Intellectual Property Office

BCC-WIPO Copyright Training Course

Delivering policy in a challenging environment

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Intellectual Property Office is an operating name of the Patent Office

What I will cover today

- Brief introduction to the IPO (UK)
- Policy making in the current climate
- The policy official’s role in 2019
- Q&A

About the UKIPIO

- We are an Executive Agency of the Department for Business, Energy and Industrial Strategy (BEIS)

- Dual site – Newport (Wales) and London
- 1200+ staff (mostly operational)
- Minister for IP

The IPO, UK cont'd

- IP **policy**, global and domestic
- **Rights granting** - patents, trade marks and design rights
- IP **awareness, education and business support** at home and abroad
- Supporting effective **IP enforcement**
- Building the IP **evidence base**
- **Stakeholder** engagement
- IP Crime Intelligence function

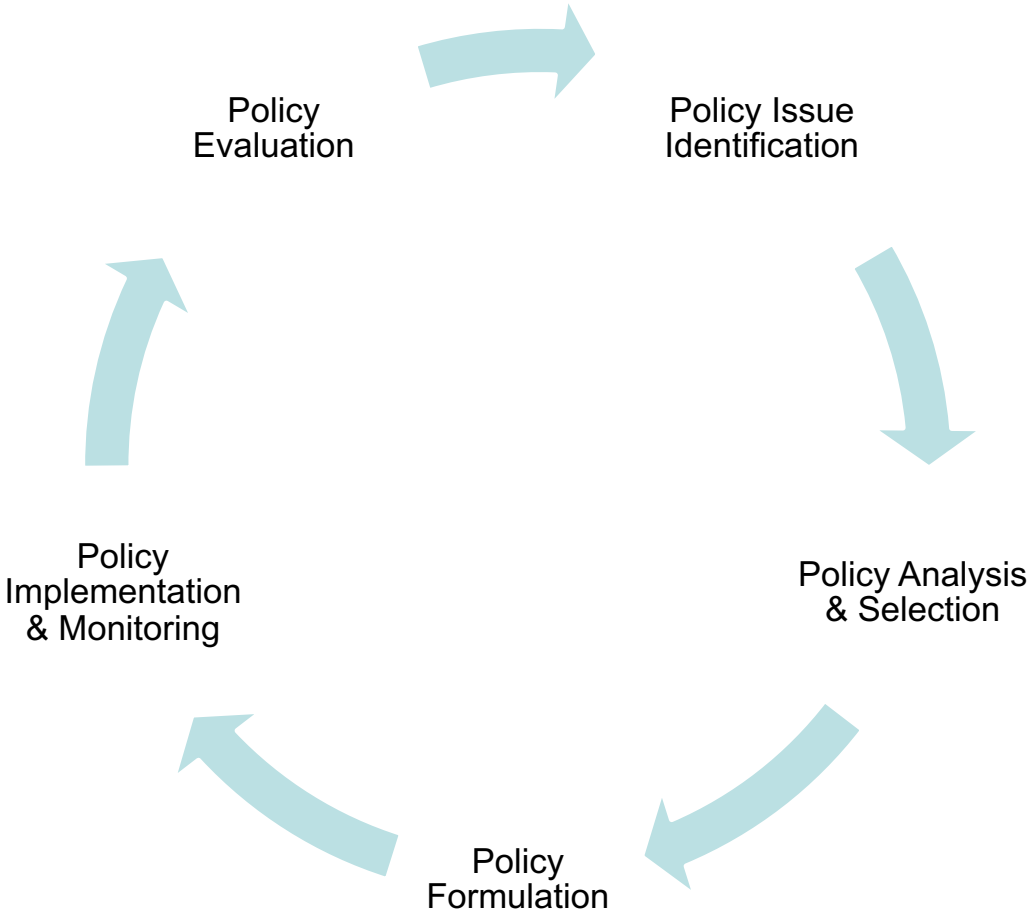
Policy making: what is it?

Institute for Government – Policy making in the real world (2011)

“The strength of policy making is integral to the strength of government as a whole, and that of the country at large.

When policies fail, the costs (whether monetary or otherwise) can be significant.”

The policy cycle

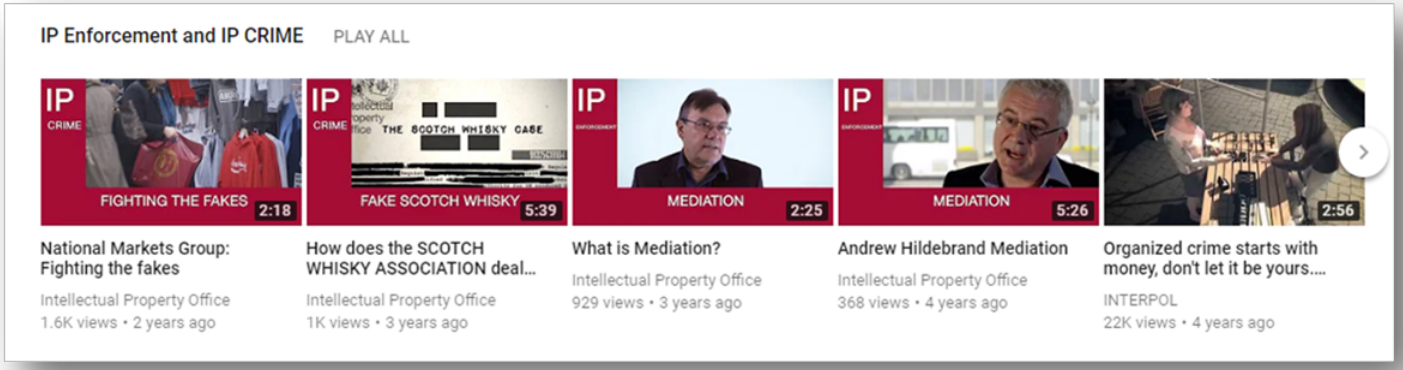


What we do: the traditional policy role

- Assemble, interpret & analyse evidence
- Communicate complex info
- Brief Ministers / senior officials
- Legislation
- Work effectively with a wide range of stakeholders

But there's more

- Develop media / education campaigns



And more:

The Copyright Tribunal

And still more:

- Facilitator/negotiator/broker of deals:

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What makes it challenging?

