

ABOUT THE IP LEAGUE TABLE

The IP League Table, created by Metis Partners and BQ Magazine, is a bi-annual ranking of companies based on a rating of their IP strength and track record in exploiting their IP assets. The IP League Table assessment covers five IP asset classes: brand & reputation, patents, critical databases, software and trade secrets.

Our ranking process is focused on entrants' IP management activities which drive IP value. Such activities can create a strong business model with sustainable barriers to entry, which, in turn, help create a scalable business capable of expansion both nationally and internationally. There is a direct link between improving the IP assets in a business and increasing the overall business valuation.

OUR APPROACH TO IP

Our approach to intellectual property relies on the analysis of both formal and informal IP.

Formal IP, which includes trade marks, patents, copyright and domain names, is the most recognisable form of intellectual property. An exclusive legal right is bestowed upon the owner to exploit and commercialise the IP, giving an opportunity to create barriers to entry against competitors and defend current market position. Our approach assists IP owners in fully exploiting these rights to gain the maximum financial return.

Informal IP, while incapable of registration, is equally important in maintaining or driving a company's competitive advantage. It is often overlooked in favour of focusing on formal IP but we often emphasize to our clients that informal IP still can and should be protected. Such IP includes databases, trade secrets and software – all of which can underpin a company's success. Many businesses don't realise the importance – or indeed the value – of these assets and they are consequently mismanaged or not leveraged to their maximum potential. We help companies identify and exploit them and the IP League Table shines a spotlight on these crucial and often undervalued IP assets.

