



## Survey investigating Danish companies' use and knowledge of intellectual property rights



**DANISH PATENT AND  
TRADEMARK OFFICE**

Moos-Bjerre A/S for the Danish Patent and Trademark Office  
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# 1. About the survey



# 1. About the survey

## Danish companies' knowledge and use of intellectual property (IP) rights

Moos-Bjerre A/S conducted this survey for the Danish Patent and Trademark Office (PVS) in October 2022. The survey investigated knowledge, attitudes and use of IP rights among SMEs and entrepreneurs. 'IP rights' is the short form of 'intellectual property rights'.

The survey was restricted to small and medium-sized enterprises (SMEs) with up to 49 employees operating in the following five sectors:

- 1) Agriculture and fisheries
- 2) Information and communications
- 3) Manufacturing, raw material input and utilities
- 4) Retail and transport etc.
- 5) Business services

## A questionnaire-type survey of Danish companies

The survey was completed as a questionnaire survey among a representative sample of entrepreneurs and small and medium-sized companies. The sample was made up of 10,000 Danish companies selected at random from a data extract from Experian's Business Insight database, which contains all Danish small and medium-sized enterprises in their respective sectors.

This report is based on responses from 1,271 companies, who filled out the questionnaire between 5 October and 20 October 2022.

## Developments since 2020

Moos-Bjerre A/S conducted a similar survey for PVS in 2020, the results of which are now being used for comparison with the results of the new survey to determine whether there have been any developments in any particular direction.



## 2. Main conclusions



## 2. Main conclusions

### Knowledge of IP rights varies

- 38% of Danish companies stated that their company is either very or somewhat familiar with IP rights. Almost half of the companies surveyed have little or no knowledge of IP rights.
- There is a certain lack of knowledge of IP rights among Danish companies, which is also reflected in the responses to the question of why the company did not have any IP rights registered.
- 15% stated that a lack of knowledge of IP rights is the main reason that they have not applied for IP rights. In 2020, 13% gave this same reason.

### 13% have at least one IP right registered

- 13% of Danish companies have at least one IP right registered.
- A greater number of larger companies with 10-49 employees (33%) report having at least one IP right registered compared to companies with 1-9 employees (17%) and companies with no employees (10%).
- The proportion of businesses that have one or more IP rights registered has not changed since 2020, when 12% reported having at least one IP right registered.

### 66% of companies having IP right registered have registered a trademark

- 66% of the companies with at least one registered IP right have a trademark registered.
- In 2020, 54% of the companies with at least one registered IP right have a trademark registered. There has been an increase in the proportion of companies with trademarks registrations.

### The vast majority believe it is important to understand IP rights

- The survey revealed a broad consensus among participating companies on the importance of companies understanding how to protect their ideas and inventions. 84% find it is important, compared to only 4% who do not find it is important for companies to understand how to protect their ideas, projects and inventions. The 2020 survey found the same.

## 2. Main conclusions

### **16% have experienced a right infringement or an idea/product being copied**

- 16% have experienced an infringement on their right or had an idea/product copied. In contrast, 79% have not experienced this. In the 2020 survey, 15% stated they had experienced a right infringement or an idea/product being copied.
- 61% of the companies that have experienced an infringement or an idea/product being copied also stated that they have experienced an infringement of someone else's idea or the copying of a product.

### **IP rights reinforce companies' brands externally and help to prevent copying**

- The two most reported reasons for using IP rights are: preventing the company's products, services and processes from being copied, and reinforcing the company's brand and recognition among customers. 39% of the companies report both reasons for using IP rights.
- In the 2020 survey, these were also the most frequent reasons for using IP rights.

### **More than half are experiencing the benefits of registering IP rights**

- 61% of companies surveyed with at least one IP right registered estimate that the registration has had a positive effect on their business. One quarter of them have seen no impact. Overall, very few (4%) have experienced any negative effects.
- The 2020 survey found the same, where a total of 56% of the companies surveyed stated that registration had a positive effect on their company's business.
- The positive effect experienced from registration of their IP right is a reinforced business prospects in the long term (69%).



### 3. Knowledge of IP rights





# 3. Knowledge of IP rights

## Knowledge of IP rights varies

The figure to the right compares the levels of awareness of IP rights in Danish companies in 2020 and 2022.

