

The impact and value of intellectual property

Sabina Rusconi
Customer Department, EUIPO

30 November 2021

Value of IP: industry level view

IPR-intensive industries and economic performance in the European Union



IPR-intensive industries and economic performance in the European Union

Industry-Level Analysis Report, September 2019
Third edition

A joint project between the European Patent Office
and the European Union Intellectual Property Office



Contribution of IPR-intensive industries to

- Employment: **29% of all EU jobs** directly generated by IPR-intensive industries: **63 million jobs**. An **additional 10%** generated indirectly, by industries that supply goods and services to the IPR-intensive industries: **84 million jobs**
- GDP: **45% of GDP** in the EU was generated by IPR-intensive industries (which totals **over € 6.6 trillion** annually);
- Remuneration: IPR-intensive industries **pay significantly more** than other industries, with a wage premium of **47%**;
- Trade: **80%** of EU imports and exports consist of products from IPR-intensive industries. The EU had an overall trade **surplus of goods and services of €166 billion**.

Value of IP: firm level view

Intellectual property rights and firm performance in the European Union



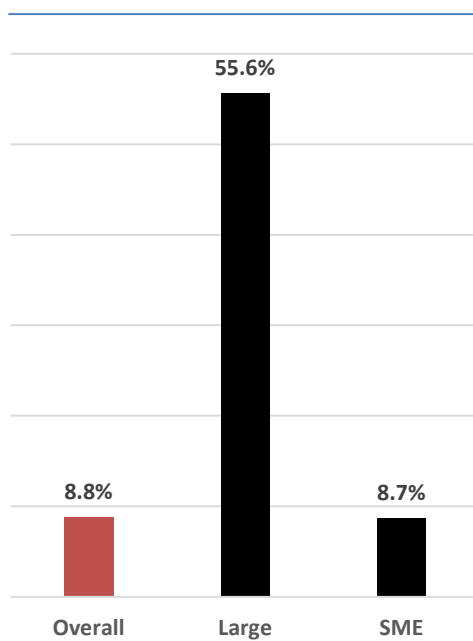
Intellectual property rights and firm performance in the European Union

Firm-level analysis report, February 2021



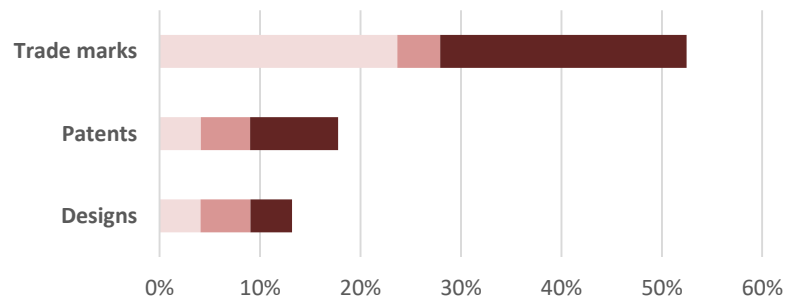
IPR ownership patterns in small and large firms

Share of IPR owners

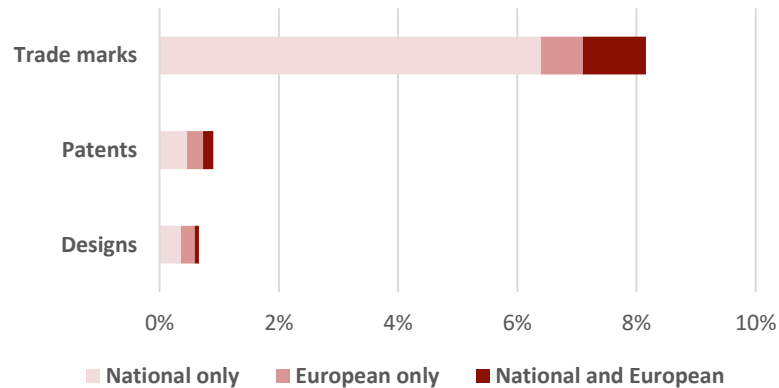


N = 106 958

Large firms



SMEs



Summary

- About 10% of firms in the EU own IPRs (8.7% of SMEs)
 - EU firms use trade marks much more frequently than patents or designs
 - Large companies own (European) IP rights much more frequently
 - The share of IPR-owners varies between sectors and countries
- Evidence points to a stronger performance of IPR-owners
 - +20.2% higher revenue on average for EU firms
 - The premium is even higher (+55%) when controlling for firms characteristics, especially for SMEs (+68%)
 - IPR premium increases when different types of IP rights are bundled

