Intellectual Property Office

What is Intellectual Property (IP)?

Patents • trade marks • copyright • registered designs

Emma Richards – Regional Policy Advisor

Intellectual Property Office is an operating name of the Patent Office

Intellectual Property Office



www.gov.uk/ipo

The Intellectual Property Office is the official government body for intellectual property rights within the UK.

Copyright, **patents**, **designs** and **trade marks** are all types of intellectual property (IP) protection.

Having the right type of protection can help you take action against people stealing or copying the names of your products/brands, your inventions, the design/look of your products, and things you write, make or produce.

It also helps you gain value from your ideas - turning inspiration into sustainable business success.

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IPO | Making life better through IP

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WHY IP MATTERS

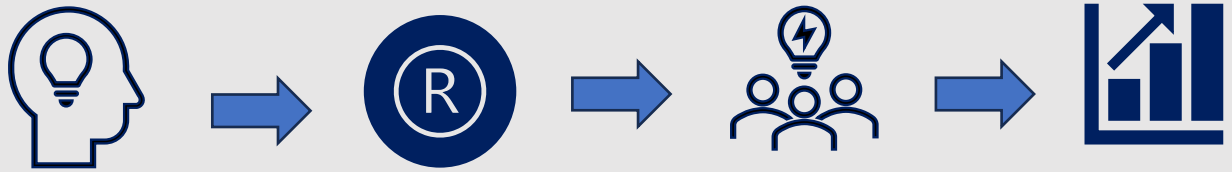
£130bn
Invested annually in UK Knowledge assets

£63bn
Value protected by IP Rights

Supports Growth
Vital for industries like medicine, tech and communications

IP Gives researchers, inventors & creators the confidence to invest time, energy and money.





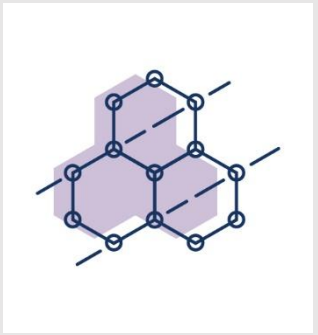
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What is intellectual property?

Intellectual Property is the collective term for **creations of the mind** and the **fixed formats** in which they can be protected:

- Patents
- Trade marks
- Registered Designs
- Copyright
- Unregistered Design right
- Confidentiality
- Trade secrets



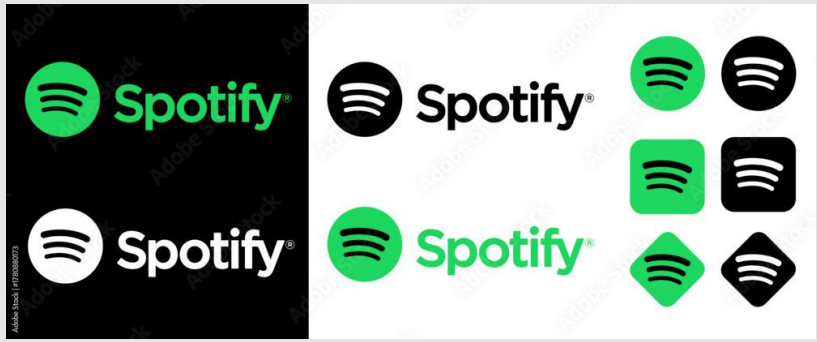




Trade marks

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Trade Marks







- Any sign which is capable of being represented graphically
- Any sign which is capable of distinguishing the goods or services of one undertaking from another
- A badge of origin
- If in use can be renewed indefinitely
- ®



What can be registered?

- Name
- Logo
- Domain name
- Slogan
- Colour theme
- Shape theme
- Action
- Music





The mark must be **distinctive** for the goods and services you provide.



What can’t be registered?

Your trade mark cannot

- Be offensive
- Be descriptive
- **Use “laudatory terminology”** or **words/shapes in common usage in the class of goods** in question.
- Be non-distinctive
  - “We lead the way”
- Use protected emblems



Trade mark costs

UK (Intellectual Property Office)

- £205 application fee (1 class included)

EUIPO (European Intellectual Property Office

- €850 application fee (1 class included)

WIPO (World Intellectual Property Office)

- Madrid protocol (fee calculator available online)

Need professional legal advice?

