



INTELLECTUAL PROPERTY (IP)

SME SCOREBOARD
2016

IPR USAGE

Type of IP protection measures used



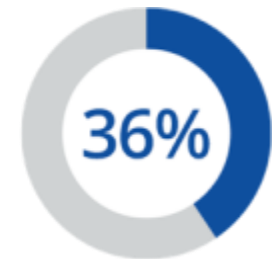
Alternative protection measures
(i.e. Internet domain names,
trade secrets)



National
Trade
Mark



European
Union
Trade Mark



Patent

IPR USAGE

Reasons for registering an IPR



IPR
users

79%

Prevent copying

74%

Better legal
certainty

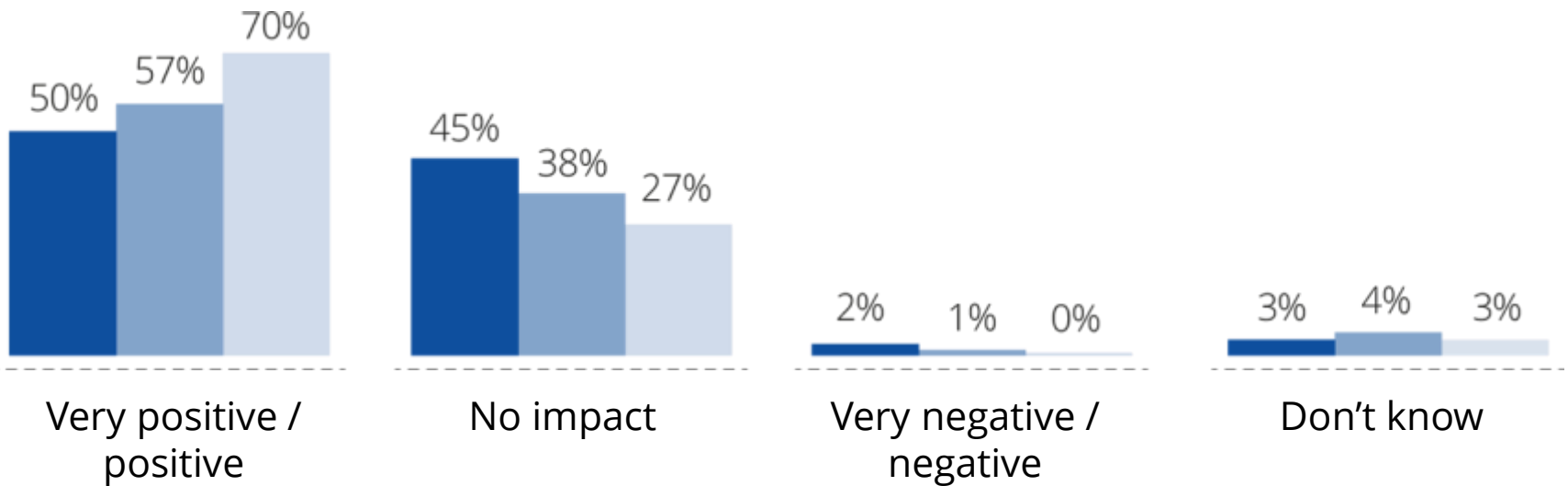
73%

Increases value
and image

IPR USAGE

Perceived impact of IPR registration

● Micro ● Small ● Medium



IPR USAGE

TOP 3 - Reasons for not taking any measures to protect their innovations

● Micro ● Small ● Medium

 No IPR users

I don't see any benefits
in protecting innovations

39%

34%

31%

I do not have enough
knowledge

17%

15%

10%

Procedures are too
