in-house marketing database and support team.

#### Financing : Overall budget allocated to the measure

Unknown

#### Financing : expenditure per year

Unknown

#### Financing : other budgetary sources (additional financing)

Unknown

### Results

#### Result Measurement

##### What are the main indicators for the measurement of the results ?

Not known

##### Where an evaluation has taken place, what were the main results achieved?

Not known

##### If no official evaluation has been undertaken, have there been any indicators of success?

This is a long term initiative and it is difficult to quantify the results. We are well aware of the importance of evaluation of our work and are presently considering the best method of doing this.

### Observations

#### Which mechanisms seem to function well in the measure?

Not known

#### Which mechanisms seem to be less successful in the measure?

Not known

#### Are there any other measures planned or in operation as a follow up to this measure? Direction of the planned measures? Objectives? Target groups?

Not known

