



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 UKIPO

- 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

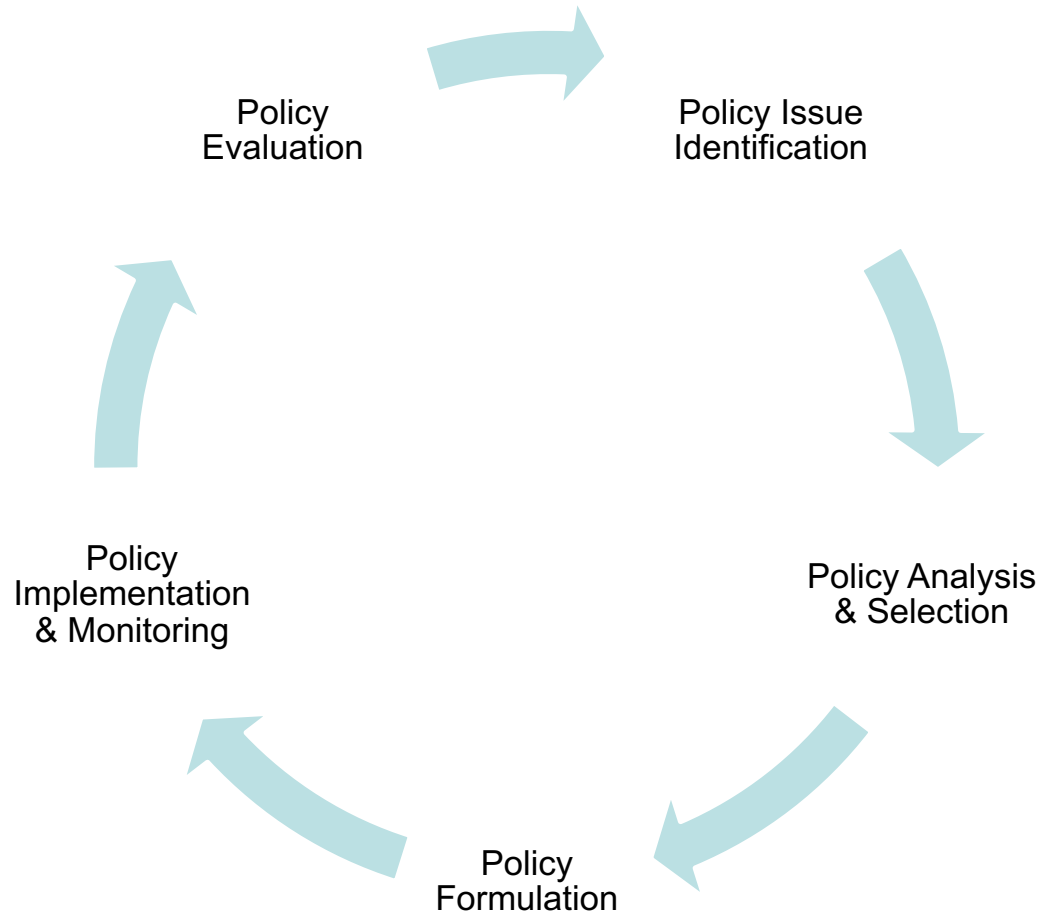
Policy making: what is it?

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

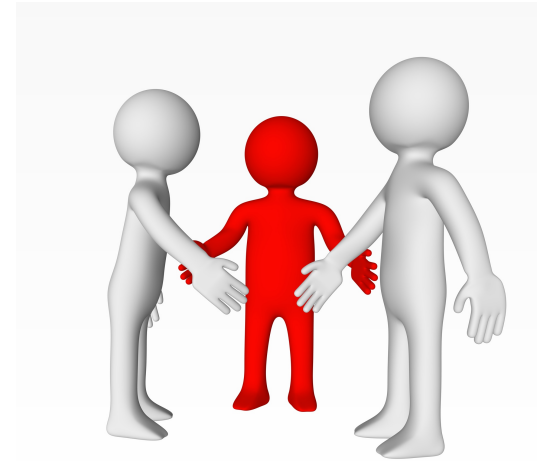
- Develop media / education campaigns



IP Enforcement and IP CRIME [PLAY ALL](#)

IP CRIME	IP CRIME	IP	IP	
FIGHTING THE FAKES 2:18	FAKE SCOTCH WHISKY 5:39	MEDIATION 2:25	MEDIATION 5:26	2:56
National Markets Group: Fighting the fakes	How does the SCOTCH WHISKY ASSOCIATION deal...	What is Mediation?	Andrew Hildebrand Mediation	Organized crime starts with money, don't let it be yours....
Intellectual Property Office 1.6K views • 2 years ago	Intellectual Property Office 1K views • 3 years ago	Intellectual Property Office 929 views • 3 years ago	Intellectual Property Office 368 views • 4 years ago	INTERPOL 22K views • 4 years ago

And more:



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

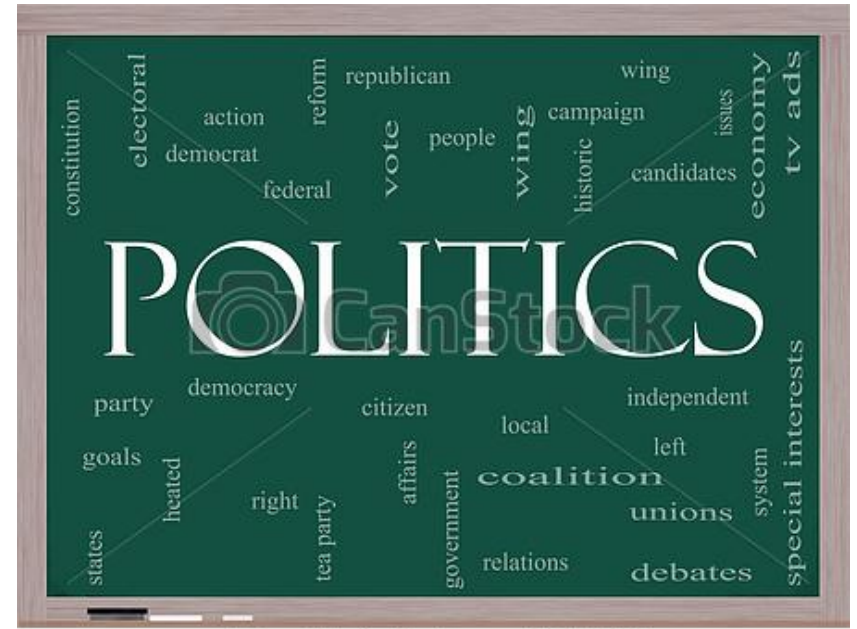
Uncertainty



- 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



AI: decoding IP

Exploring the Commercial, Economic and Legal Implications

Evidence

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



Stakeholders

Creative industries

Lobby Groups

Educational institutions

Cultural heritage

Ministers

Governments and other departments

Users

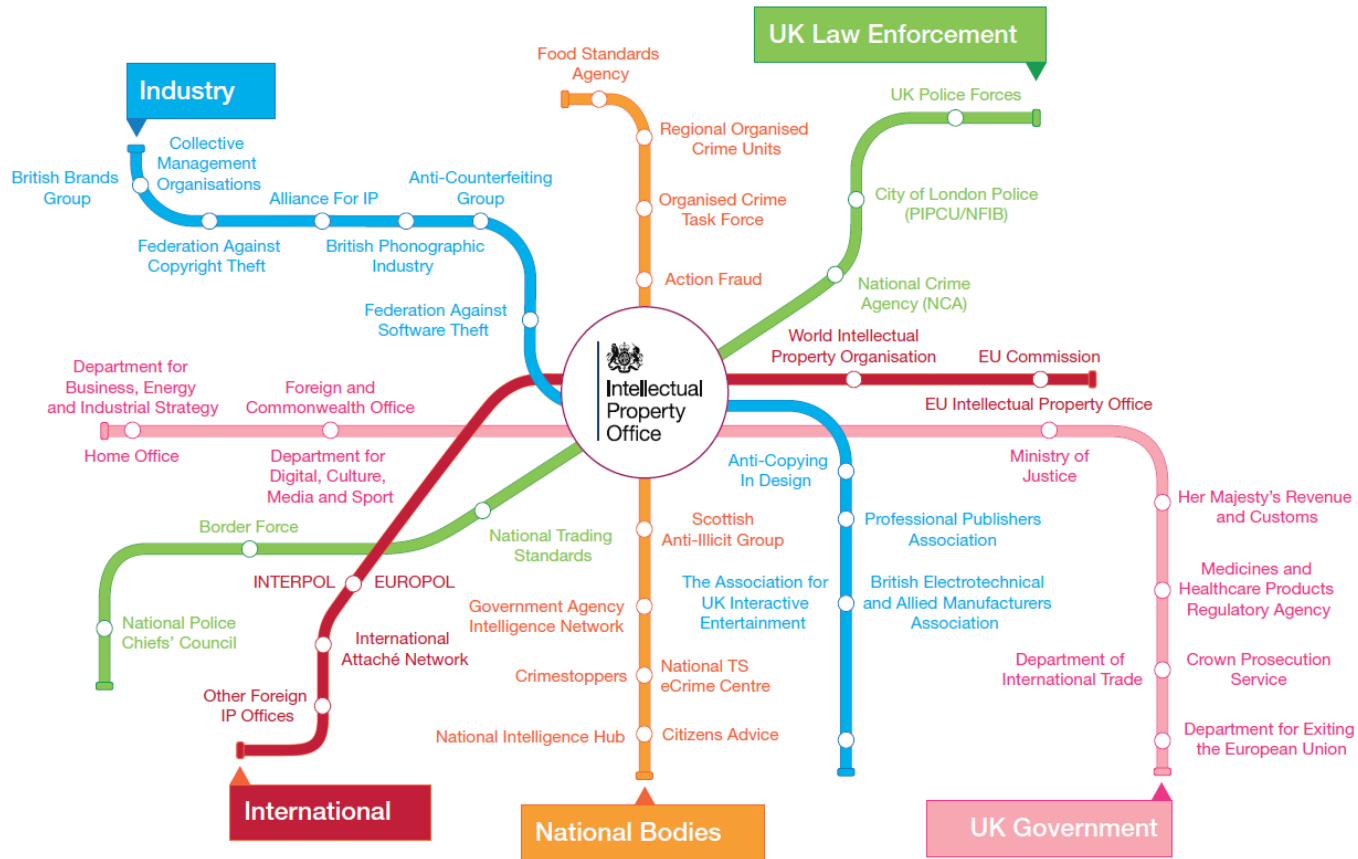
Multilateral institutions

Enforcement Bodies – police, customs, trading standards judges,

Technology companies

Brands (all sizes)

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

?