

Unlocking potential: IPRs as drivers of SME growth



High Growth Firms (HGF)

HGF are SMEs with a **3 year-average growth rate** of at least **20 %***



In this study we:

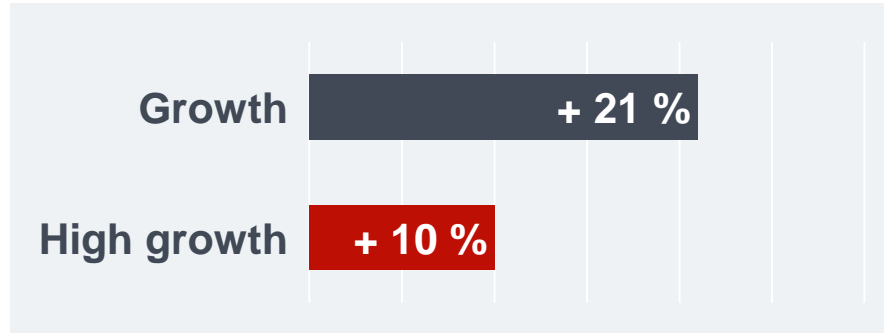
- Observe the filings of **registered IPRs** (patents, trade marks, design rights) during a 3-year period
- Assess **likelihood of high growth** during subsequent years

* Definition used in this study; official EC definition is 10%.

SMEs with prior IPR activities are more likely to grow than other SMEs

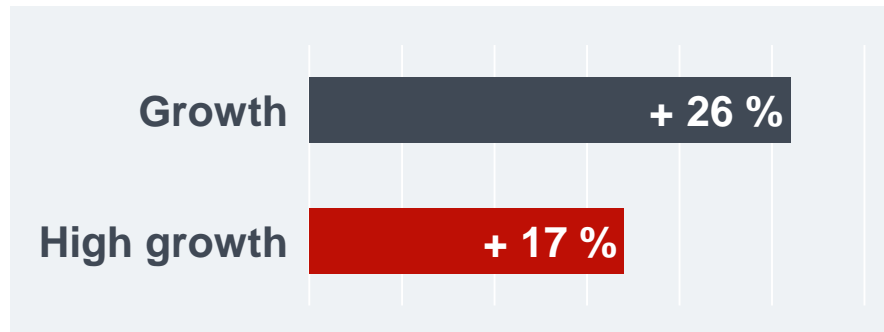
Increase in odds of growth with
prior IPR use

= Innovation



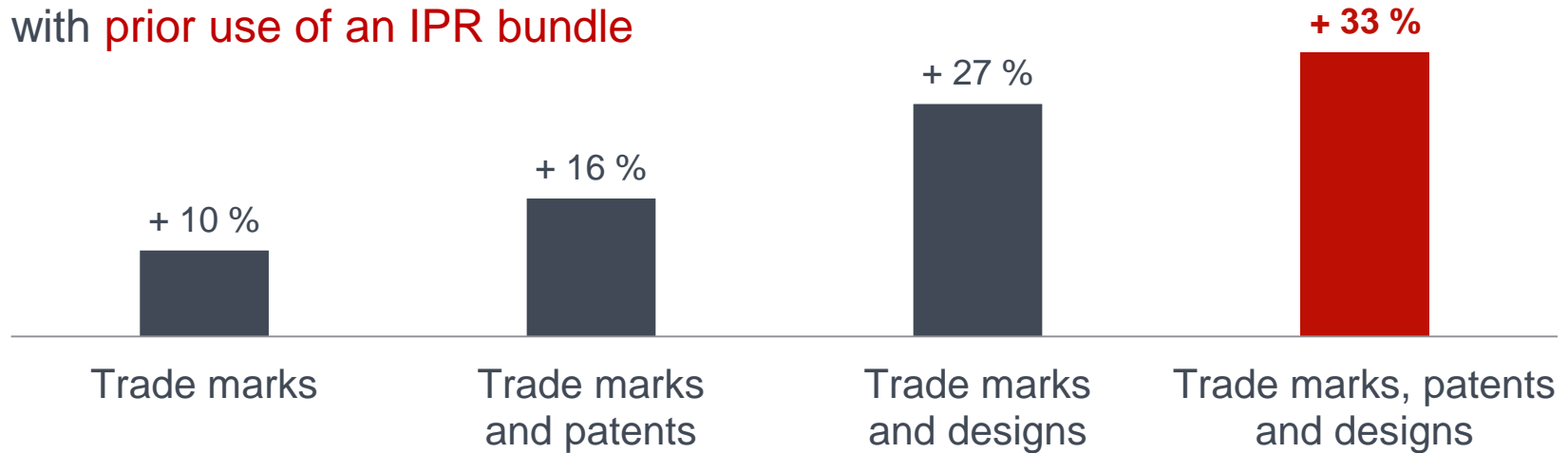
Increase in odds of growth with
prior use of a European IPR

