



Next generation market research

INTELLECTUAL PROPERTY PRINCIPLES

What the IP Community Regards as Important

Final report | prepared exclusively for the Center for Intellectual Property Understanding | September – October 2023

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A person wearing a striped shirt and glasses is pointing at a tablet held by another person. The tablet displays a dashboard with various charts, including a pie chart and several bar charts. The background is a dark, blue-tinted image of a person's legs and feet, suggesting a meeting or collaborative work environment. The overall image has a semi-transparent dark blue overlay.

 **response:AI**

GOALS & METHODOLOGY

GOALS & METHODOLOGY

Goals

- Assess attitudes and beliefs towards IP rights among IP community members,
 - Gauge community response to IP principles, including those expressed on IPBasics.org.
-

Target group surveyed

- Inventors and other creators, IP lawyers, service providers, educators, IP advisors, investors and government or public policy officials
-

Methodology

- Quantitative CAWI (Computer Administered Web Interviewing) survey
- Invitations emailed to targeted lists, along with LinkedIn promotion and sharing of the survey link at IP-related professional events
- A total of **213 respondents**
- Interviewed **14 September – 27 October 2023**



response:AI

KEY FINDINGS

KEY FINDINGS

While the IP Community Survey provides strong evidence for belief in the main concepts of IP rights, the extent of agreement varies by area of focus and amount of experience, and there is diversity of responses about whether IP rights encourage sharing.

Tracking Levels of Agreement

Respondents agree that **good IP behavior needs to be learned** and that CIPU's "Four IP Principles" found on IPBasics.org are a good starting point.

- Creators and IP professionals concur that an invention, name or work of creative expression can have **value like any other property**. Fully, 88% strongly agree with this statement while another 9% agree "somewhat."
- 96% of those surveyed agree that copyrights, trademarks, patents and trade secrets provide **value to both owners and society at large**. Only 77% strongly agree with this statement.
- Only 71% of respondents believe strongly that **patents have a positive impact** on innovation and 68% on the economy as a whole (slide 13).
- Only 73% believe strongly in **copyrights' positive impact** on creative expression and 66% on society as a whole (slide 14).

KEY FINDINGS

Differences Regarding Business Impact, Jobs and Sharing

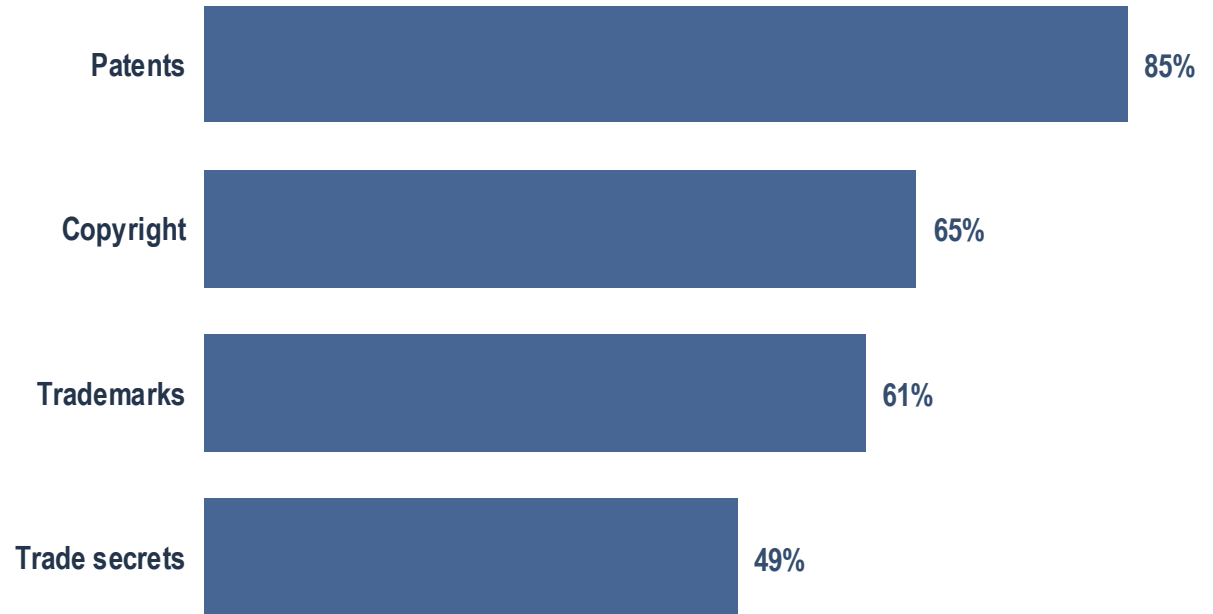
- 100% of corporate respondents and consultants believe that **IP infringement hurts businesses**. But only 91% of attorneys think so and 88% of those in education and government.
- The view that IP theft, deliberate or not, **threatens jobs and compromises consumer safety** is held by 98% of those with more than 30 years IP experience but **only 85%** of those with less than 10 years.
- There is less agreement across the community that **IP protections encourage sharing**. While 71% agree with this statement, **only 36% strongly agreed**. Another 35% agree somewhat, 13% have no opinion, and 16% disagree, some strongly.
 - **Attorneys are the most likely to disagree** that IP protections encourage sharing (25%), followed by those in education and government (21%).
- There is broad agreement that **IP principles are not generally well understood**. 96% of respondents believe that good IP behavior needs to be taught, with 76% holding this view strongly. None of those surveyed disagreed with this proposition.
- **CIPU's "Four IP Principles"** are seen as "clear and easy to understand" by 97% of survey respondents. 96% say they are "useful to a broader audience."