A range of things including:

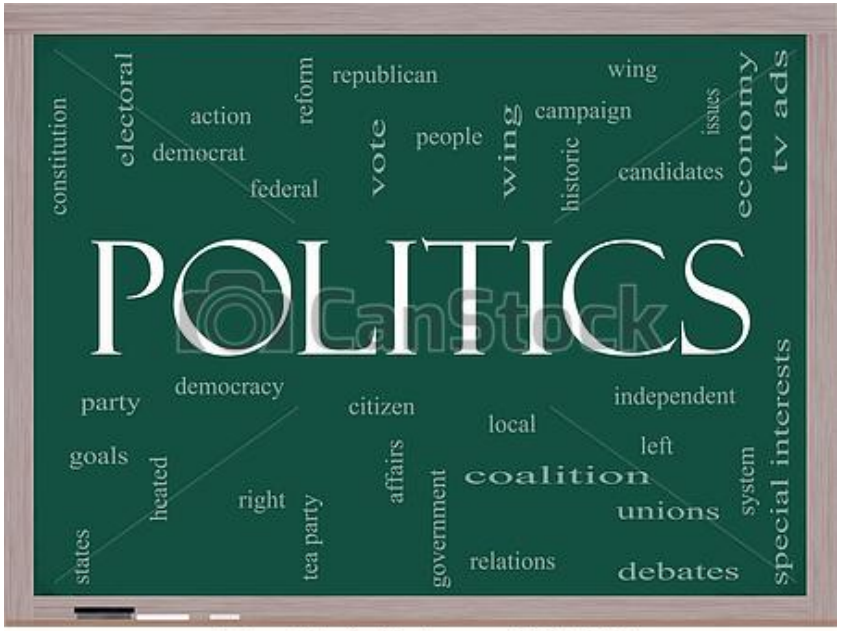
- Multitude of tasks
- Uncertainty / working blind
- Politics
- Time / Process / structures
- Technological developments
- Evidence
- Stakeholders
- Consumers & users

Uncertainty

- Uncertainty
- Leaving with no deal
- IP only one element
- Multiple players
- Trade deals

Politics

- Elections
- Manifesto commitments
- Legacy policies
- International obligations



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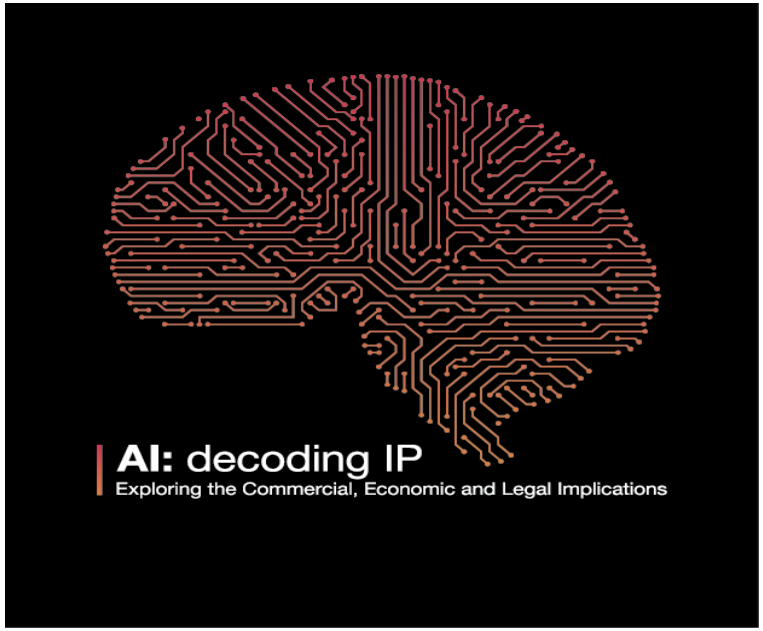
Time/Process/structure

- Normal policy cycle takes time (data gathering, analysis, consultations, etc)
- Normal process doesn’t always apply
- Legislative process can be lengthy/complex
- Need to look for a range of solutions
- Results can be ineffective, time-consuming, challenged

Technological developments

- Internet
- Mobile devices
- Streaming
- Social media
- Online marketplaces
- New & emerging technologies: Blockchain, 3D printing, AR, AI, Robotics



Evidence

- Private sector held. Commercial confidence
- ‘White noise’ – contradictory evidence
- Issues of trust
- Filling the gaps

Stakeholders

The Enforcement Landscape

Consumers and users

- 24/7 culture of consuming content
- Range of content
- Range of devices
- Cheap/free
- Difficulty in engaging

So what does this all mean for policy officials?

- Understand the ‘big picture’
- Be a skilled negotiator/facilitator
- Need to be flexible
- Be open
- Be honest & admit mistakes
- Need to separate ‘you’ from ‘work’
- Don’t expect to be liked