= Innovation + international



SMEs that use bundles of trade marks, patents and designs are even more likely to achieve high growth

Increase in odds of high growth with **prior use of an IPR bundle**



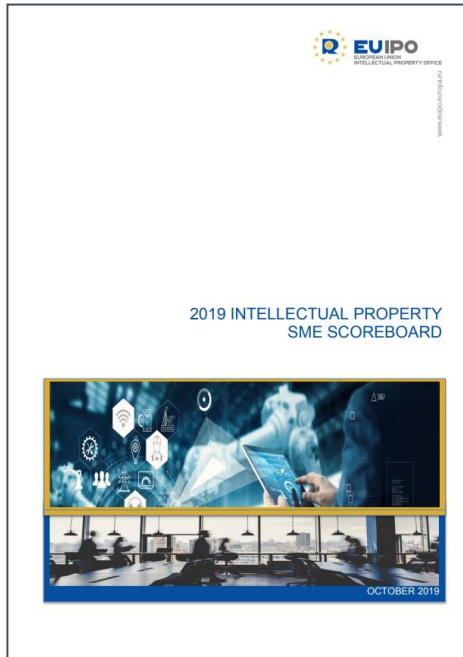
Bundles of different IPRs denote a variety of intellectual assets and the SME's ability to build a holistic IP strategy.

Conclusions

- High-growth SMEs create a disproportionate share of jobs and growth
- IPR activity is associated with an increased likelihood of achieving high growth, especially international IPR activity
- Patent filings are good predictors of high growth in high-tech and low-tech sectors; trade mark filings are more important in consumer goods sectors
- **No causality has been proven but IPR are a clear signal of a firm's ability to create intellectual assets and profit from them in the future**

IP SME Scoreboard

How do SMEs **perceive and use** IPR?

