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**Small and Medium-Sized Enterprises, Intellectual Property
and Litigation
(Professor Christine Greenhalgh)**

Organized by
the World Intellectual Property Organization (WIPO)

Geneva, January 13, 2011

13.30 – 13.40 Introduction

Moderator: Carsten Fink, Chief Economist, World Intellectual Property Organization (WIPO), Geneva

13.40 – 15.00 Small and Medium-Sized Enterprises, Intellectual Property and Litigation

Speaker: Christine Greenhalgh, Professor of Applied Economics (Emeritus), Department of Economics, and Emeritus Fellow, St Peter's College, Oxford, United Kingdom

Abstract: In earlier research, we established that the United Kingdom's Small and Medium-Sized Enterprises (SMEs) comprise a significantly active group in contributing to the total of IP assets in the UK (both for patents and trademarks). In addition, we established that SMEs and micro firms that use these types of IP are significantly more IP-intensive relative to their asset base than are larger firms.

A remaining question of concern is whether smaller firms may face difficulties in enforcing their IP rights, particularly against larger firms. We conducted an on-line survey of SME/micro firms in the UK, complemented by follow-up phone interviews. The surveys covered patent, trademark and copyright activity. We find that these firms face significant probabilities of involvement in IP disputes, but they avoid resolution through the courts due to the high financial and managerial costs of litigation. We conclude with a short discussion of how the IP enforcement options for smaller firms could be enhanced.

The main part of this talk focuses on a recent report published by the UK IP Office, titled: *IP Enforcement in Smaller UK Firms* by C. Greenhalgh, J. Phillips, R. Pitkethly, M. Rogers, J. Tomalin (October 2010), <http://www.ipa.gov.uk/proipresearch/ipresearch-policy/ipresearch-policy-infringe.htm>.

Time will be reserved for an open discussion.

The session will start at 13.30 p.m., on Thursday, January 13, 2011, at the headquarters of WIPO, 34, chemin des Colombettes, Geneva (Conference Room B).

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