



A POWERFUL  
FORCE BEHIND  
**BRITAIN'S**  
FUTURE SUCCESS

**BRANDS**

# BRANDS

## INDIVIDUALS (whether shoppers or consumers)

Brands lie in our minds and hearts, the sum total of our understanding of and feelings towards specific products.

Brands help us navigate crowded markets, inform our choices and reduce our risks. Consistent performers earn our trust.

## INNOVATION

80% of innovations in UK grocery come from branded companies<sup>1</sup>. Innovation drives economic growth and success.

## MORE JOBS

More than one in five people are employed in trade mark intensive industries. Companies with trade marks employ many more people than companies with other IP rights<sup>2</sup>.

## HIGHER WAGES

Trade mark intensive industries pay a 42% wage premium<sup>3</sup>. Higher wages bring higher tax earnings and a higher contribution to public services.

## HIGHER PRODUCTIVITY

Companies that register trade marks are more productive.

## EXPORTS

British brands are exported around the world and contribute positively to the UK's reputation abroad.

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## BRANDS - SUPERCHARGING INTELLECTUAL PROPERTY PERFORMANCE

Brands rely on all IP rights. **Trade marks, designs** and **copyright** protect the distinctive character of individual products and services, helping us recognize them immediately. **Patents** protect the innovation that keeps brands current. **Passing off** stops others confusing shoppers while **trade secrets** support collaborative working on new products.

Trade marks are particularly important to British brands ...

- our trade mark intensive industries contribute over a third of GDP (£762 billion), 65% more than the next IP-intensive industry which is patents (they contribute 13% or €233 billion);
- our trade mark intensive industries provide more than 1 in 5 of all jobs (nearly 6.4 million jobs), 60% more than the next IP-intensive industry which is designs (which contribute 9% or some 2.6 million jobs)<sup>2</sup>

## BRANDS UNDER THREAT IN THE UK

The value of brands makes them targets for the criminal and unscrupulous. A recent OECD and EUIPO report values the international trade in counterfeit and pirated goods at 2.5% of world trade (some \$461 billion), with most brands being hit and the UK a primary target. Meanwhile a 2006 Government study found brands in the UK are not well protected from misappropriation, a finding yet to be addressed.

## BRANDS – HOW THEY MAY BE A STRONGER FORCE IN THE UK

The Anti-Counterfeiting Group and British Brands Group call on Government to be ambitious, establishing the UK as a world-class market in which to create and develop brands, building on our existing strengths.

## AREAS FOR ACTION

- Positive consideration of brands in Government policy
- Sustain and build the UK's reputation for an effective IP system
- An effective framework and resources to stop the social and economic harm that fakes cause
- Better safeguards against free-riding off hard-won brand reputations

Sources: <sup>1</sup> KantaWorldpanel, *Access to brands* 2016;

<sup>2</sup> EUIPO and European Patent Office, *Intellectual property rights intensive industries and economic performance in the European Union* 2016;

<sup>3</sup> IPO, *Trade Mark Incentives* 2011