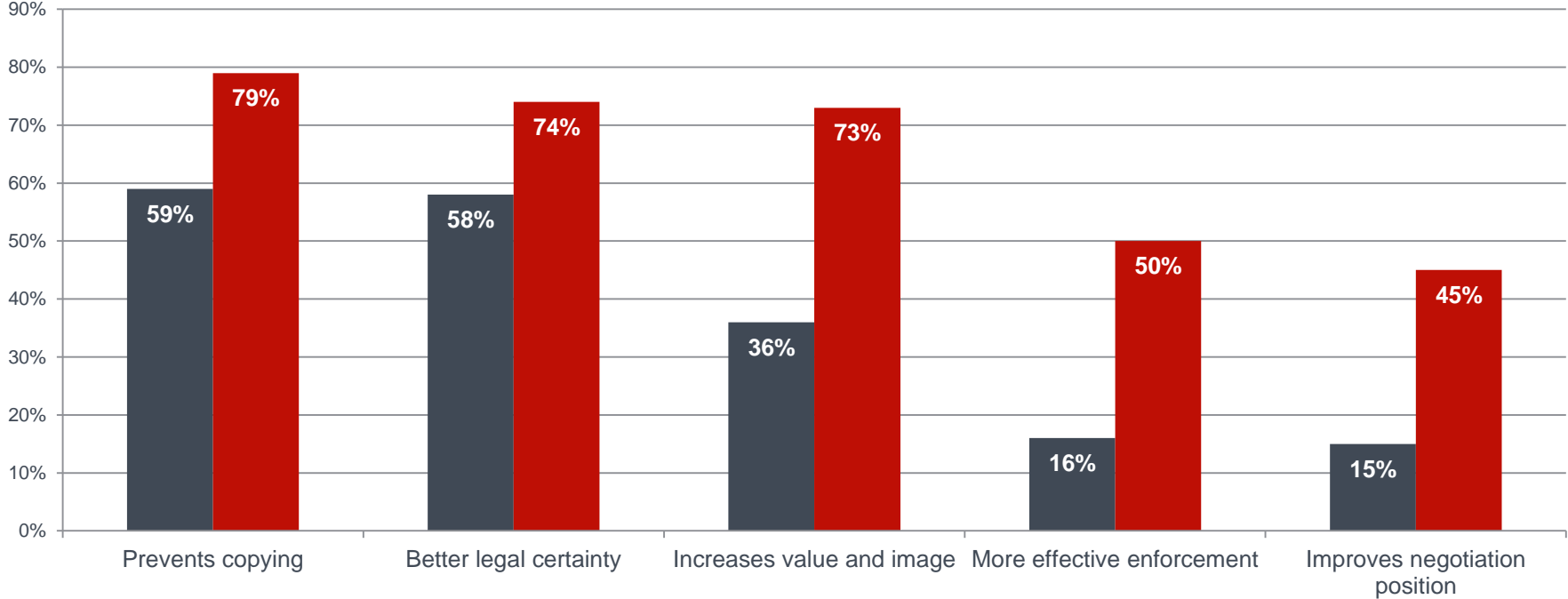


Aim

- Gain insight into SMEs perception and use of IPRs
- Provide an evidence base that enables the building of effective strategies