- CITMA - Citma.org.uk
  (Chartered Institute of Trade mark Attorneys)



Copyright

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Copyright





Copyright protects literature and artistic works:

- Books
- Films
- Music
- Songs/Sound recordings
- Photographs
- Paintings
- Manuals
- Databases
- Dramatic works







Copyright

Does not protect

- Works in the public domain
  - when copyright has expired
- Ideas
  - copyright protects the **expression** of an idea not the idea itself
- Single words
- Titles
- Facts

How long does copyright last?

Published editions (typographical layouts) - 25 years

TV & radio broadcasts - 50 years

Sound recordings - 70 years

Literary works, films, music, dramatic, artistic - Death



plus 70 years

Copyright top dead earners (2025)

1. $105 Million — Michael Jackson
2. $85Million — Dr Seuss
3. $81 Million — Richard Wright
4. $81 Million — Syd Barrett
5. $80 Million — The Notorious B.I.G
6. $21 Million — Miles Davies
7. $17 Million — Elvis Presley
8. $14 Million — Jimmy Buffett
9. $13 Million — Bob Marley
10. $12 Million — John Lennon



Who first owns copyright?

Usually the **first creator** or **author**

- An employer might own the work if it was produced in the **ordinary course of employment**
- A contractor will retain ownership unless their **contract states otherwise**
- Moral rights are still retained even if the creator sells their copy rights



Copyright



Record your work



Keep proof



Use contracts



Licencing opportunities



There are no official registers

There are unofficial registers you can register with and upload your work for third party proof

Registration does not prove ownership, only that the work existed at the point it was uploaded

Registered designs

Registered Designs

A Registered Design protects the overall visual appearance of a product:

- Physical shape
- Configuration
  - How different parts are arranged together
- Decoration
  - Such as a pattern on a fabric



Registered designs don’t protect

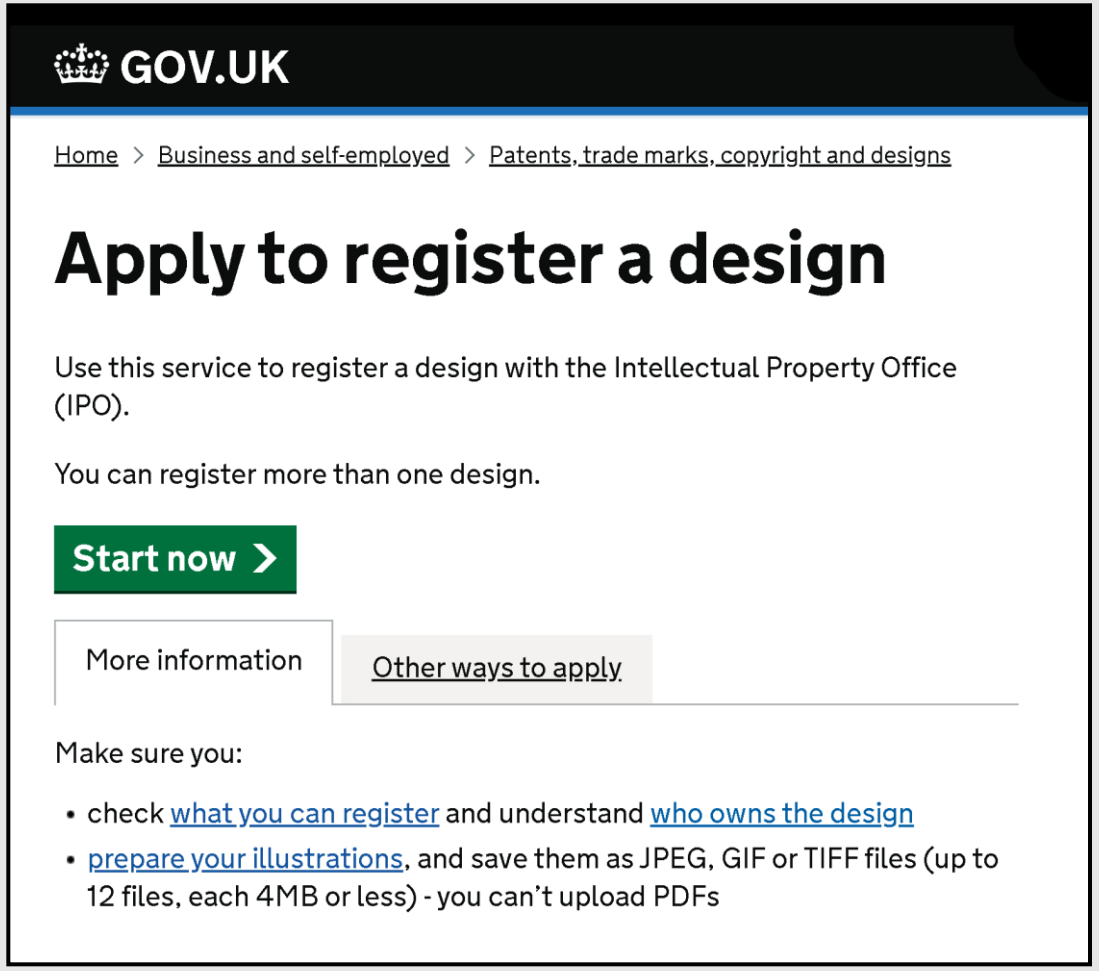
- How a product functions
- What material it is made from
- How it’s manufactured
- A form dictated by it’s function or where there is no design freedom
    - Must fit or must match like a key or universal/standard attachments