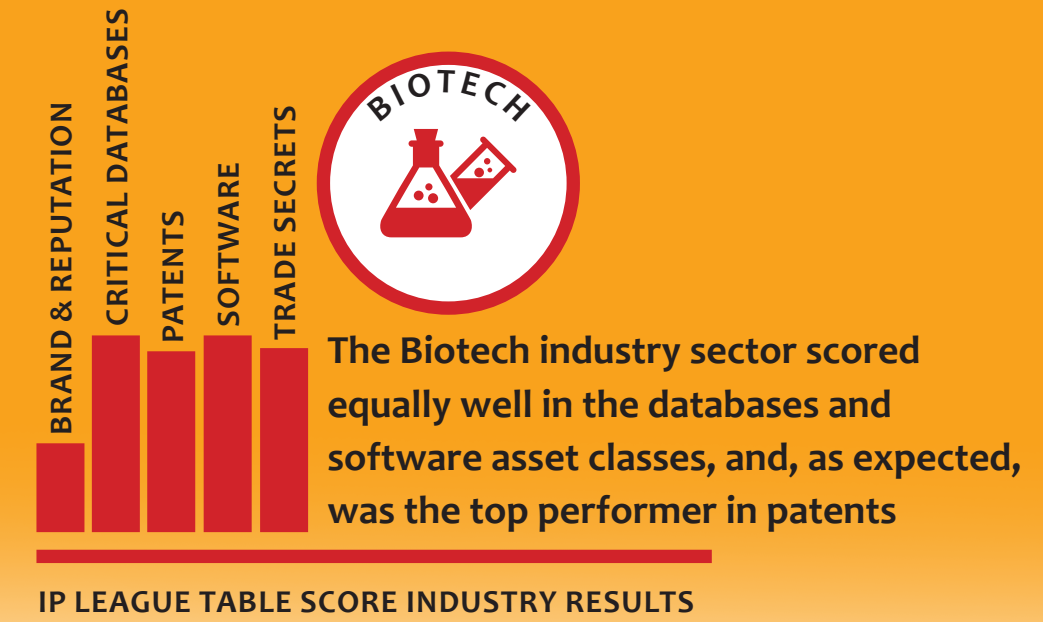
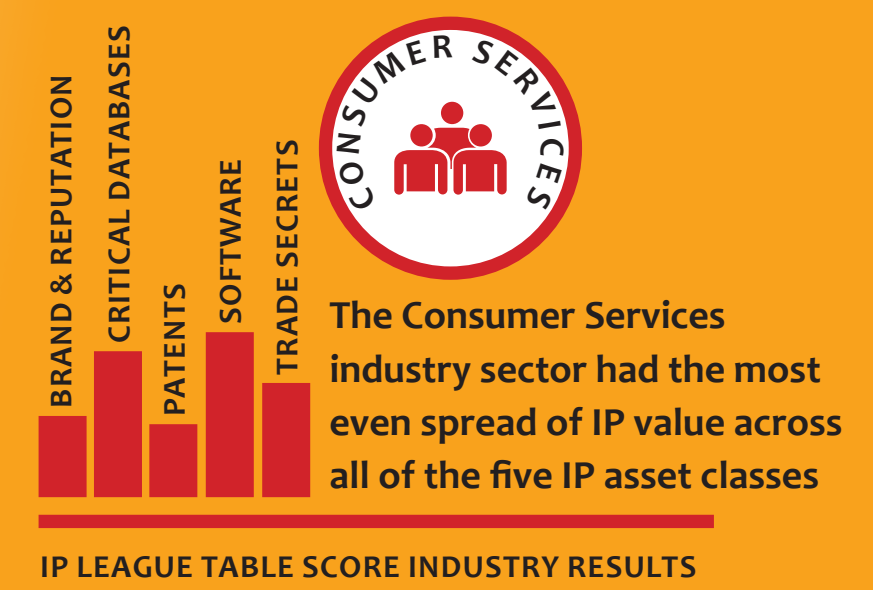
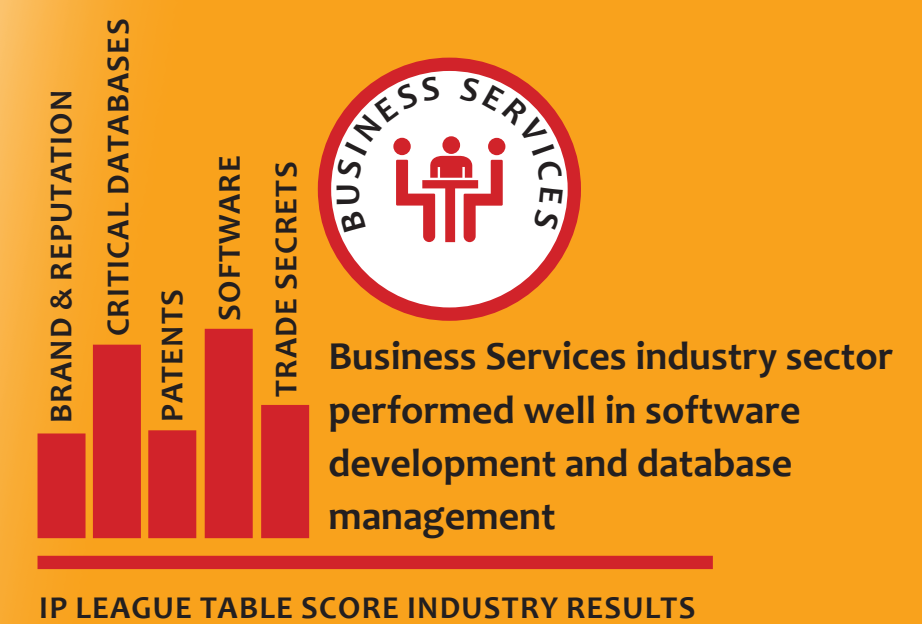
The IP League Table entrants will now be able to identify areas for improvement in IP management, and their score will become a reliable indicator of the likely IP-wealth of the company. The results from our first publication show some interesting insights and trends.

IP LEAGUE TABLE 2015

PUTTING THE SPOTLIGHT ON IP-RICH BUSINESSES ACROSS THE UK

RESULTS

The results offer an interesting insight into IP trends across a range of sectors, as can be seen in the graphs below. We found that the spread between the top performing entrants was small, indicating that IP strategy is an integral part of the business model for each of the entrant companies. B2B Software companies feature most prominently in the top 20, followed by entrants providing Business Services.