AWARENESS AND EXPERIENCE WITH INTELLECTUAL PROPERTY

TYPES OF INTELLECTUAL PROPERTY

The largest share of respondents (85%) either create, manage or are otherwise associated with Patents, followed by copyright materials (65%), trademarks (61%), and trade secrets (49%).



	TOTAL	PROFESSION					
		IP attorney	IP Consultant	Inventor/Creator	Services/Investors	Educ/Govt	Corporate
NUMBER OF RESPONDENTS	213	44	40	31	22	33	34
Patents	85%	82%	95%	65%	86%	88%	91%
Copy right	65%	57%	55%	65%	59%	73%	76%
Trademarks	61%	61%	63%	45%	59%	67%	59%
Trade secrets	49%	57%	58%	23%	41%	55%	50%

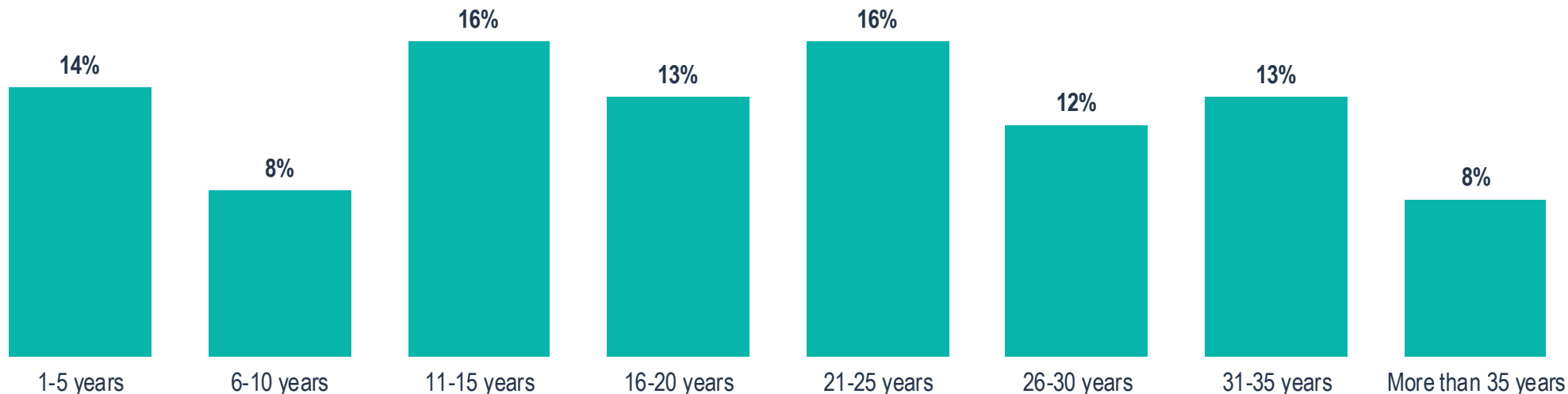
Activity : Which of the following types of intellectual property do you interact with in your work?

Inventor / Creator = Inventor, entrepreneur, musician, artist, content creator
Services Investors = IP services, investor, fund manager
Educ / Govt = Educator, policymaker, government official
Corporate = Corporate, product manager, technology transfer professional

ALL RESPONDENTS

TENURE IN THEIR PROFESSION

Both 11-15-year and 21-25-year time spans tied at 16% for the highest tenure in the field, followed by 14% who have worked 1-5-years, and both 16-20 and 31-15-years at 13% each. On average, IP consultants have worked the highest number of years (23.9), while corporate employees have the shortest average tenure, at 18.4 years.



MEDIAN = a value that divides a set of values into two equal parts. At least 50% of the values are less than or equal to and at least 50% of the values are greater than or equal to the median.

MODE = the value that occurs most frequently in a given set of values (this is the value of the character with the highest frequency). It represents a kind of typical value of the monitored file.

Inventor / Creator = Inventor, entrepreneur, musician, artist, content creator

Services Investors = IP services, investor, fund manager

Educ / Govt = Educator, policymaker, government official

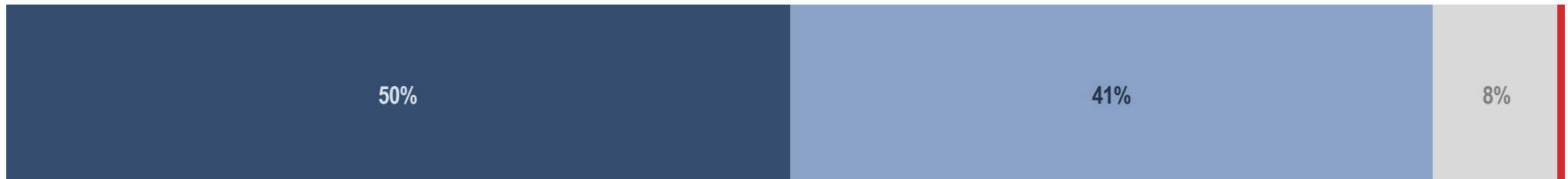
Corporate = Corporate, product manager, technology transfer professional

	TOTAL	PROFESSION					
		IP attorney	IP Consultant	Inventor/Creator	Services/Investors	Educ/Govt	Corporate
NUMBER OF RESPONDENTS	213	44	40	31	22	33	34
AVERAGE [y ears]	20,8	22,1	23,9	22,1	20,9	20,2	18,4
MEDIAN [y ears]	20	22	23	22	20	21	16
MODE [y ears]	30	15	20	30	15	35	15

EXPERTISE

Half of all respondents would describe themselves as experts in their specific intellectual property field, while 41% would classify their knowledge level as "very aware."