costly

12%

9%

8%

SUPPORTING SMEs IN RELATION TO IPR

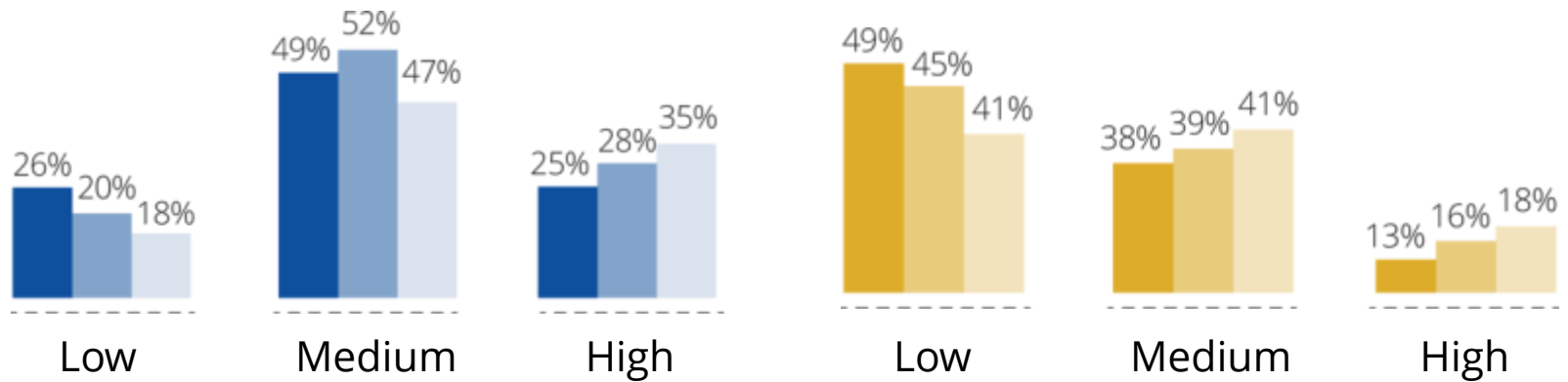
Familiarity with IPR among SMEs

 IPR users

- Micro
- Small
- Medium

 No IPR users

- Micro
- Small
- Medium



SUPPORTING SMEs IN RELATION TO IPR

Current sources of information on IPR registration



55%

Outside private
counsel

48%

Internet

22%

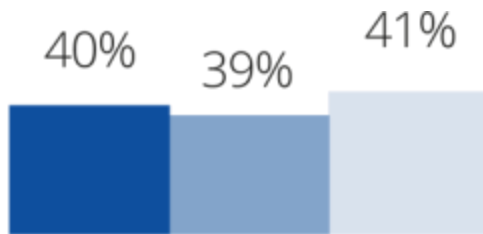
National IP
Offices

SUPPORTING SMEs IN RELATION TO IPR

SMEs who showed interest in receiving information on IPR

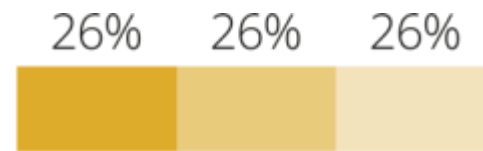
 IPR users

- Micro
- Small
- Medium



 No IPR users

- Micro
- Small
- Medium

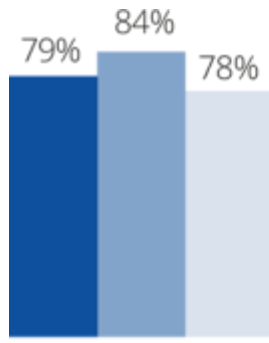


SUPPORTING SMEs IN RELATION TO IPR

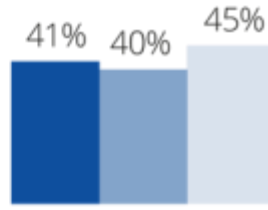
Preferred sources of information about IPR

