



Trend Chart on Innovation in Europe

UK 16

General presentation of the measure/scheme/action/regulation

Country

United Kingdom

Geographical coverage, national or regional (state region)

(National)

Title of the measure

Work with PR Company

Information Source/Reference

UK Patent Office

Overview (nature, main goals)

This is one of the measures aimed at improving the legal and regulatory environment in the UK.

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

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

General contact

Patent Office

Concept House, Cardiff Road, United Kingdom

Phone: 01633 813645

e-mail: webmaster@patent.gov.uk

Description of Scheme

General Information

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

Part of the UK Patent Office's marketing strategy as set out in its Corporate Plan.

Does the measure receive central funding or regional funding?

Central

Start date

1994

Expected date of completion

2000

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

Previous activity involved paid advertising in media which was untargeted and expensive

Reasons for launching/modifying the new measure

Lack of knowledge of IP particularly in UK companies

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

Effectiveness of PR campaign has been improved by constant evaluation and targeting

What is the predominant role of the government?

As a facilitator and catalyzer in the raising of awareness of IP in UK business and academia.

Target Group

Who are the target groups of the measure?

Large Companies/Large Industrial Companies

SMEs/Industrial SMEs

Other

Organisation and Implementation



Publications



Who is Who



News



Links



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Organisation and Structure

Not known

What are the criteria for eligibility?

Risks of being misquoted.

What is the mode of delivery of the measure?

The use of a specialised PR company to develop media material and to ensure its effective dissemination.

Financing : Overall budget allocated to the measure

Not relevant

Financing : expenditure per year

Not relevant

Financing : other budgetary sources (additional financing)

Not known

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?

None known

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

None known

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