■ Expert
 ■ Very aware
 ■ Only somewhat aware
 ■ Not very much aware



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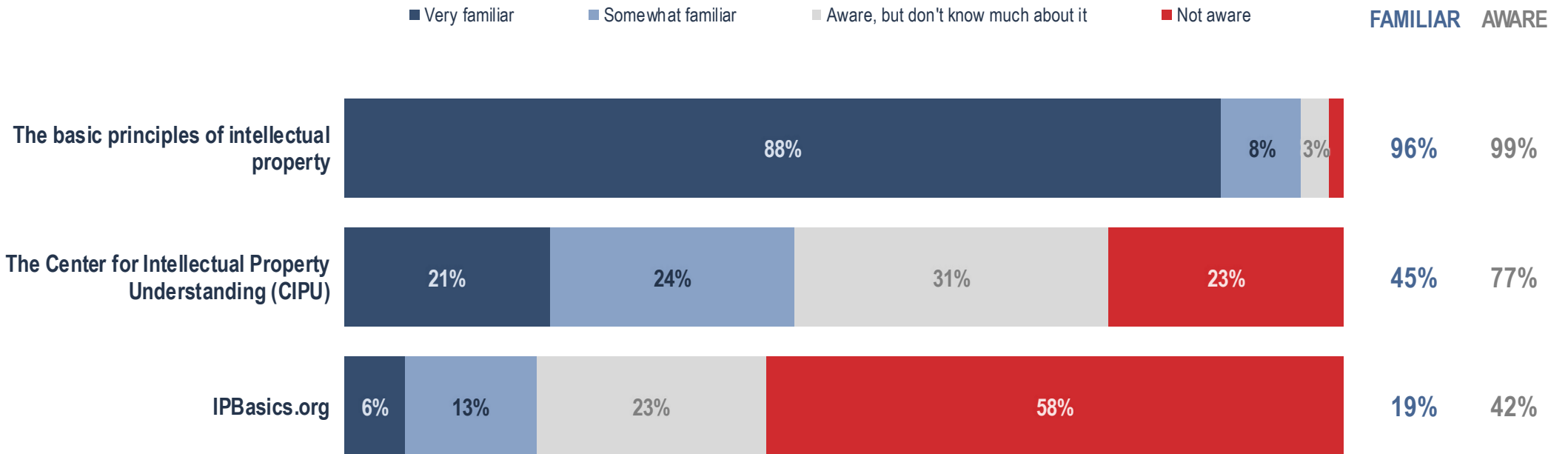
	TOTAL	PROFESSION					
	TOTAL	IP attorney	IP Consultant	Inventor/Creator	Services/Investors	Educ/Govt	Corporate
NUMBER OF RESPONDENTS	213	44	40	31	22	33	34
Expert	50%	66%	68%	29%	50%	45%	44%
Very aware	41%	34%	30%	48%	45%	36%	50%
Only somewhat aware	8%	0%	3%	19%	5%	18%	6%
Not very much aware	0%	0%	0%	3%	0%	0%	0%

IP AWARENESS

88% of respondents classify themselves as very familiar with the basic principles of IP, with 96% falling under the "familiar" group, and 99% being at least "aware."

CIPU awareness was more split, with 45% familiar, and 77% at least aware. The largest share classified themselves as "aware, but don't know much about it," while 24% selected "somewhat familiar" and 23% selected "not aware."

IPBasics.org had 58% unawareness overall, with 19% familiarity, and 42% awareness.



FAMILIAR = Very familiar + Somewhat familiar

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FAMILIAR	TOTAL	PROFESSION					
		TOTAL	IP attorney	IP Consultant	Inventor/Creator	Services/Investors	Educ/Govt
NUMBER OF RESPONDENTS	213	44	40	31	22	33	34
The basic principles of intellectual property	96%	100%	98%	84%	91%	100%	97%
The Center for Intellectual Property Understanding	45%	43%	63%	29%	55%	45%	35%
IPBasics.org	19%	23%	25%	3%	14%	33%	18%

PATENT'S IMPACT

Respondents were asked if they found patents to be positive or negative for both innovation and the economy. For innovation, 71% found patents to be "very positive, with the sum of the two most positive ratings (POS) equaling 97%. The economy was also ranked positively, with 68% very positive, for a 95% POS.

