MODULE 2

INTELLECTUAL PROPERTY IN THE ECONOMY

Intellectual Property is the **mechanism that promotes innovation:** it gives inventors an incentive to create and society benefits from it, using it and generating new inventors.

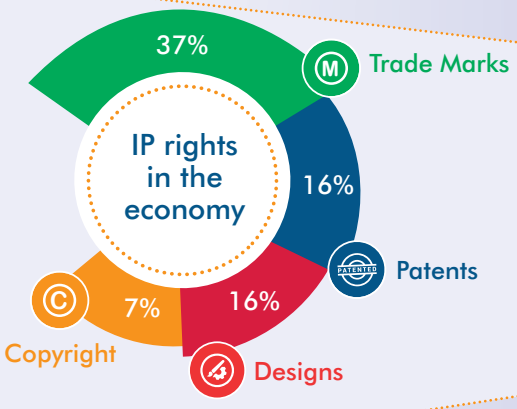
IP-intensive Industries

IP-intensive
With a high degree of Intellectual Property

6.6 trillion euros

45% of all economic activity in the EU (about 6.6 trillion euros per year) is generated by "IP-intensive" industries.

Source: EPO



39%

84 million jobs

39% of all employment in the EU (84 million jobs) comes from industries that make an above-average use of IP rights.

82% of foreign trade

IP-intensive industries account for 82% of the EU's trade with the rest of the world.

130,000 million euros

Patent-intensive industries alone generate a trade surplus of 130,000 million euros.

47%

Higher wages

Wages are also significantly higher compared to other industries: plus 47% on average. This can also be seen when looking at the added value for each worker. Patent-intensive industries are the ones that have the upper hand, with the average salary rising by 72% compared to other sectors (934€ per week).

Eco-friendly

These types of industries are particularly productive in creating technologies that help fight climate change.

Key industries

About half of the EU's sectors are "IP-intensive", with engineering, real estate, finance and insurance, motor vehicle manufacturing, computers and pharmaceuticals among the top 20 in Europe.

INTELLECTUAL PROPERTY IN THE ECONOMY

THE VALUE OF A (registered) TRADE MARK

TRADE MARK	MILLIONS OF EUROS
Apple	212,81
Google	152,38
Amazon	113,58
Microsoft	98,86
Coca-Cola	57,61
Samsung	55,42
Toyota	51,06
Mercedes-Benz	46,16
McDonalds	40,46
Disney	40,25

Source: Markets Insider

7 INVENTIONS THAT HAVE IMPROVED OUR LIVES AND WOULD NOT EXIST WITHOUT IP

Sources: BBC News, Blogthinkbig.com

Top counterfeit products bought online

SPAIN		EUROPE
52%	Clothes	44%
39%	Footwear	32%
17%	Watches and jewellery	19%

Source: EUIPO

Annual economic losses due to counterfeiting

in millions of euros

SPAIN		EUROPE
€ 6,766 M		**€ 55,982 M**
€ 3,808 M	Clothes	€ 28,419 M
€ 839 M	Cosmetics	€ 7,053 M

Source: EUIPO

WATCH OUT!

Counterfeiting is not limited to luxury products such as clothing, watches or high-tech, it has also reached the automotive industry. Air and oil filters, rims, service belts, brake pads, shock absorbers, steering bars or windscreens are some of the parts that are being copied without any quality process guaranteeing their safety, and that have found their way into the automotive sector.

Source: Autocasión

IP4Teen

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