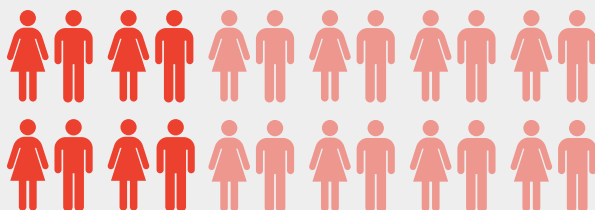


Intellectual property in figures

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.



patent



trade mark



design



copyright



geographical
indication

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%**

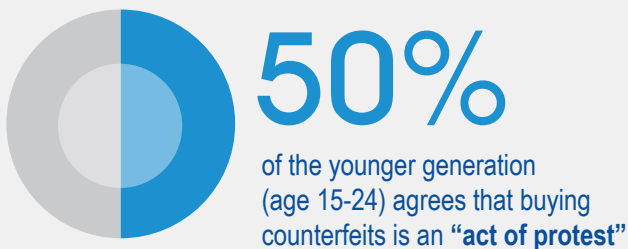
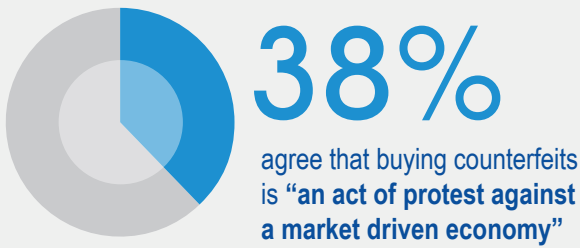
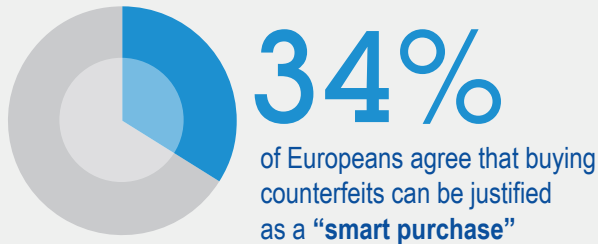
39%  **35%**

 employment  GDP

Intellectual property in figures

Most Europeans value intellectual property for its contribution to the economy and to society, but sometimes intellectual property can be considered differently from an individual perspective.

Purchasing counterfeit goods

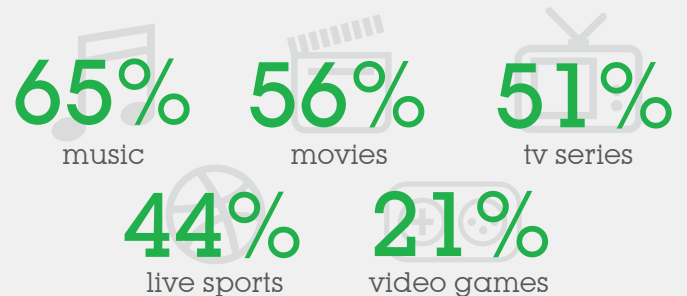


Illegal downloading



Legal downloading

Awareness of legal offers varies significantly by content type. The percentages below represent the number of citizens who know where to download content legally.



Intellectual property plays an important role in people's lives. However...



In 2013, the European Union Intellectual Property Office (EUIPO), acting through the European Observatory on Infringements of intellectual property rights, published two independent studies.



"European Citizens and Intellectual Property: Perception, Awareness and Behaviour"



"Intellectual Property Rights Intensive Industries: contribution to economic performance and employment in the EU"

The full studies can be found here:
<https://euiipo.europa.eu/ohimportal/en/web/observatory/observatory-publications>