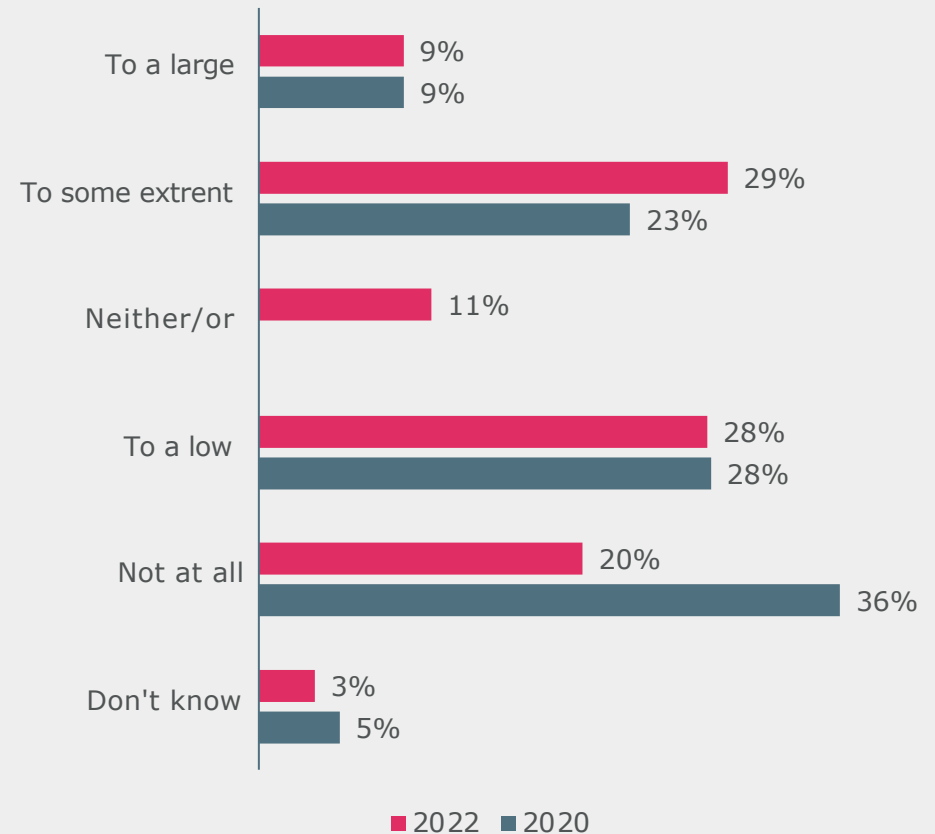
This year, the results show that 38% of the Danish companies are very or somewhat aware of IP rights. 28% think their company has little awareness of IP rights. 20% are not familiar with IP rights at all. There has thus been an increase in the proportion of companies that are aware of IP rights.

## Greater awareness at larger companies

- Among companies with 10-49 employees, 42% state that they have 'some' knowledge of IP rights and 9% have 'no knowledge at all'.
- 33% of companies with 'fewer than 10' employees state that they have 'some' knowledge of IP rights and 17% have 'no knowledge at all'.
- 26% of companies with 0 employees state that they have 'some' knowledge of IP rights and 22% have 'no knowledge at all'.

**Figure 1:** To what extent would you say you/your company are aware of IP rights?

**N (2022) = 1271 N (2020) = 2566**



## 4. Use of IP rights



## 4. Registration of IP rights

### 13% have one or more IP rights registered

- 13% stated that they have one or more IP rights registered. 13% say they don't know, and 74% of companies state that they do not have any IP rights registered.