■ Very positive
 ■ Somewhat positive
 ■ Somewhat negative
 ■ Very negative
 POS NEG

Innovation



97% POS 3% NEG

The economy as a whole



95% POS 5% NEG

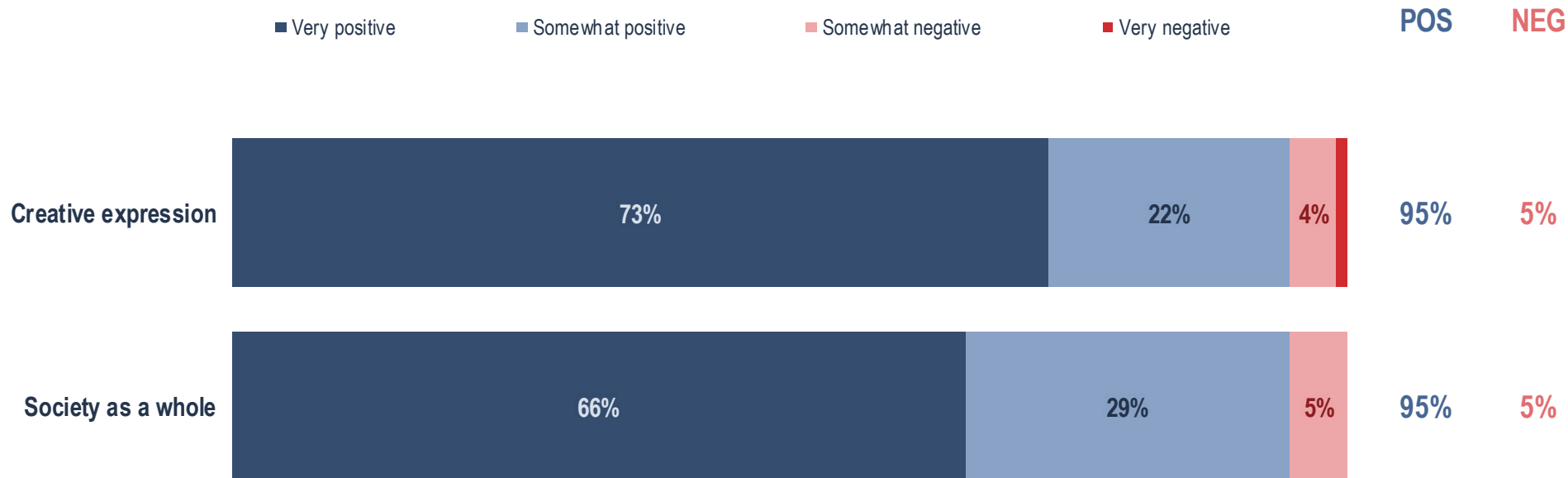
POS = the sum of the two most positive options
NEG = the sum of the two most negative options

Inventor / Creator = Inventor, entrepreneur, musician, artist, content creator
Services Investors = IP services, investor, fund manager
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POSITIVE	TOTAL	PROFESSION					
		TOTAL	IP attorney	IP Consultant	Inventor/Creator	Services/Investors	Educ/Govt
NUMBER OF RESPONDENTS	213	44	40	31	22	33	34
Innovation	97%	95%	98%	94%	95%	100%	100%
The economy as a whole	95%	93%	98%	90%	100%	94%	97%

COPYRIGHT'S IMPACT

Respondents were asked if they found copyrights to be positive or negative for both creative expression and society as a whole. Creative expression scored 73% "very positive, with a POS score of 95%. Society as a whole scored 66% "very positive," but due to a higher "somewhat positive" ranking, maintained a POS of 95% as well.



