



Why IP protection matters

PANORAMIX

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According to the EUIPO,
industries with an above-average
use of IP rights, account for

43.7% 

of the UK's total GDP.

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Foreword from

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FOUNDER & MANAGING DIRECTOR

In an era where innovation drives success, understanding and securing your IP is more critical than ever.

I invite you to explore the wealth of information within these pages and encourage you to reach out to us should you have any questions or need further support.

We are, after all, here to power your potential.

Introduction

A guide to intellectual property protection

Today, with competition fiercer than ever, protecting intellectual property (IP) is crucial for business growth.

- Companies leveraging IP rights experience, on average, a 29% increase in revenue compared to those without such protection.

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- IP-protected businesses are 34% more likely to expand into new markets successfully.

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- A strong IP portfolio enhances a company's attractiveness to investors, with IP-protected businesses being 33% more likely to secure external funding.

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This whitepaper explores the vital role of IP. And, through real-world examples, offers insights into effective protection strategies for businesses looking to safeguard their assets and innovations. The potential risks of neglecting IP, the benefits of providing adequate protection – **you'll find it all right here.**

The importance of IP protection

Intellectual property should be a key consideration for any business – big or small – in any industry. Its importance simply cannot be overstated. Beyond this, however, robust IP protection also plays a pivotal role in cultivating economic growth on a much broader scale.

IP-intensive industries account for more than a quarter of UK output – around **£300 billion a year.**

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How can trademarks benefit your business?

- **Innovation:** IP protection drives innovation by granting exclusive rights to creators, encouraging R&D investments and driving continuous improvement across various industries.
- **Investments:** Secure IP portfolios attract investors, enhancing a company's appeal and facilitating access to capital for growth and expansion.
- **Competition:** Strong IP protection promotes healthy competition, pushing businesses to innovate and offer consumers a wider range of high-quality products and services.
- **Value:** IP protection preserves a business's identity and reputation by safeguarding trademarks and branding, preventing competitors from diluting or misappropriating goodwill.
- **Growth:** IP-intensive industries drive economic growth and job creation by encouraging creativity, entrepreneurship, and innovation investment within a strong framework.

Industries with an above-average use of IP rights accounted for

15.5%

(4.5 million) of total UK employment.

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Case Study

The importance of IP in the UK's pharmaceutical sector

Innovative drug and medical treatment development requires significant investment in research, development and clinical trials. IP protection, especially through patents, is crucial in motivating pharmaceutical companies, such as GlaxoSmithKline (GSK), a global leader.

GSK's patent portfolio safeguards its R&D investments and encourages ongoing innovation, ensuring financial recovery and funding for future research. Without such protection, pharmaceutical companies would struggle to recoup investments, hindering the global development of life-saving treatments and therapies.



Developing effective IP protection strategies

There are numerous types of IP protection. Each protects something slightly different. For businesses looking to safeguard their assets, understanding the multitude of options available – what they do and how they work – is the first stage of developing a robust IP strategy.

Companies with a well-defined IP strategy are 50% more likely to experience substantial growth and outperform competitors.

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Types of IP protection:

- **Patents**

What they protect: Novel inventions, processes, or products

How they help: Grant exclusive rights, preventing others from making, using, or selling the patented invention without permission.

- **Trademarks**

What they protect: Distinctive symbols, names, logos, or slogans identifying goods or services.

How they help: Enhance brand recognition, foster customer trust and safeguard against brand imitation.

- **Copyrights**

What they protect: Original creative works, including literature, music and art.

How they help: Provide exclusive rights to reproduce, distribute and display the protected work.

- **Trade Secrets**

What they protect: Confidential business information, such as processes, formulas or customer lists.

How they help: Offer long-term protection, maintaining a competitive edge by keeping valuable information confidential.

- **Contracts & Agreements**

What they protect: Various aspects, depending on the agreement, such as collaborations, licensing or non-disclosure

How they help: Clearly define terms, rights and obligations, cultivating secure business relationships.

Developing an effective IP protection strategy requires a detailed understanding of business goals and a clear grasp of the assets that require safeguarding. By strategically deploying these protection mechanisms, businesses can fortify their competitive position, stimulate innovation, and secure long-term success.