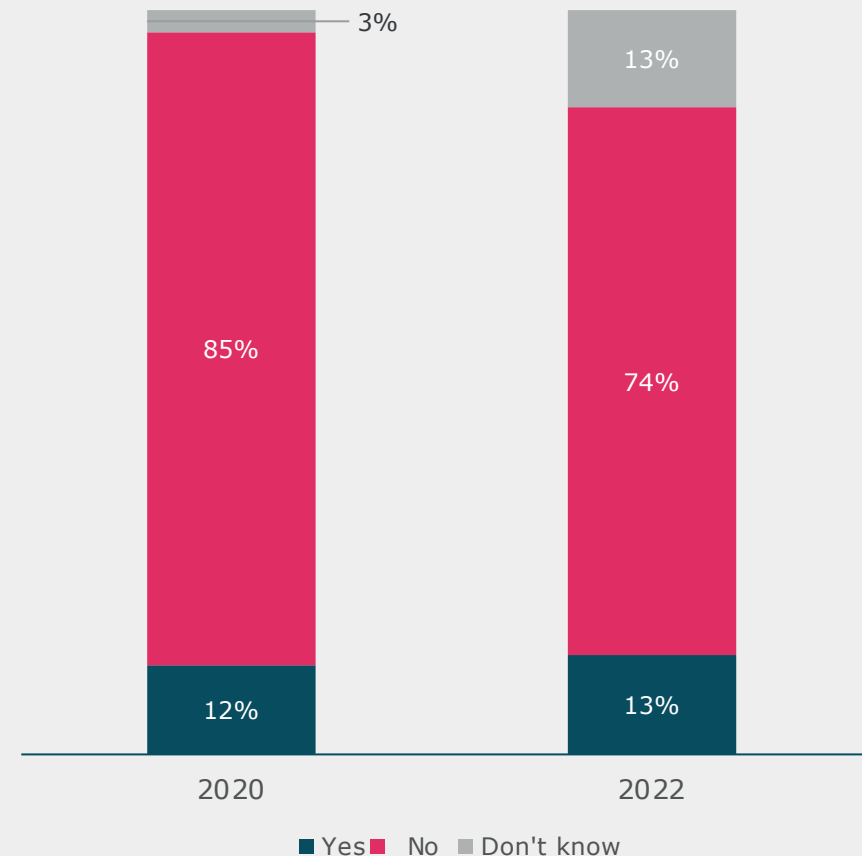
The proportion of companies with one or more IP rights registered has barely changed since 2020. The proportion of companies responding 'Don't know' has increased, from 3% in 2020 to 13% in 2022.

### Difference in company size

- Among the companies with 10-49 employees, 33% have at least one IP right registered.
- This is true for 17% of those with 1-9 employees,
- and for 10% of the companies with 0 employees.

**Figure 2:** Do you/your company have any IP rights registered?

**N (2022) = 1271 N (2020) = 2566**





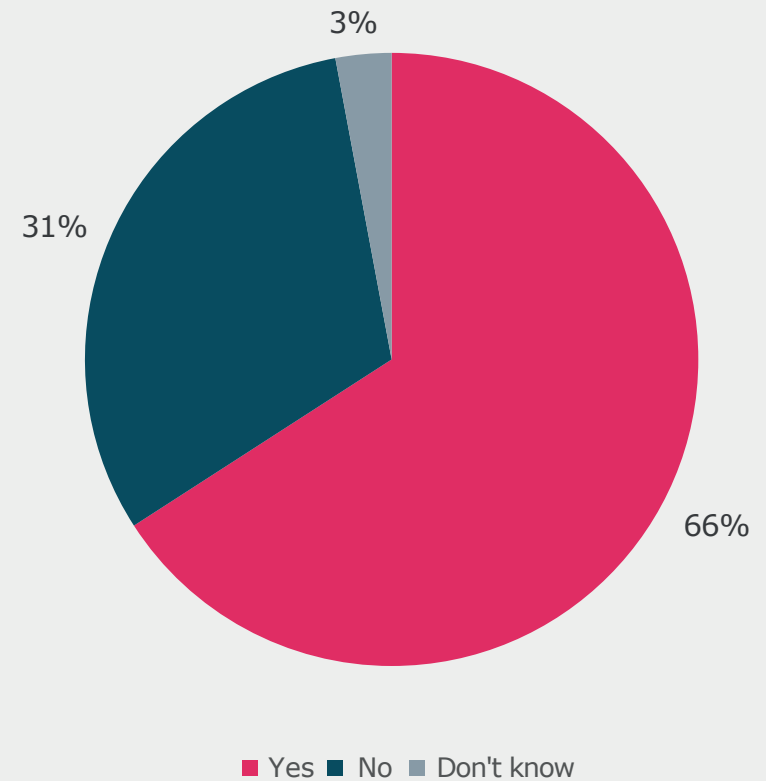
## 4. Registration of IP rights

### 66% have a trademark registered

- 66% of the companies with at least one registered IP right have a trademark registered.
- In 2020, 54% of the companies with at least one registered IP right have a trademark registered. There has thus been an increase in the proportion of companies that have trademarks registered.