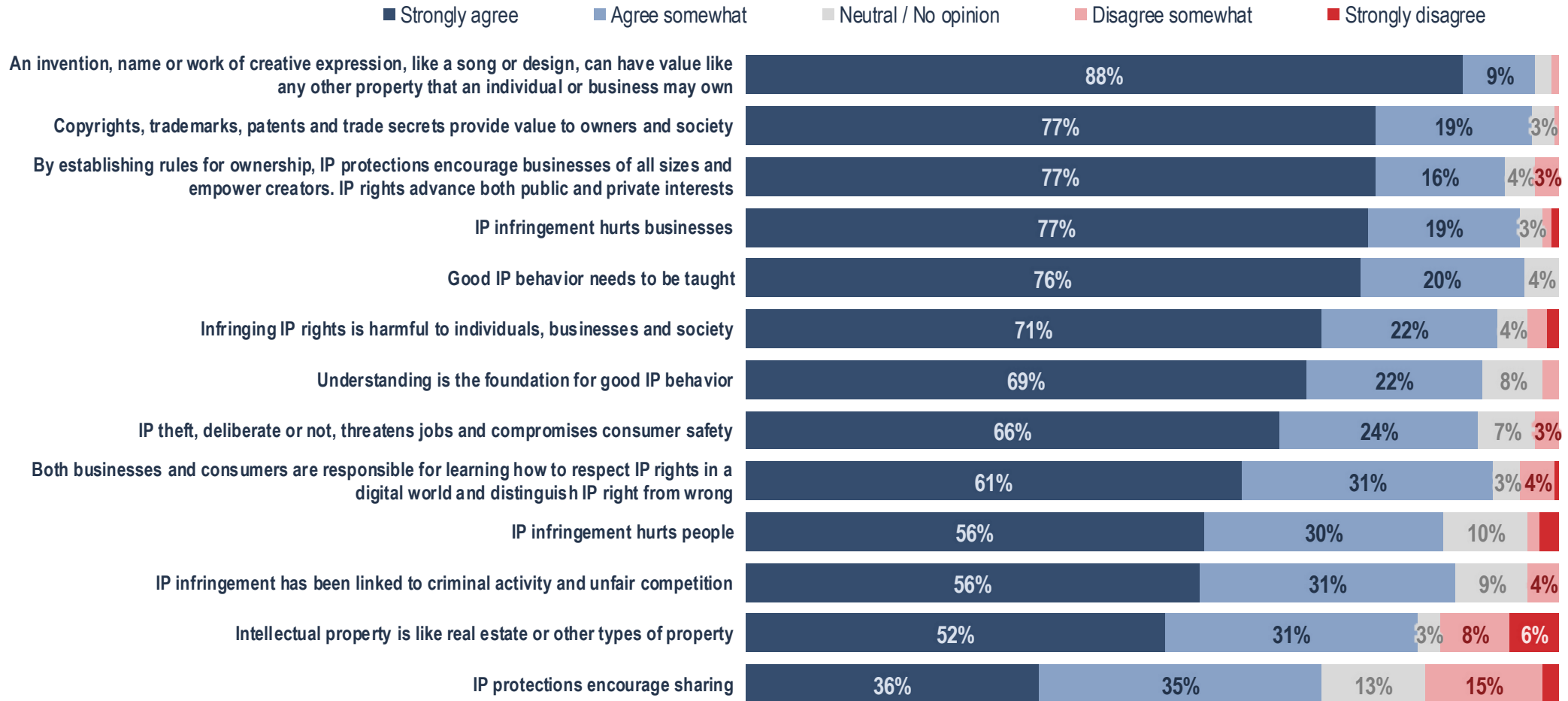
POS = the sum of the two most positive options
NEG = the sum of the two most negative options

Inventor / Creator = Inventor, entrepreneur, musician, artist, content creator
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POSITIVE	TOTAL	PROFESSION					
		TOTAL	IP attorney	IP Consultant	Inventor/Creator	Services/Investors	Educ/Govt
NUMBER OF RESPONDENTS	213	44	40	31	22	33	34
Innovation	95%	95%	98%	94%	86%	94%	97%
The economy as a whole	95%	95%	100%	90%	91%	91%	97%

IP PRINCIPLES

Agreement was high across all listed statements, with agreement (strongly or somewhat) typically above 85%. Agreement is strongest with the statement that an invention, name or work of creative expression can have value like any other property, which 88% of respondents strongly agree with. The least popular principal was that IP protections encourage sharing. Only 36% of respondents strongly agree with this statement, while 16% disagree.



IP PRINCIPLES CROSSTABS

Levels of agreement with these statements are relatively consistent across categories of respondents. However, those working in IP services, investing or a corporate context are somewhat less likely to agree that IP infringement is harmful to individuals, business and society or that it hurts people. Investors and IP services professionals are more likely than other respondents to agree that IP protections encourage sharing. But overall, these differences across professions are relatively minor; large majorities in all categories agree with each of the statements about IP principles.

Agree Strongly or Somewhat	TOTAL	PROFESSION					
		IP attorney	IP Consultant	Inventor/Creator	Services/Investors	Educ/Govt	Corporate
NUMBER OF RESPONDENTS	213	44	40	31	22	33	34
An invention, name or work of creative expression, like a song or design, can have value ...	97%	98%	98%	97%	95%	94%	100%
Copyrights, trademarks, patents and trade secrets provide value to owners and society.	97%	95%	100%	94%	100%	97%	94%
Good IP behavior needs to be taught.	96%	95%	100%	90%	95%	94%	100%
IP infringement hurts businesses.	95%	91%	100%	97%	95%	88%	100%
By establishing rules for ownership, IP protections encourage businesses of all sizes an ...	93%	93%	100%	94%	95%	88%	88%
Infringing IP rights is harmful to individuals, businesses and society.	92%	93%	95%	97%	86%	91%	91%
Both businesses and consumers are responsible for learning how to respect IP rights in a ...	92%	93%	98%	94%	86%	88%	88%
Understanding is the foundation for good IP behavior.	91%	91%	95%	90%	86%	91%	88%
IP theft, deliberate or not, threatens jobs and compromises consumer safety.	90%	89%	95%	94%	91%	88%	85%
IP infringement has been linked to criminal activity and unfair competition.	87%	84%	88%	97%	91%	88%	82%
IP infringement hurts people.	86%	86%	83%	94%	82%	91%	82%
Intellectual property is like real estate or other types of property.	83%	82%	75%	90%	77%	91%	82%
IP protections encourage sharing.	71%	70%	73%	71%	82%	67%	68%

T2B = the sum of the two most positive options (Strongly agree + Agree somewhat)

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 **response:AI**

CONCEPT EVALUATION

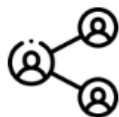
EVALUATED CONCEPT

Knowing these four IP principles go a long way to achieving fundamental understanding:



1. Intellectual Property is property.

An invention, name or work of creative expression, like a song or design, can have value like any other property that an individual or business may own.



