



THERE IS A STRONG AND
RESILIENT FORCE BEHIND
THE UK'S PRODUCTIVITY,
GROWTH AND JOBS



BRANDS

THE FORCE THAT IS BRANDS

BRANDS AND THE TRADE MARKS THAT UNDERPIN THEM ARE A POWERFUL YET LARGELY UNACKNOWLEDGED FORCE FOR UK PRODUCTIVITY, GROWTH AND JOBS.



• CRUCIAL TO THE ECONOMY

Trade mark intensive industries account for 34% of total economic activity (GDP) in the EU, more than double that of any other IP right.

• MORE EMPLOYMENT

More than one in five people are employed in trade mark intensive industries and companies with trade marks employ 20% more people.

• HIGHER WAGES

Trade mark intensive industries pay a 42% wage premium.

• HIGHER PRODUCTIVITY

Companies that register trade marks are more productive.

• MORE GROWTH

Companies with trade marks grow faster.

• THE LINK TO INNOVATION

Companies that invest more in R&D invest more in branding.

• PERFORMING IN EXPORT MARKETS

Trade mark intensive industries contribute to over three quarters of EU export trade by value.

Sources:

Trade Mark Incentives, IPO, 2011

Intellectual property rights intensive industries: contribution to economic performance and employment in the European Union, OHIM and European Patent Office, 2013

Brands – Reputation and Image in the Global Marketplace, WIPO, 2013

BRANDING DEPENDS ON INTELLECTUAL PROPERTY RIGHTS TO EXIST AND THRIVE

Trade marks, along with **designs** and **copyright**, protect the distinctive character of individual products and services, allowing consumers to distinguish one from another and make informed choices.

Patents protect investments in R&D and innovation that sustain brand quality and superior performance, delivering better products and services to consumers.

The **law of passing off** helps prevent consumers being confused between different offers and supports investment in distinctive reputations.

Trade secrets support collaborative working on new products and services and the bringing of these to market.

Brands – how they may be a stronger force for the UK

Branding is largely unrecognised in Government manufacturing, innovation, export and growth strategies yet it is a significant force in the UK economy.

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 enhance the UK's reputation for an effective IP system**
- **A more effective framework to stop fakes**
- **Better safeguards against free-riding for those that invest in reputation**

For information on the power of branding, please contact:

Chrissie Florczyk 01494 449165 chrissie@acg.com

John Noble 01730 821212 jn@britishbrandsgroup.org.uk

British Brands Group, 100 Victoria Embankment, London EC4Y 0DH

Anti-Counterfeiting Group, PO Box 578, High Wycombe, Buckinghamshire HP11 1YD