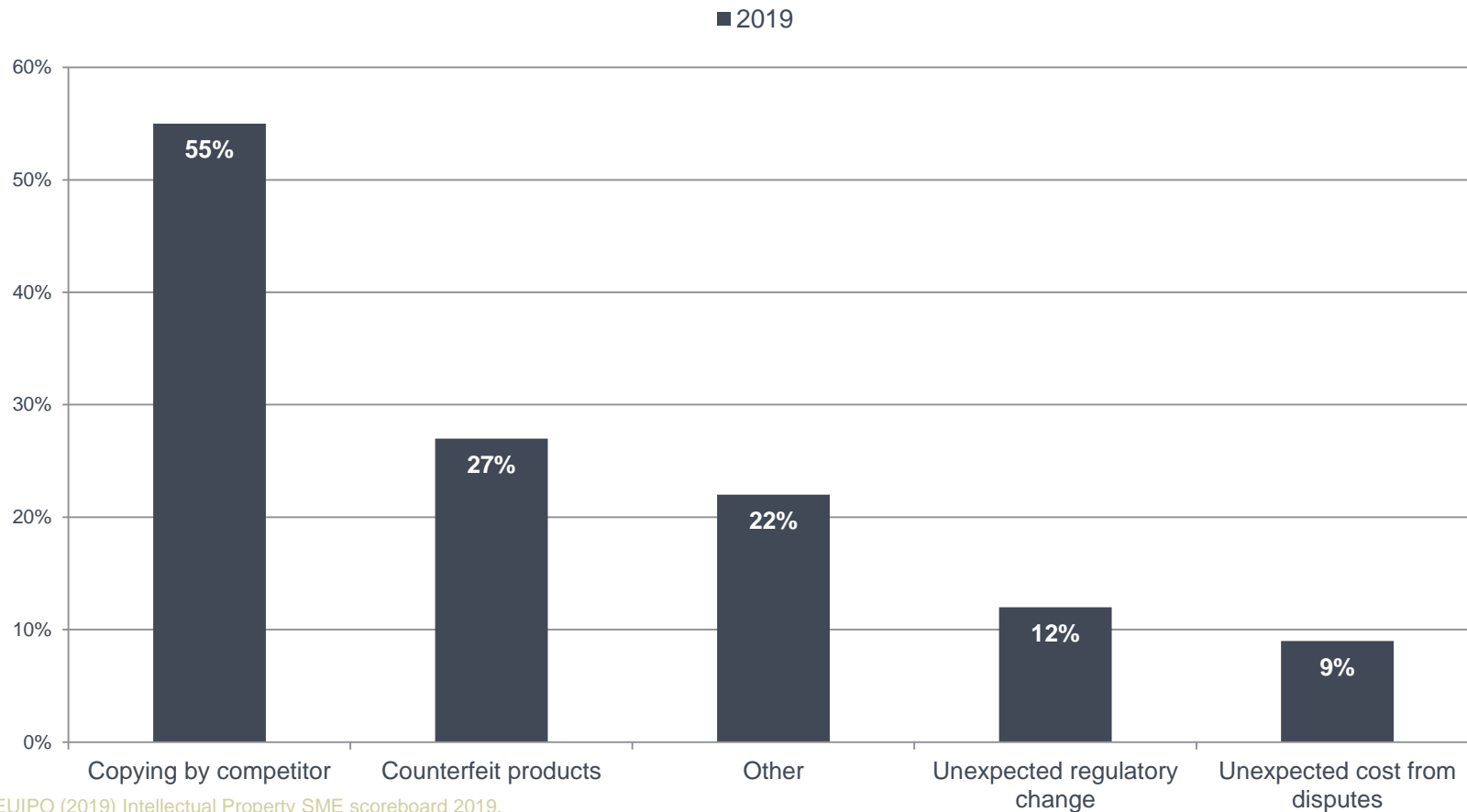
Top reasons to register IPR

■ 2019 ■ 2016