Registered design costs

- £60 for 1 design (online application)
- £60 for first and £40 for each additional design in the same application
- **£70 for up to 10 designs in the same application**
    - Additional £20 up to and including every further set of 10 designs in the same application

Designs do not have to be related to each other, just filed at the same time



Patents

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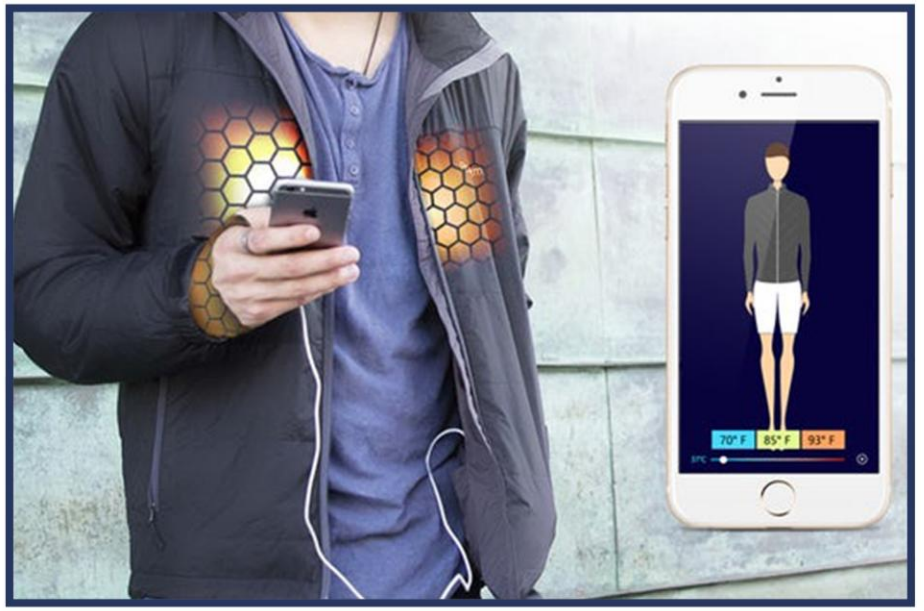
Patents

Patents protect

- New inventions
- How products work
- Technical function
  - What they do
  - How they do it



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©/8kflexwarm



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©/orbitwheel

Criteria for patentability

- Must be new and novel
  - Prior disclosure will invalidate your application
- Must be an invention
  - Could have an inventive step
- Must have a technical effect