Value of IP: firm growth

High-growth firms and intellectual property rights



High-growth firms and intellectual property rights

IPR profile of high-potential SMEs in Europe, May 2019

A joint project between the European Patent Office
and the European Union Intellectual Property Office



High Growth Firms (HGF)

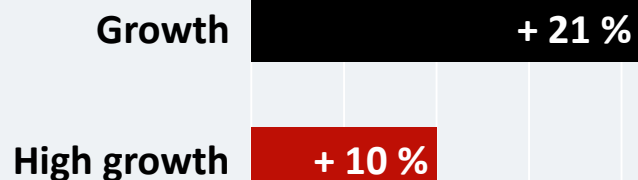
- SMEs with a **3 year-average growth rate** of at **least 20 %***
 - 179 060 HGF in the EU-28 in 2016
(EC, 2018)
- **International** growth typically driven by innovation and **intellectual assets**
- Focus on 64 998 European SMEs in **manufacturing industries**
- Observe the filings of **registered IPRs** (patents, trade marks, design rights) during a 3-year period
- Assess **likelihood of high growth** during subsequent years

* Definition used in this study; official EC definition is 10%.

SMEs with prior IPR activities are more likely to grow than other SMEs

Increase in odds of growth with
prior IPR use

= Innovation



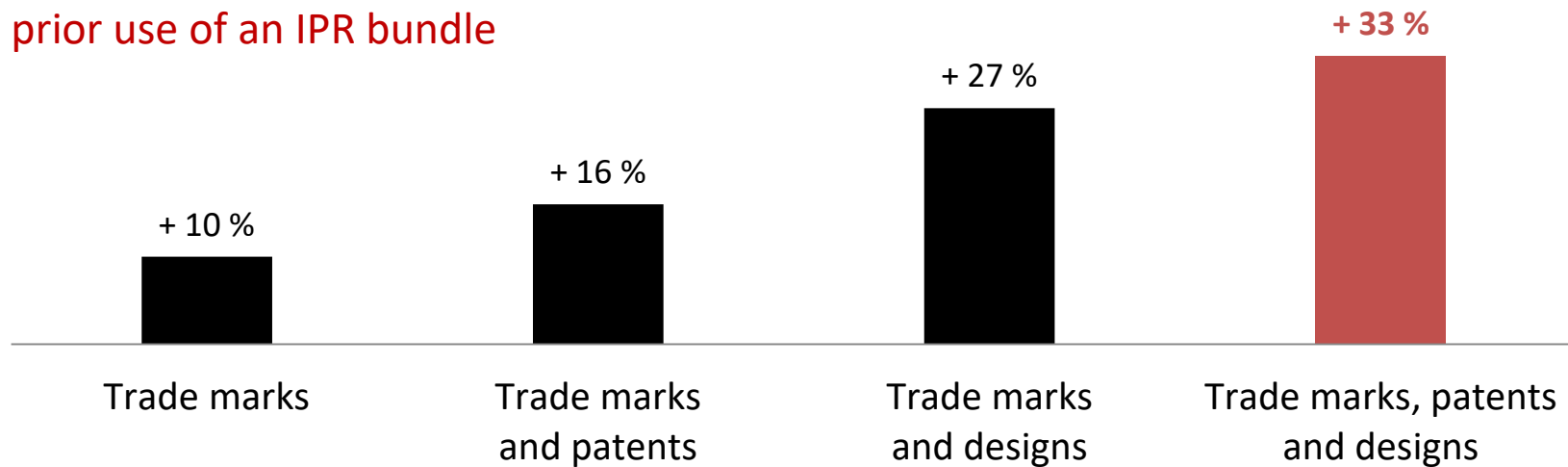
Increase in odds of growth with
prior use of a European IPR

= Innovation + international



SMEs that use bundles of trade marks, patents and designs are even more likely to achieve high growth

Increase in odds of high growth with
prior use of an IPR bundle



Bundles of different IPRs denote a variety of intellectual assets and the SME's ability to build a holistic IP strategy.

**More information on the studies can be found on the
Observatory website:**

<https://euipo.europa.eu/ohimportal/en/web/observatory/home>



www.euipo.europa.eu



@EU_IPO



EU IPO

Thank you