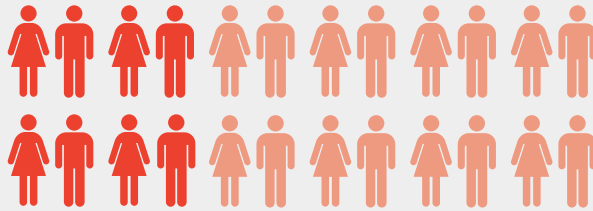


# Intellectual property in figures

**Did you know?** that industries using Intellectual Property Rights intensively account for...

**1 in 3**  
jobs in Europe



**39%**  
of total EU  
economic activity



**90%**  
of the EU's **trade** with  
the rest of the world



**40%**  
and pay **wages** that  
are 40% higher than  
other industries



Not everyone knows just how important intellectual property is for our economy - but most Europeans do place high value on it...

**96%**  
of Europeans agree  
that **protecting  
intellectual property  
is important**

**86%**  
agree that IP improves  
the **quality of products  
and services**

**80%**  
feel that buying counterfeit  
goods **ruins businesses  
and reduces jobs**

**76%**  
feel that **innovation  
and intellectual property  
go hand-in-hand**

**50%**

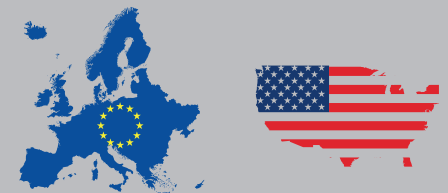
of EU industries are intensive  
in intellectual property rights

These industries use an above average number of patents, trademarks, designs, copyrights and geographical indications per employee.

Some of the most intellectual property right intensive industries are engineering, financial and insurance activities, motor vehicles manufacturing, retail, computer consultancy and programming, and pharmaceuticals.



Compared with a similar study carried out in 2012 by the US Patent and Trademark Office, intellectual property right intensive industries have a greater impact in Europe on GDP and on direct employment than in the US.



**26%** **19%**

**39%** **35%**

employment GDP