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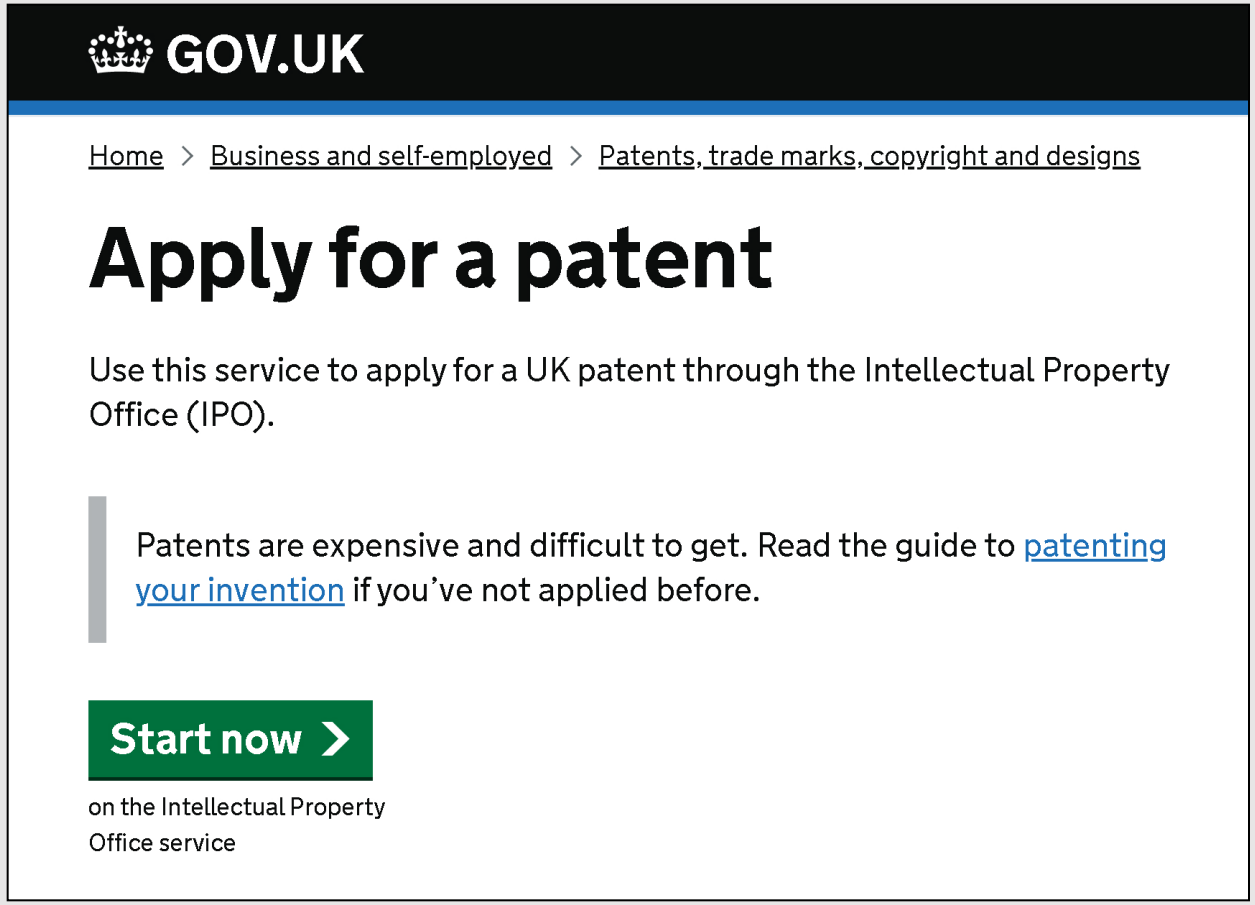


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Patent fees in the UK

Applications contain separate parts:

- Application fee
  - £75 online
- Search fee
  - £200 online
- Examination fee
  - £130 online
- Renewals
  - start in year 5 and end in year 20



Patents

- Keep your inventions confidential
- Use Non-disclosure and confidentiality agreements
- Search for existing and similar inventions
- Seek help from a patent attorney to draft your application

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Business & IP Centres and PatLib

Business & IP Centres Overview

BIPCs offer free resources, workshops, and personalized sessions to help businesses protect their intellectual property.