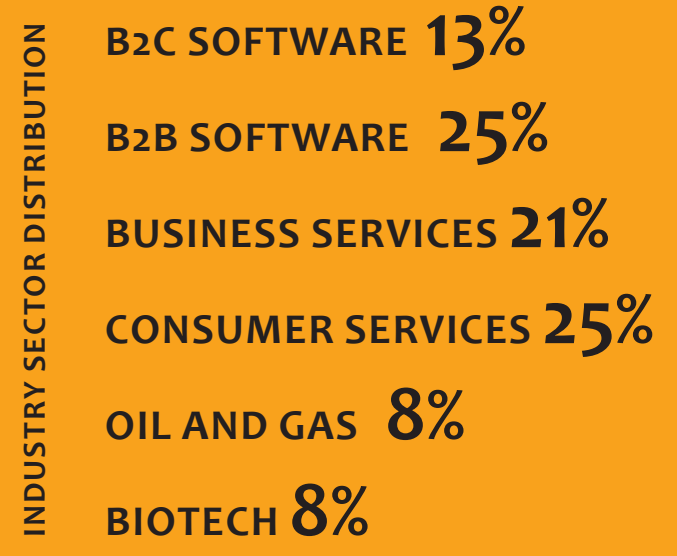
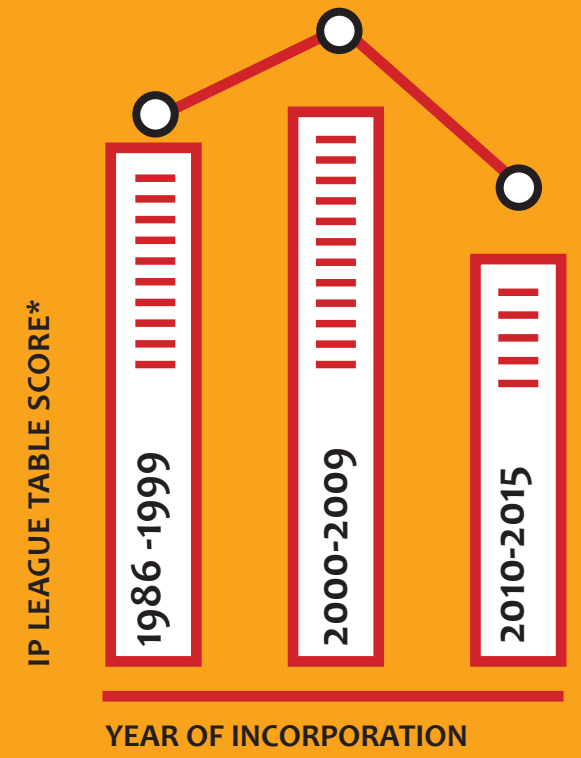
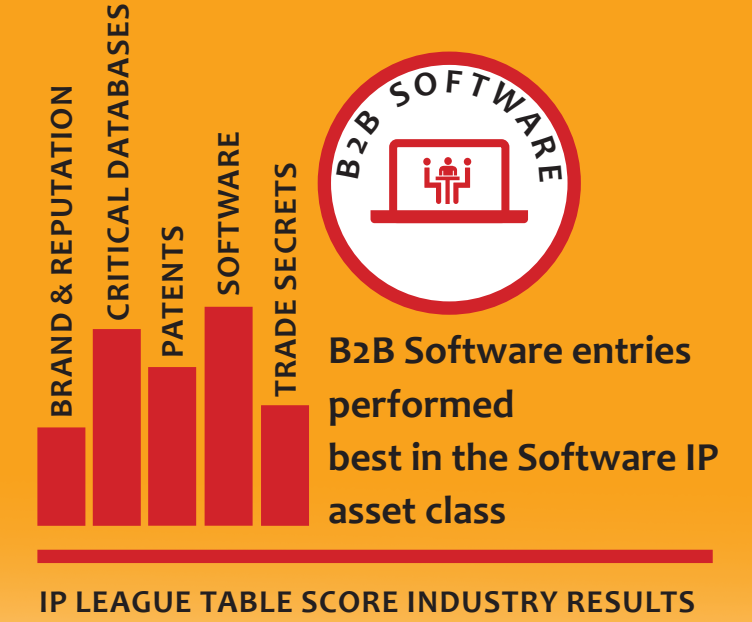
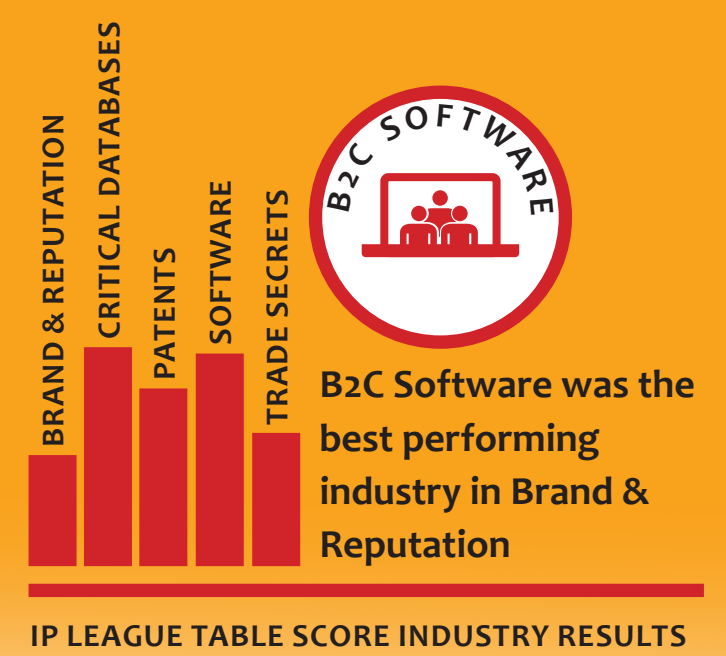
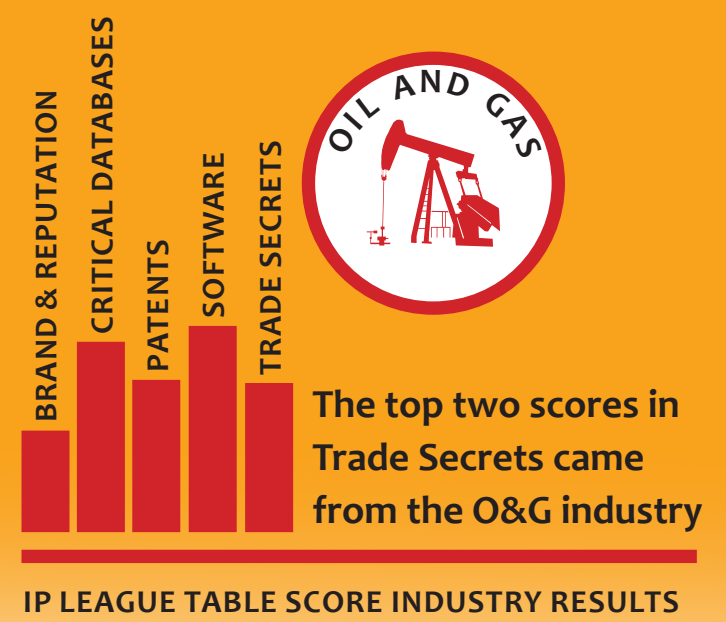