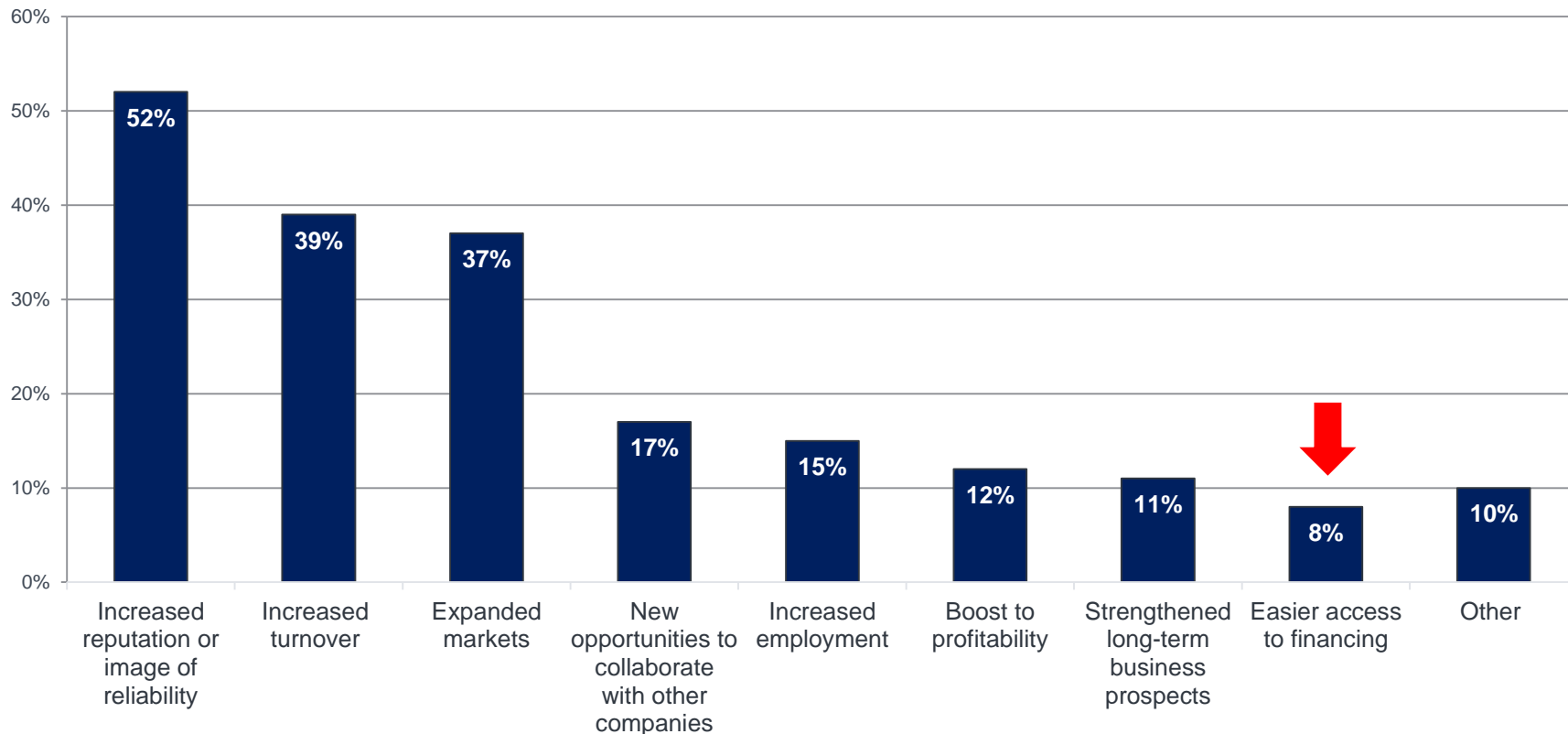
Source: EUIPO (2019) Intellectual Property SME scoreboard 2019.