 IPR users

- Micro
- Small
- Medium



Internet /
Social Media



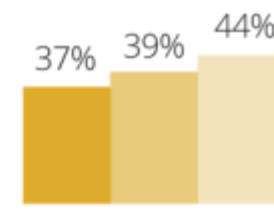
IP office

 No IPR users

- Micro
- Small
- Medium



Internet /
Social Media



IP office

SUPPORTING SMEs IN RELATION TO IPR

Conditions under which SMEs would consider registering IPR

● Micro ● Small ● Medium

 No IPR users

Certitude of adequate protection

32%

30%

29%

Easier to take legal action

31%

30%

28%

Easier to understand

31%

28%

26%

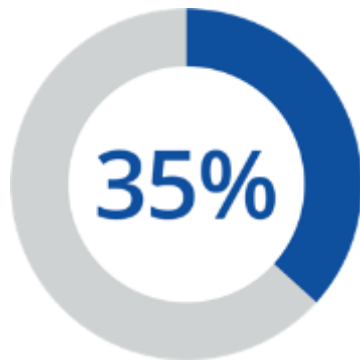
IPR USAGE

Type of IP protection measures used

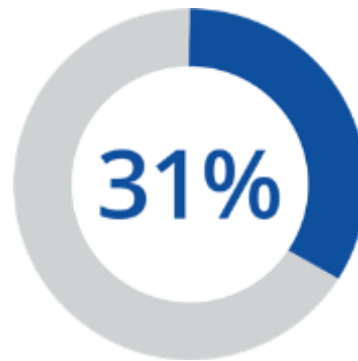
TOP 3 measures with high effectiveness



IPR
users



Simplification
and shortening
of procedures



Better access
to IPR
databases



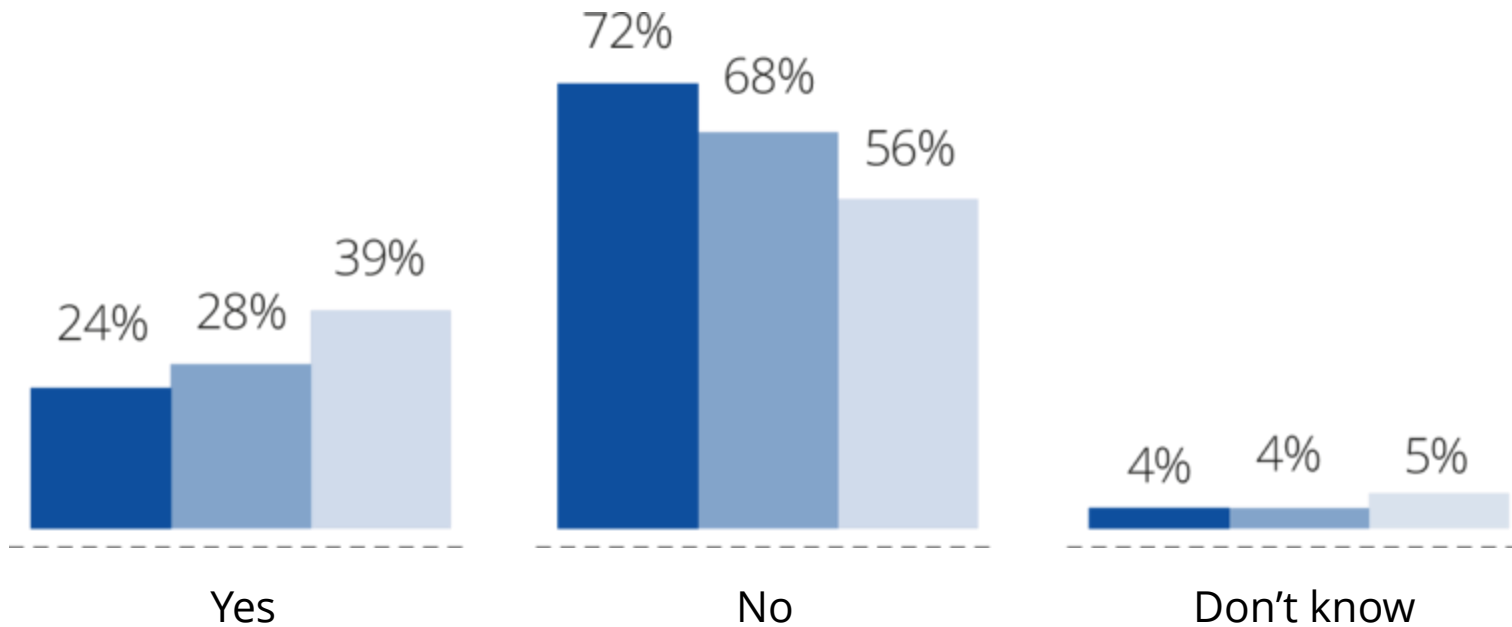
Reduction of
costs or financial
support

ENFORCEMENT OF IPR

Percentage of SMEs who declared having suffered infringement

● Micro ● Small ● Medium

 IPR users



ENFORCEMENT OF IPR