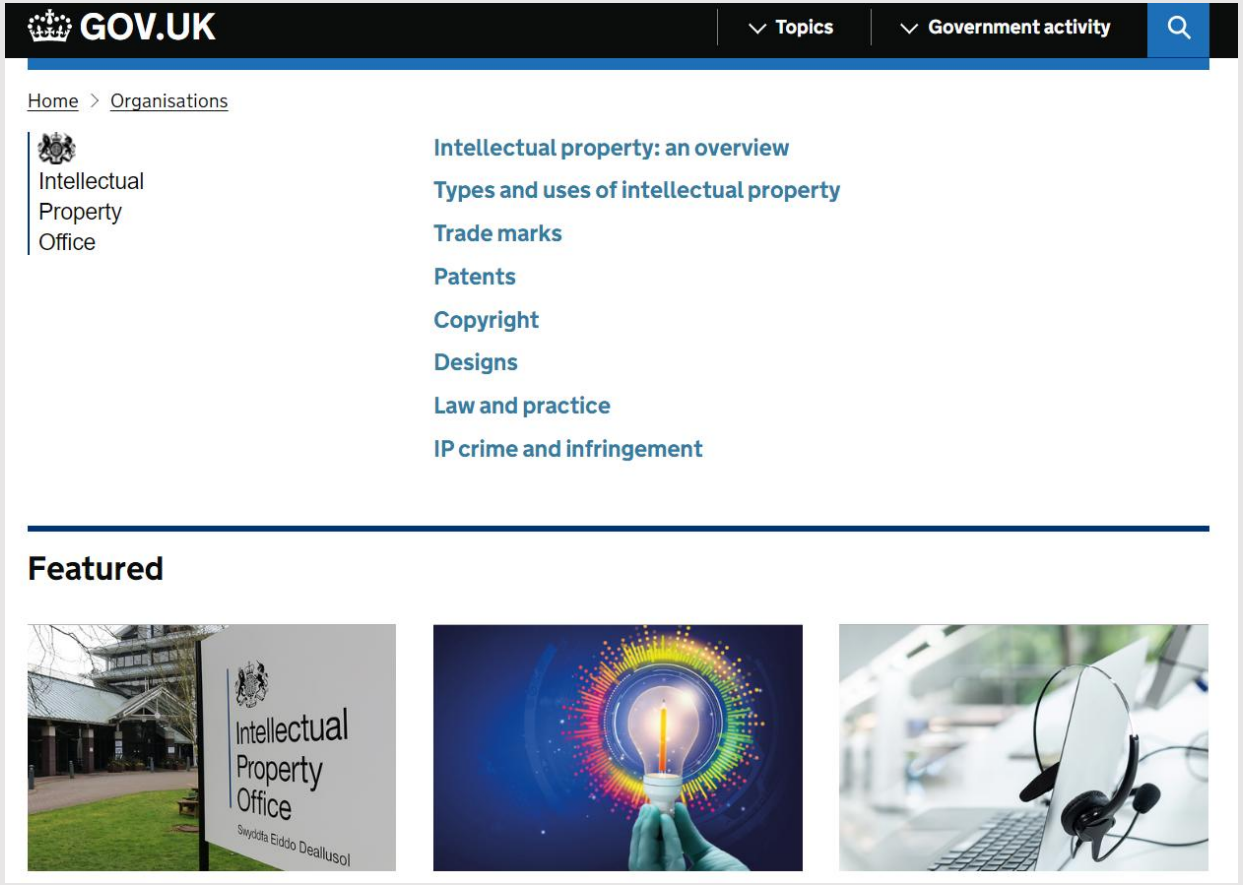
PatLib Network Support

PatLib provides specialized patent search support and IP clinics for SMEs requiring expert guidance.

Advisor Familiarity Benefits

Advisors knowing local BIPC and PatLib services can expand SME support and foster community engagement.

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Regional Policy Advisor – Devolved Nations

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