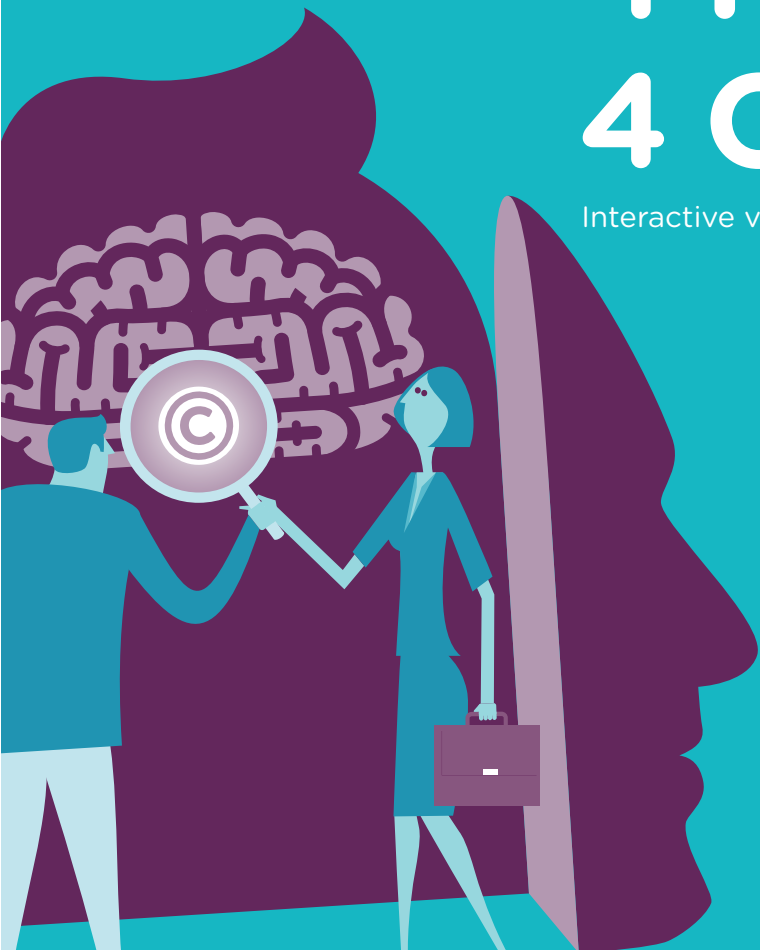


4 REASONS 4 COPYRIGHT

Interactive version available at www.4ipcouncil.com/4smes



Rigorous empirical
research on
intellectual property

4 REASONS 4 COPYRIGHT



1 – COMPETITIVE EDGE 2 – REPUTATION 3 – COLLABORATION 4 – FUNDING



Copyright is an important form of intellectual property.

It exists automatically in original creative works without the need of official registration. It grants authors moral and economic rights, including lengthy protection from unauthorised copying and use (usually 70 years from the death of the creator).

All organisations are likely to have some copyright-protected works. Copyright protects a broad range of creations, including books, articles, brochures, advertisements, music compositions, films, original pictures, drawings, architecture, maps, databases and software programmes.

It prevents the unlawful use of a work, enhances reputation for creativity, provides a platform for collaborations and improves access to finance.

Awareness of copyright is also essential to legitimately use or exploit the creations of others with the authorisation of the right holder.



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1 – COMPETITIVE EDGE

Enjoy long term protection of your works or creations

Decide whether to prohibit the use of your works by others (e.g. reproduction, recording, broadcasting, translation, adaptation etc.) or to authorise it on agreed terms, so as to capture the full value of your investment and efforts in intellectual creations

Exclude imitators and copycats

Give legal protection for software and original databases

Enforce your rights in case of infringement through an effective use of the available administrative and judicial tools



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2 – REPUTATION

Enhance your reputation for creativity and originality based on the creative and aesthetic value of your company's copyright-protected works

The long-lasting timeframe of copyright protection allows for the possibility to treat works as a legacy



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3 – COLLABORATION

Collaborate with business partners, who may hold complementary assets, to bring your creations to the market

Earn valuable revenue from copyright licensing to business partners



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4 - FUNDING

Enhance company value to investors

Attract venture capital

Secure credit for
business development

Gain access to public funds
and support schemes for
innovative SMEs



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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

BU Bournemouth
University



European
IP Helpdesk

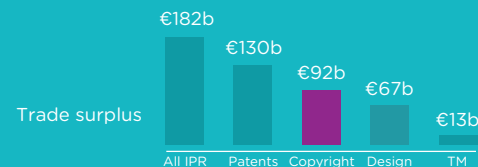
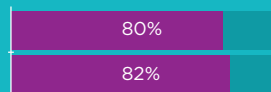
GRUR
German Association for the Protection
of Intellectual Property

IPan[®]
Intellectual Property Awareness Network

The copyright system ensures appropriate remuneration for creators and other rights holders (so that a socially optimal level of creative activity takes place). According to a study by the EPO-EUIPO industries that make intensive use of copyright generated exports trade surplus of over EUR 92 billions in 2016.

IPR-intensive industries in EU external trade in goods and services

Share of EU imports
Share of EU exports



Source: IPRs intensive industries and economic performance in the EU.
Joint EPO-EUIPO study, 2019

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