2. IP protections encourage sharing.

Copyrights, trademarks, patents and trade secrets provide value to owners and society. By establishing rules for ownership, they encourage businesses of all sizes and empower creators. IP rights advance both public and private interests.



3. IP infringement has consequences.

IP theft, deliberate or not, threatens jobs and compromises consumer safety. It has been linked to criminal activity and unfair competition. Infringing IP rights is harmful to individuals, businesses and society.

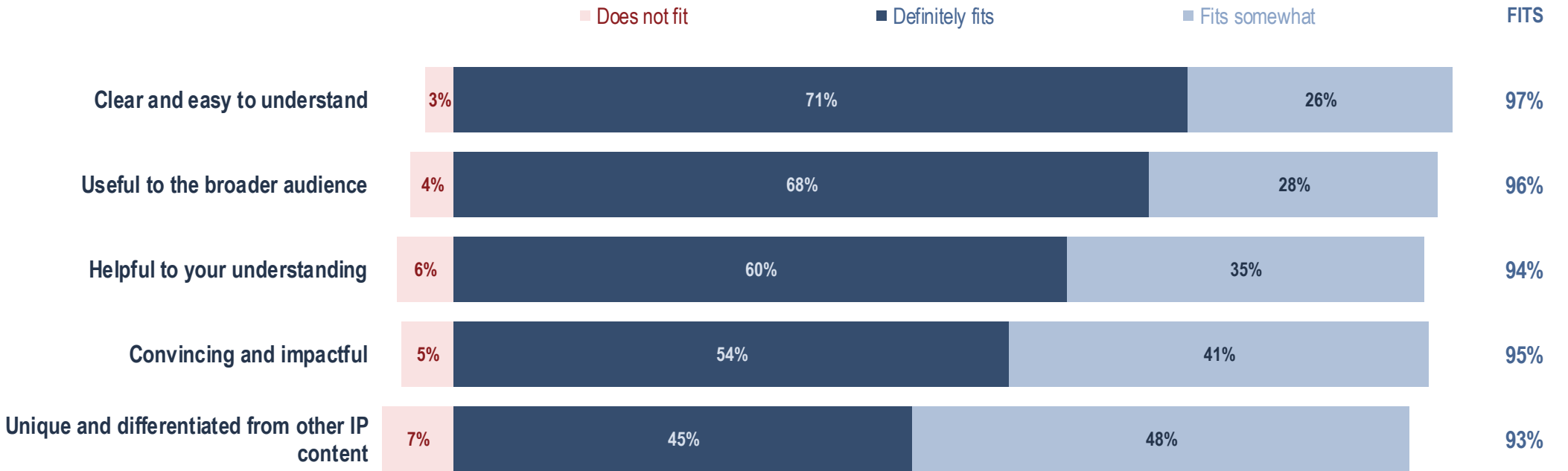


4. Good IP behavior is learned.

Understanding is the foundation for good IP behavior. Both businesses and consumers are responsible for learning how to respect IP rights in a digital world and distinguish IP right from wrong.

CONTENT EVALUATION

When evaluating the content, respondents generally agreed that all statements listed fit (ranging from 93-97%). The most popular evaluation was that the content was clear (71% definitive), followed by useful (68% definitive), and helpful (60% definitive). Uniqueness was the only dimension where "fits somewhat" ranks higher than "definitely fits," but only by 3%.



DEFINITELY FITS	TOTAL	PROFESSION					
		TOTAL	IP attorney	IP Consultant	Inventor/Creator	Services/Investors	Educ/Govt
NUMBER OF RESPONDENTS	213	44	40	31	22	33	34
Clear and easy to understand	71%	68%	83%	77%	68%	67%	62%
Useful to the broader audience	68%	57%	73%	74%	77%	67%	62%
Helpful to your understanding	60%	45%	63%	68%	64%	61%	62%
Convincing and impactful	54%	55%	58%	55%	77%	45%	41%
Unique and differentiated from other IP content	45%	39%	45%	55%	45%	45%	41%

ContentEv al: How would you evaluate this content of these principles on the following dimensions?

Knowing these four IP principles go a long way to achieving fundamental understanding.

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An invention, name or work of creative expression, like a song or design, can have value like any other property that an individual or business may own.

2. IP protections encourage sharing.
Copyrights, trademarks, patents and trade secrets provide value to owners and society by establishing rules for ownership; they encourage businesses of all sizes and empower creators. IP rights advance both public and private interests.

3. IP infringement has consequences.
IP theft, deliberate or not, threatens jobs and compromises consumer safety. It has been linked to criminal activity and unfair competition. Infringing IP rights is harmful to individuals, businesses and society.

4. Good IP behavior is learned.
Understanding is the foundation for good IP behavior. Both businesses and consumers are responsible for learning how to respect IP rights in a digital world and distinguish IP right from wrong.