Case Study

A landmark IP battle between two tech giants

The Apple vs. Samsung legal dispute of 2011 left a lasting impact. Apple filed a lawsuit, alleging that Samsung's Galaxy devices infringed on iPhone and iPad design and utility patents. The case, involving global patent battles, concluded with a U.S. jury awarding Apple over \$1 billion in damages in 2012. Despite subsequent adjustments and an eventual out-of-court settlement in 2018, the case serves as a stark reminder of the significance of intellectual property protection.



The risks of neglecting IP protection

Failing to safeguard innovative ideas and distinctive brand assets can lead to severe consequences, impacting competitive advantage, financial stability, and overall business success.

The overall cost of intellectual property crime to UK businesses was estimated at £9.2 billion per year, in 2019.

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Key risks of inadequate IP protection:

- **Loss of competitive edge**
Without proper IP protection, competitors can exploit innovations and brand elements, diluting market position and diminishing unique selling points.
- **Legal battles and disputes**
Inadequate protection may result in legal conflicts, such as trademark or patent infringement claims, leading to costly legal battles that drain resources and tarnish reputations.
- **Erosion of brand value**
Neglecting trademarks can lead to brand dilution or counterfeiting, eroding the value and trust associated with brands in the eyes of consumers.
- **Missed revenue opportunities**
Without robust IP protection, businesses may miss out on inactive licensing opportunities or partnerships, limiting their ability to monetise innovations.

In a 2019 survey,

42%

of UK consumers said they would be less likely to use a company's products or services if they were aware that the company had been involved in a high-profile IP dispute.





Case Study

UK trademark dispute in the confectionery industry

In 2018, Cadbury faced challenges defending its purple colour (Pantone 2865c) trademark in the UK when Nestlé contested its exclusivity. The legal battle resulted in limitations on Cadbury's ability to enforce its brand. Despite retaining partial rights, the case highlights the tangible impact of insufficient IP protection, urging businesses to adopt robust strategies to safeguard their brand identity and market position effectively.



The benefits of protecting IP

Businesses prioritising and protecting their intellectual property gain a competitive edge and unlock various benefits.

Start-ups with patents and trademarks are

10 times

more successful in securing funding.

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Crucial reasons to protect IP:

- **Market exclusivity**

IP protection grants businesses exclusive rights to their innovations, allowing them to dominate their niche and charge a premium for products or services.

- **Enhanced brand value**

Securing trademarks and copyrights adds intrinsic value to a brand, making it more attractive to customers and potential investors.

- **Attracting investment**

Investors are more inclined to support businesses with a protected and valuable IP portfolio, seeing it as a testament to the company's long-term vision and potential.

- **Encouraging innovation**

Protecting inventions through patents encourages ongoing innovation, fostering growth and adaptation in response to market demands.

- **Legal recourse**

IP protection provides a solid legal foundation for pursuing legal action against infringement, deterring potential violators and ensuring the company's rights are upheld.

- **Market positioning**

A robust IP strategy helps businesses stand out in the market, establishing them as a leader in innovation and quality.

Businesses that own IP have, on average, 20% higher revenue per employee than firms that do not.

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Case Study

A showcase of global strategic protection

With over 8,000 assets, Apple's IP portfolio, including 5,000 patents, 2,000 trademarks, and 1,000+ copyrights, plays a pivotal role in protecting its products and brand. Valued at \$182.7 billion globally, Apple's trademarks contribute significantly to its unrivalled digital status.



Conclusion

Panoramix, where high-quality legal advice is conveyed with clarity and accessible to everyone

At Panoramix, we believe in the potential of every idea. That's why we're committed to providing accessible, high-quality legal counsel for businesses of all sizes and across diverse sectors.

Our global network of skilled intellectual property advisors ensures tailored support for your unique needs. Whether you're a start-up or a multi-national corporation, we deliver expert advice without the unnecessary complexity or excessively high fees. From healthcare to technology, our advisors are experienced in navigating diverse industries.

Allow us to show you how safeguarding your intellectual property can take your business further than you ever thought possible.

We are different because:

- Our expertise is comprehensive and of the highest quality
- Our capabilities extend across the globe
- Our approach is personable and down-to-earth
- Our advice is simple, actionable and clear cut
- Our fees are transparent and the value we create is authentic





How can we make your
intellectual property
work for you?

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