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The figures speak for themselves; Intellectual Property (IP) is the growth area of the UK economy in the 21st Century. In 2014, IP-intensive industries provided 7.8 million jobs in the UK and 37% of the country's GDP.<sup>1</sup>

In the next year local authorities will be required to make further difficult budgetary decisions that will directly impact upon efforts to drive growth. IP, which includes copyright, patents, designs and trademarks, may in this context seem a distant priority. However, local authorities are best placed to support business to derive the maximum economic benefit from their IP. The reward is

This strategy advises that you

- Place IP at the heart of local growth strategies and provide the resources to cover the wide range of IP issues.

- Support local business by actively pursuing IP crime which will protect legitimate business and the wider community.

IP in trademarks, copyright, brands, designs and patents are often businesses' greatest assets; they can be both tangible and intangible and exist in businesses both big and small.

This strategy is designed to provide actions to help you lay the foundations of IP support and enforcement in your local authority area.

*Enable IP creation and the local economy can flourish.*

*Neglect IP and local economies will fail.*

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Local authorities have the duty to ensure this crucial driver of growth is not neglected within their area. Small and medium size businesses do not have the resources to understand their IP's value to their business leaving them vulnerable. Trading standards professionals have the expertise and local knowledge to effectively support businesses and help drive local growth.

Build IP into local economic plans and set clear targets for identifying how many businesses with potential IP are in your area, what forms of IP they have, what are the opportunities for maximising growth in each form of IP, and identify threats that might undermine their IP.

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*IP crime means losses to local business and our communities.*

*Ignore IP Crime and we all lose.*

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Who are the victims?

The NMG is a multiagency partnership between rights owners, enforcement professionals and central government which has enabled local authority trading standards to combat criminalised market places and support market owners who want to drive criminal activity out. The Real Deal campaign has now signed up over 370 markets and 79 councils to its charter. Action has also been taken against sink markets where the proliferation of counterfeiting attracted other forms of crime into deprived areas such as Grey Mare Lane Market, Manchester. These markets have all closed as a result of the NMG's targeted approach, reducing crime in the local area and supporting legitimate businesses.