

# Intellectual Property Awareness Survey 2019

Complete the survey put together by New Design Magazine and their media partner the full service IP firm Potter Clarkson and receive a complimentary 3 issue subscription to the magazine

## Knowledge of IP

1. How would you describe your business's knowledge of IP? For example, is your business aware of patents, designs, trade marks and copyright as forms of IP protection, and the differences between them?
- a.  Yes, I/we are aware.
  - b.  Yes, although I/we would like to know more.
  - c.  No, and I/we would like to know more.
  - d.  No / N/A.

## Experience of IP

2. Please tick the following that apply.
- a.  My/our business has an IP budget.
  - b.  My/our business has a strategy to protect our IP, including a designated person/team, in place.
  - c.  My/our business trains its staff in IP procedures.
  - d.  My/our business monitors the IP portfolios of our competitors.
  - e.  My/our business carries out patent searches when developing new products to avoid infringing third party IP rights.
  - f.  My/our business measures the effectiveness of its IP strategy.
  - g.  My/our business works with an IP and/or consultancy firm for any of the above.

3. Has your business protected any of its IP through the following? Please tick all that apply.

- a.  Patents.
- b.  Registered designs.
- c.  Registered trade marks.

4. How do you value your company's IP, or in what ways does protecting IP give your company a competitive advantage?

5. In which countries does your company actively protect its IP rights?

6. Has your business ever been involved in a dispute around any of the above?

- a.  Yes.
- b.  No.

## IP considerations

7. Has the IP strategy of your business changed over the past 12 months?

- a.  Yes.
- b.  No.

8. If you answered yes to the above, please tick any of the following that apply and comment below.

- a.  My/our value of IP protection has changed.
- b.  The relationship between R&D and IP protection within the business has changed.
- c.  My/our domestic and/or overseas strategy has changed.
- d.  My/our competitors have changed.

Name:..... Job Title:..... Company:.....

Email:..... Web Address: .....

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