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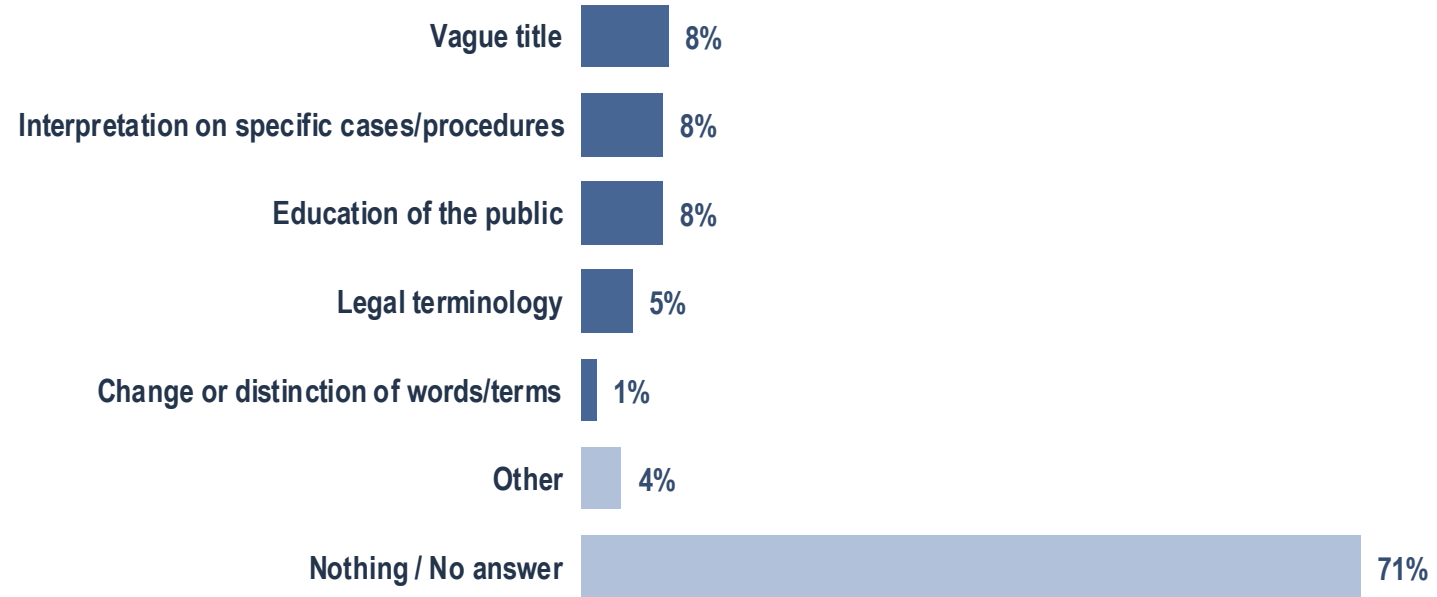
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SUGGESTIONS FOR IMPROVEMENT

While over 70% had no suggestions for improvements, 8% felt that the title was vague, 8% felt that specific interpretations of cases or procedures could be improved, and another 8% felt improvement was needed on education of the public. Only 5% called for improvement on legal terms, and 1% on changes or distinction for words and terms.



	TOTAL	PROFESSION					
		TOTAL	IP attorney	IP Consultant	Inv entor/Creator	Services/Investors	Educ/Govt
NUMBER OF RESPONDENTS	213	44	40	31	22	33	34
Vague title	8%	7%	5%	3%	0%	12%	18%
Interpretation on specific cases/procedures	8%	2%	10%	6%	9%	9%	9%
Education of the public	8%	11%	8%	10%	9%	3%	6%
Legal terminology	5%	2%	10%	6%	0%	0%	9%
Change or distinction of words/terms	1%	5%	0%	0%	5%	0%	0%

Changes: Is there anything in particular that you would add or change regarding the principles in this content?

Knowing these four IP principles go a long way to achieving fundamental understanding.

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ALL RESPONDENTS

PERSONAL RELEVANCE

The largest share (47%) felt that the content was definitely relevant for themselves and others like them, with 77% saying it is at least somewhat relevant. Only 15% felt any level of irrelevancy about the content. Of those who feel it is not relevant to them, 60% agreed the content is primarily for novices in IP, while all other categories fell at or below 15%.

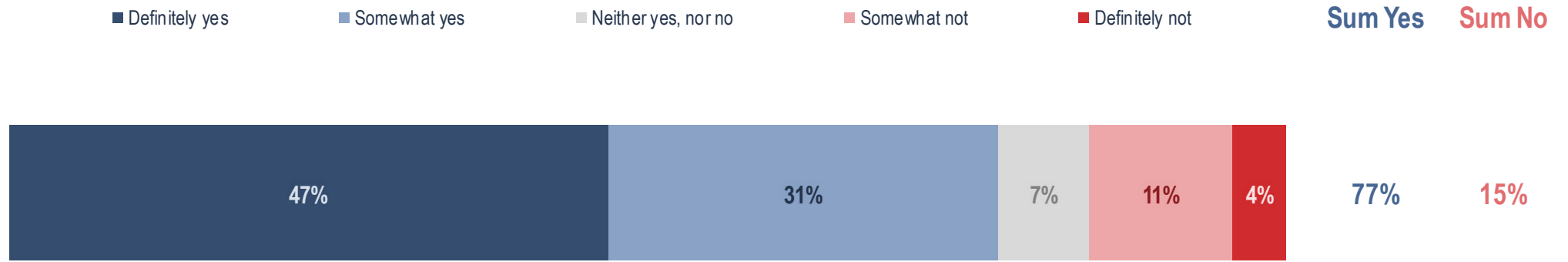
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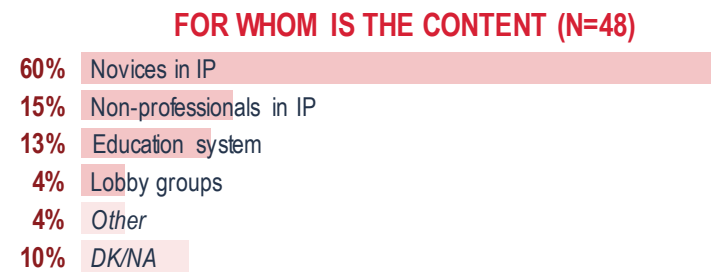
3. IP infringement has consequences.
IP theft, deliberate or not, threatens jobs and compromises consumer safety. It has been linked to criminal activity and unfair competition, infringing IP rights is harmful to individuals, businesses and society.

