



ALLIANCE
FOR INTELLECTUAL PROPERTY

Response to the Business, Innovation and Skills Committee inquiry into Government's industrial strategy

Introduction

1. The Alliance for Intellectual Property represents 23 trade associations from across the creative, branded and design sectors with a collective interest in ensuring that IP rights are valued in the UK and that a legislative regime exists which enables the value and contribution of these rights to be fully realised. Our members include representatives of the audio visual, music, games and software, sports rights, branded manufactured goods, publishing, retailing and design sectors.

2. The Alliance for Intellectual Property welcomes the Business, Innovation and Skills Committee inquiry into the Government's Industrial Strategy and will be responding directly to Ministers on this issue. Alliance members and their sectors are both innovators and partners in creating, producing and delivering products, brands, designs and content to consumers.

3. The UK's creative, branded and design industries are a global success story. The creative industries alone are estimated to be worth £76.9 billion to the UK's GVA and account for 1.7 million jobs. Companies have invested £33 billion in the UK to create and build brands, while the UK's design sector employs 350,000 people every year. Intellectual property (IP) rights are fundamental to this success, allowing businesses and creators to invest, develop and innovate in products and services. The Alliance welcomes this Select Committee's ongoing acknowledgement of the fundamental role that IP plays in the UK economy.

4. In 2014, the Alliance published *The UK in 2020: A vision for growth in IP-rich businesses*¹, making recommendations for Government to best support growth in the creative, branded and design sectors. These recommendations were formed from responses to a Call for Views process, through which business and creators expressed what they needed from Government to support the UK's IP-rich industries. The overarching message from these businesses is that stability and support of the UK's IP framework is now crucial in ensuring further investment and innovation in their industries, giving business the opportunity to continue to innovate and grow.

5. As the Government's new Industrial Strategy takes shape, clearly Intellectual Property (IP) and its protection will play an important role in helping drive investment, productivity, employment and prosperity.

We note the recent comments by Baroness Neville-Rolfe, Minister for IP, before the Science and Technology Select Committee on 13th September: "*We also have a world-leading*

¹ <http://www.allianceforip.co.uk/downloads/pdf/ManifestoTheUKin2020.pdf>

intellectual property system in the UK, which is a strong driver for innovation” and, referring to the industrial strategy that, “Of course, graphene is a bit like some of the other areas I deal with, namely intellectual property and energy; it very much has cross-cutting potential, so we will try to move it into lots of different areas.”

6: The Alliance notes that IP, like skills, productivity, access to finance and energy cuts across many different sectors. Often the creative industries have been the focus for IP related discussion, given the vital importance of copyright, brands and designs to their success, however the same could be said for trademarks for the food industry, patents for the pharmaceutical and aviation sectors and design and brands for manufacturing. In fact it is difficult to consider a sector whose future prosperity does not include intellectual capital, and, therefore intellectual property, as we shift to an increasingly knowledge based, value added economy.

7: Placing IP at the heart of the Government’s industrial strategy would ensure that there is an emphasis on valuing and leveraging IP as well as developing and producing. The Intellectual Property Office offers advice on valuing IP² but this needs to be given a much greater emphasis to help new and existing businesses to grow.

8: The Government and industry should work in partnership to develop focused business and investment support programmes, which are sensitive to the specific needs and growth potential of creative business in the different nations and regions of the UK. This could include a new support scheme for investment in the growth of creative industry SMEs.

9: Alliance members businesses are represented across every part of the UK but there are inevitably clusters around certain regions, eg in the South East for film and TV facilities and Scotland for games, where co-location and proximity deliver benefits and economies to small and medium enterprises. Opportunities to access regional funding and to ensure that IP rights are protected at a local as well as national level are vital if these businesses are to continue to develop and grow.

10: Protection of IP rights needs to be fundamental to any industrial strategy and we need the UK to maintain current legislation protecting copyright, designs, trade marks and brands and not see those protections weakened as trade negotiations with both the EU and the rest of the world develop. Where there are gaps in protections we would also wish to see amendments and we support:

- Current proposed legislation in the Digital Economy Bill to harmonise criminal penalties for online copyright infringement
- Action to protect unregistered design rights, giving UK designers better protection
- Action to deal with the large volumes of infringing content and counterfeit goods being made available via search engines and social media

We would be delighted to follow up with the Committee on any or all of these issues.

² <https://www.gov.uk/guidance/valuing-your-intellectual-property>