

## Economic study proves value of IP

The European Commission has published a study on the economic impact of IP across the European Union.

The study, entitled “Intellectual Property Rights Intensive Industries: Contribution to Economic Performance and Employment in Europe”, was carried out jointly by the European Patent Office (EPO) and OHIM, and took into account patents, trademarks, designs, copyrights and geographical indications. It followed the methodology used in a US study published in 2012, based on data from a similar period (2008 to 2010).

The key findings of the study are as follows:

- Thirty nine percent of the total economic activity in the European Union (€4.7 trillion annually) is generated by IP rights-intensive industries.
- Approximately 26% of all employment in the European Union (56 million

jobs) is provided directly by these industries, while a further 9% of jobs stem indirectly from IP rights-intensive industries.

- The average remuneration in IP rights-intensive industries is over 40% higher than in other industries.
- IP rights-intensive industries account for 90% of external trade.

Focusing on trademarks, the study reveals that trademark-intensive industries (ie, those in which the average number of trademarks per 1,000 employees is above the average for all industries) were found to be responsible for the highest shares of both employment (20.8%) and gross domestic product (GDP) (34% contribution to EU GDP). All in all, 501 industries use trademarks, of which 277 are trademark-intensive.

At the study’s launch, OHIM President António Campinos said: “This study tackles the fundamental question of the extent to which IP rights-related industries matter to jobs, GDP and trade in the European Union. We now have a clear answer. They do matter, they matter a lot.”

Internal Market and Services Commissioner Michel Barnier further stated: “I am convinced that IP rights play a hugely important role in stimulating innovation and creativity... this study confirms that the promotion of IP rights is a matter of growth and jobs. It will help us to further underpin our evidence-based policy making.”

EPO President Benoit Battistelli concluded: “This report shows that the benefit of patents and other IP rights is not just economic theory. For innovative companies, intangible assets have become extremely important.”

For further study highlights, please see page 10.