Most common means to fight IPR infringement

● Micro ● Small ● Medium

who experienced
infringement

 IPR
users

Bilateral negotiations

51%

40%

37%

Court procedures

40%

32%

27%

Mediation

25%

18%

16%

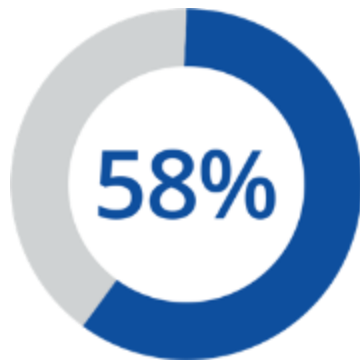
ENFORCEMENT OF IPR

Problems related to court procedures

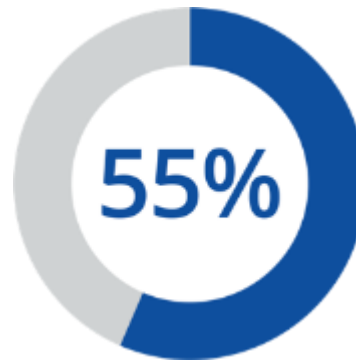
Main reasons to refrain from court procedures

who previously used
court procedures

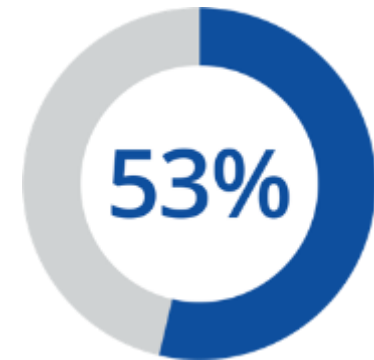
 IPR
users



Court fees
too expensive



Too lengthy



Lawyers' fees
too expensive

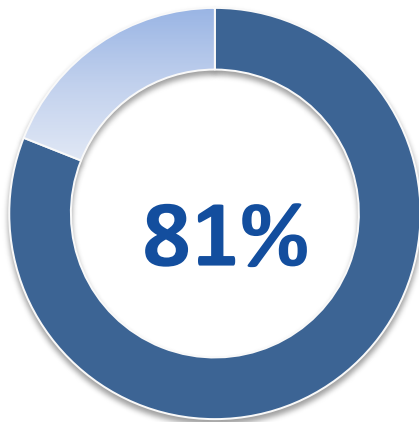
ENFORCEMENT OF IPR

Areas of improvement in the court procedures

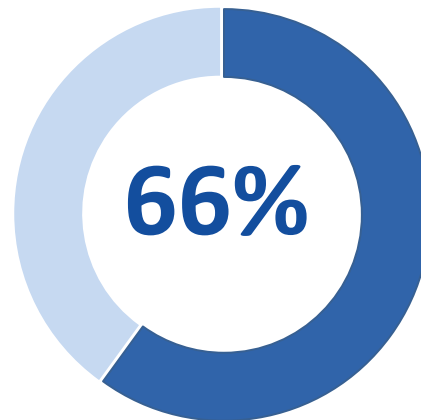
Main areas

who previously used
court procedures

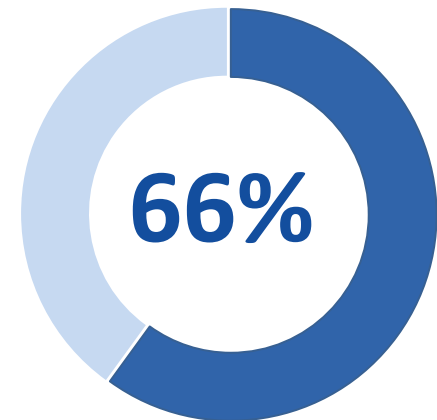
 IPR
users



Quicker
procedures



Special procedures
and mechanisms
for IPR litigation



Less expensive
procedures



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Thank you