Main threats to IPR as perceived by owners



Source: EUIPO (2019) Intellectual Property SME scoreboard 2019.

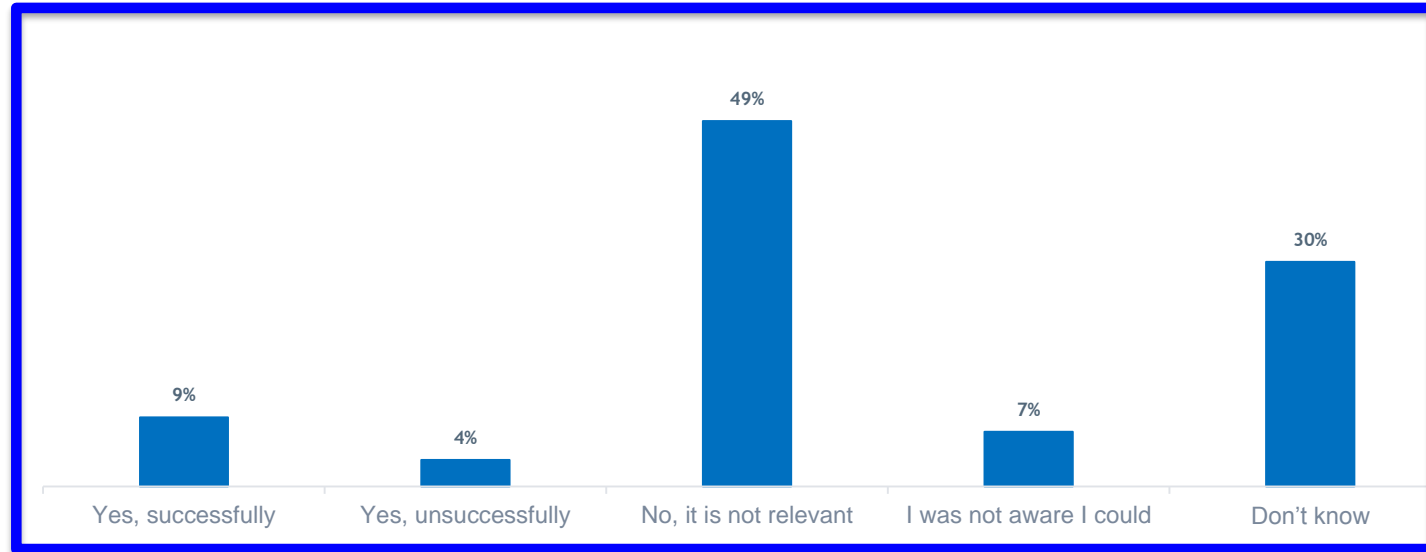
Main benefits by IPR owners



Monetisation of IPR

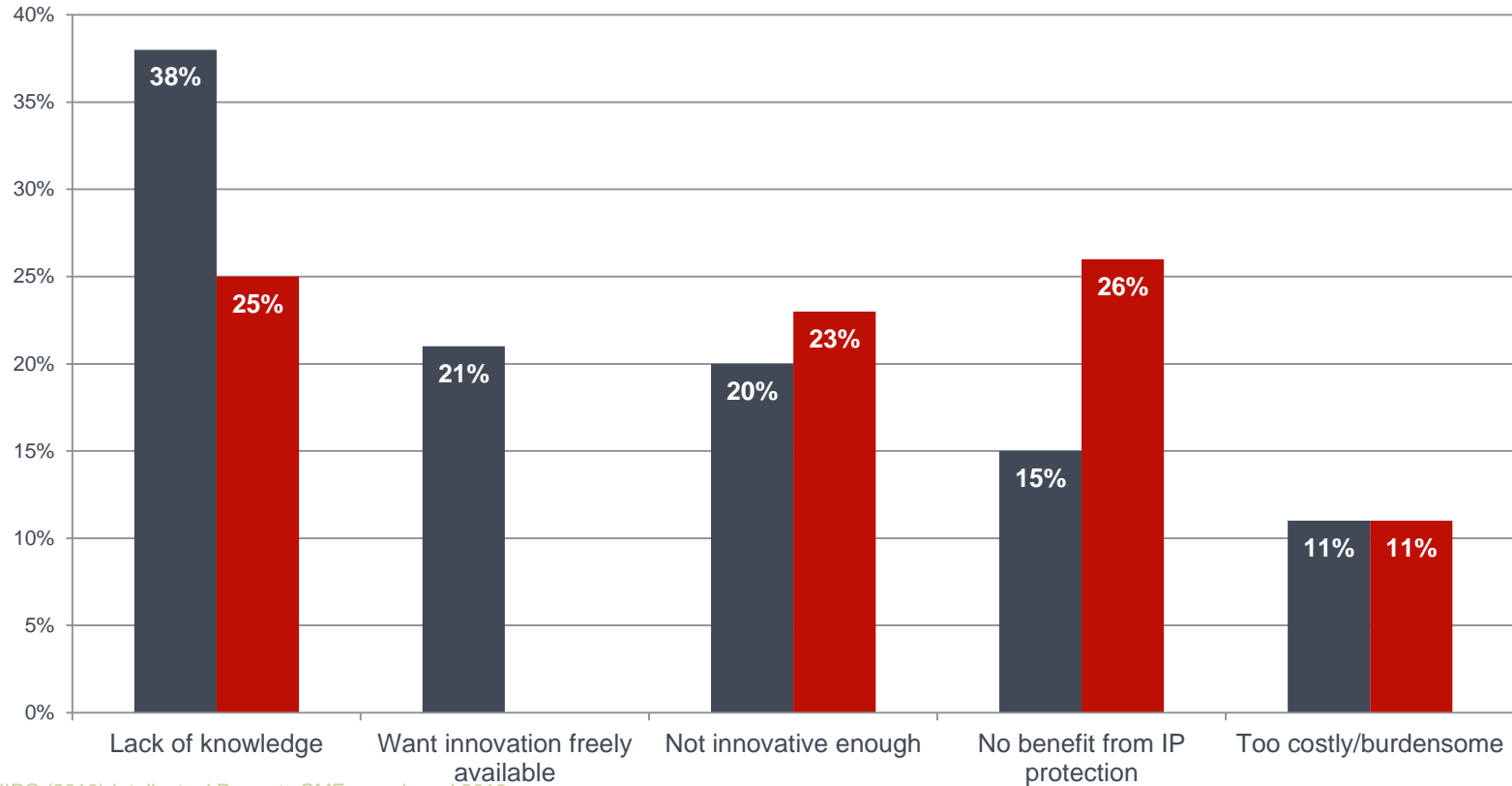
- Only 24% of owners have signed a licence agreement including IPR
- 23% of IPR Owners have professionally valued their IPR

Raising finance by leveraging intangible assets by IPR owners



Top reasons to NOT register IPR

■ 2019 ■ 2016



Source: EUIPO (2019) Intellectual Property SME scoreboard 2019.

Knowledge of IPR

- Most common sources of Information for business development by non IPR owners:
 - Internet (54%)
 - Accountant (16%)
 - Bank (14%)
 - EU Website (12%)
 - Chamber of Commerce(19%)
- Among non-owners, only 19% sought Information before deciding not to register IPR

Thank you for your attention!

Inge Buffolo

CD Director

EUIPO

<https://euipo.europa.eu/ohimportal/en/web/observatory/ip-contribution>