TOP 5 IP LEAGUE TABLE ENTRANTS 2015

- Data Conversion Systems
- LUX Assure
- Speech Graphics
- SwiftKey
- CC Technology

SURPRISING FACTS

- Only **34%** of entrant companies stated that they actively manage their domain names
- Only **40%** of entrants implemented a full social media strategy to enhance brand value
- 74%** of entrants with patent portfolios conduct patent landscaping activities
- 64%** of IP League Table entrants regularly cleanse their database assets



IP-RICH BUSINESSES:

- GENERATE **40%** OF EU ECONOMIC ACTIVITY**
- EMPLOY **35%** OF THE EU WORKFORCE**
- PAY **20%** HIGHER WAGES**
- HAVE **29%** HIGHER REVENUES PER EMPLOYEE**

BUT ONLY 9% OF SMES OWN IP RIGHTS**

CLEARLY - THERE IS LOTS OF ROOM FOR IMPROVEMENT!

*Commentary on the Year of Incorporation graph: A strong correlation was found between average IP score and year of incorporation. From our results, it can be seen that companies incorporated between 2000 and 2009 obtained the highest overall average scores. A conclusion that may be drawn from these results is the effect that the economic downturn has had on businesses throughout the UK, with new businesses not investing so heavily in intellectual property management processes.

**Reference: Office for Harmonization in the Internal Market and European Patent Office, Intellectual Property Rights Intensive Industries in the EU (Industry Level Analysis Report, September 2013).