4. Good IP behavior is learned.
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T2B = the sum of the two most positive options
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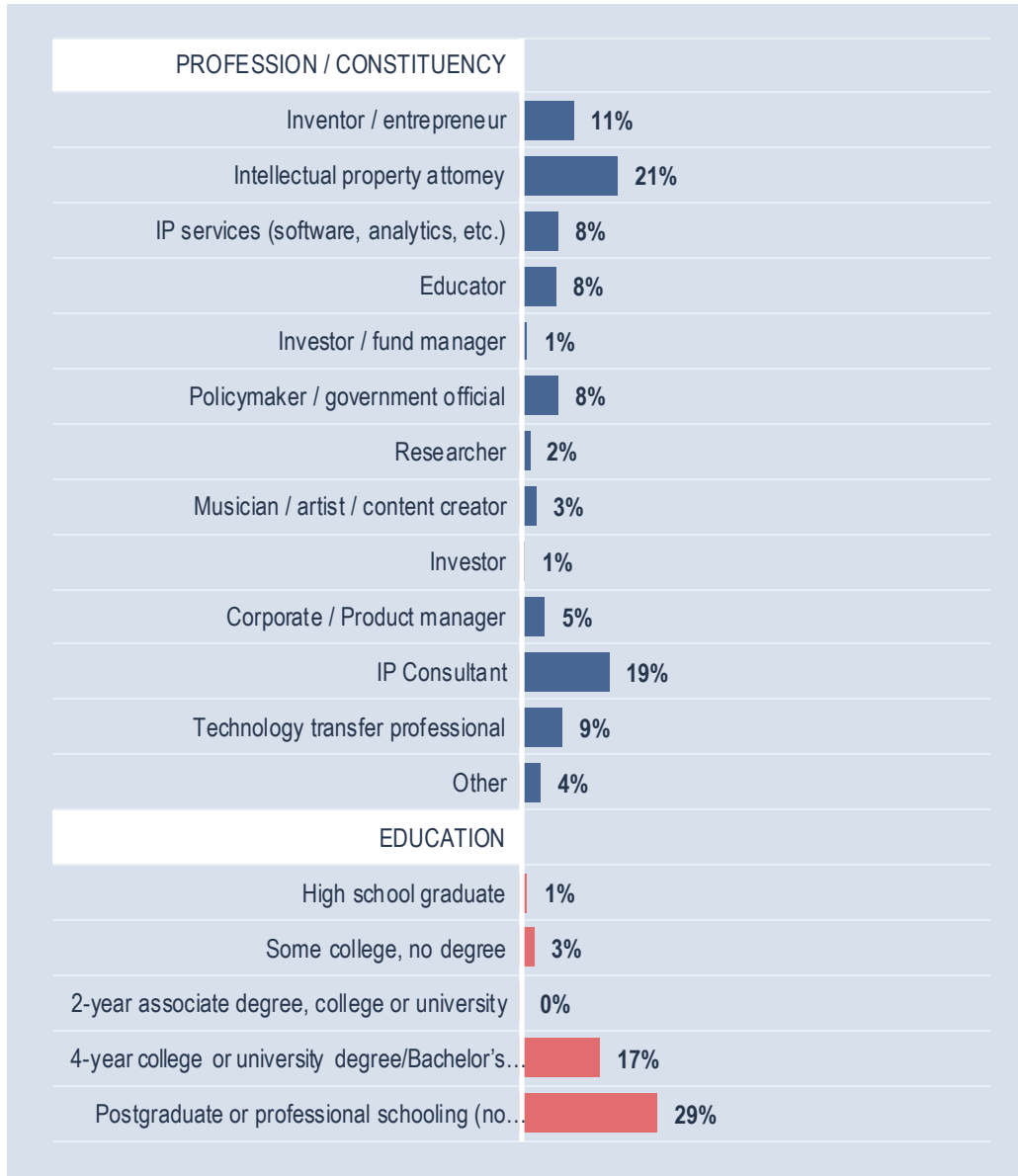
	TOTAL	PROFESSION					
	TOTAL	IP attorney	IP Consultant	Inv entor/Creator	Services/Investors	Educ/Govt	Corporate
NUMBER OF RESPONDENTS	213	44	40	31	22	33	34
T2B	77%	80%	68%	87%	73%	79%	76%
B2B	15%	14%	23%	0%	23%	18%	18%

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 **response:AI**

SAMPLE STRUCTURE

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