



4 REASONS TO PATENT



Rigorous empirical
research on
intellectual property

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1 - MARKET ACCESS 2 - NEGOTIATING 3 - FUNDING 4 - STRATEGIC VALUE



Patents are one of a number of tools including trademarks, copyright and trade secrets widely used to protect 'creations of the mind'. They are a tremendous asset for any organisation because they provide market access, leverage in negotiations, funding and they increase economic and strategic value.

This also means that the absence of patents can be detrimental on those dimensions.



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1 – MARKET ACCESS

Leverage your research and development results



Hold your own in negotiations



Manage freedom to operate and reduce the risk of infringing the rights of others



Protect your inventions from imitators and free riders



Enhance your reputation



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2 – NEGOTIATING

Sit at standards development table: enable price negotiation and further protection benefits, impress investors and facilitate valuable relationship building



Patents are assets which can enable cooperation, joint-development or the creation of new companies and adjust any uneven balance of trade



Monetise your patents through commercialisation (licensing and cross-licensing, sales, joint ventures...): leverage your technology in new markets



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3 - FUNDING

Attract investors, increase company value, improve likelihood of success in initial public offering and receive venture capital funds



Secure patent backed loans

Access grants and subsidies

Benefit from tax incentives



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4 – STRATEGIC VALUE

Build an in-house innovation mindset with recognition and reward for inventors and make your company attractive for top talents



Improve your competitive edge



Become a valuable partner to important actors in setting up collaborative R&D and technology development efforts



Capture the value of strategic R&D investments



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About 4iP Council

4iP Council is a European research council dedicated to developing high quality academic insight and empirical evidence on topics related to intellectual property and innovation. Our research is multi-industry, cross sector and technology focused. We work with academia, policy makers and regulators to facilitate a deeper understanding of the invention process and of technology investment decision-making.

Thank you to the following organisations for the valuable insights, engagement and support given to this project.



ASTP
A World of
Knowledge
Transfer

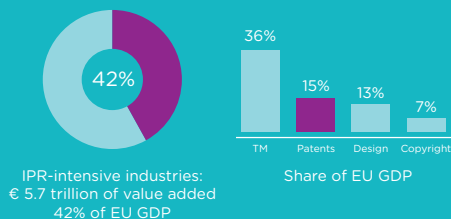


European
IP Helpdesk

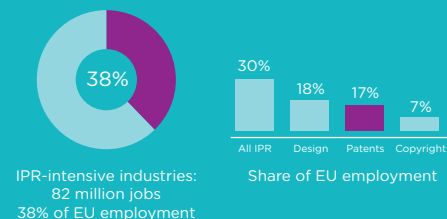


According to the EPO-EUIPO, patent-intensive industries account for 17% of all EU employment and for 15% of EU GDP, more even than design rights and copyright.¹

Contribution of EU GDP



Employment in IPR-intensive industries



¹ <https://www.epo.org/news-issues/news/2016/20161025.html>

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