**Figure 3:** Do you or does your company have a trademark registered?

**N (2022)** = 170



## 5. Perceived relevance



# 5. Perception of the relevance of IP rights

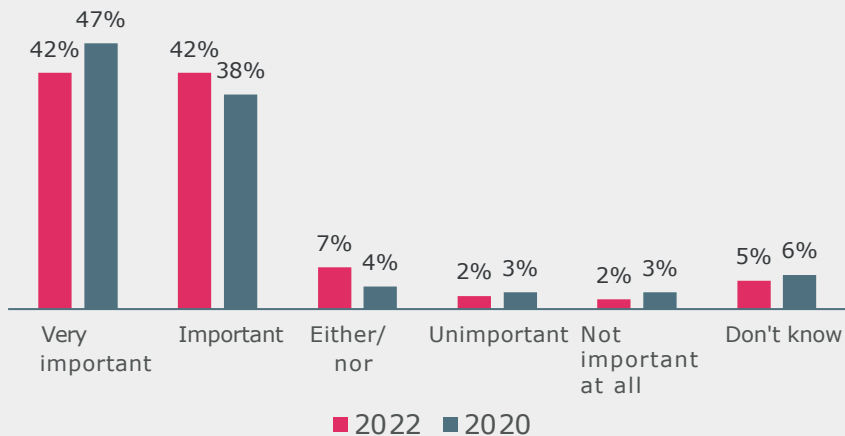
## Important to understand IP rights

The figure below reveals a broad consensus in both 2020 and 2022 on the importance of companies understanding how to protect their ideas, projects and inventions.

- 84% state it is very important or important
- Only 4% consider it unimportant or not important at all. This result has not changed significantly since 2020.

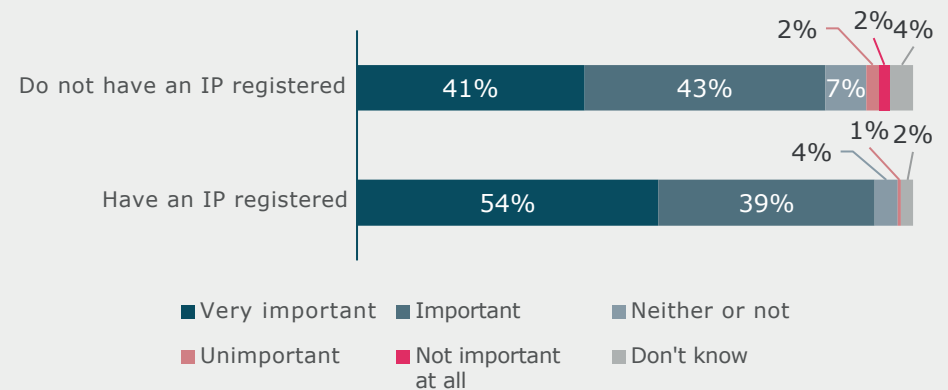
**Figure 4:** How important do you think it is for companies to understand how to protect their ideas/projects/inventions?

**N (2022) = 1271 N (2020) = 2566**



**Figure 5:** How important do you think it is for companies to understand how to protect their ideas/projects/inventions? Do you/your company have one or more IP rights registered?

**N (2022) = 1271**



Even though many companies think it is important to have a general understanding of IP-rights, few companies have any IP-rights registered themselves. One possible explanation for this may be that this question relates more to the importance of understanding how to use IP-rights, and not whether it is relevant for their own company. Thus, it appears that companies without IP rights typically have made a conscious decision to opt-out.



## 5. Perception of the relevance of IP rights

### 16% have experienced an infringement of an IP right or an idea/product being copied

- The chart to the right shows that 16% of the surveyed companies have experienced an infringement on a right or had an idea/product copied. 79% have not experienced this.
- In the 2020 survey, 15% of the companies surveyed stated they had experienced an infringement of an IP right or had an idea/product copied.

### Larger companies tend to experience infringements of IP rights or copying more often

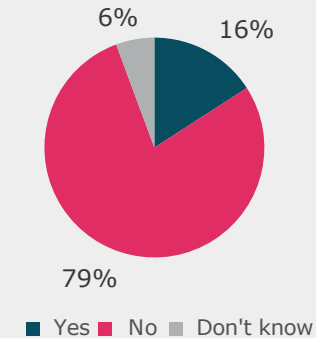
- At companies with 10-49 employees, 27% reported that they have had a right infringed or have had an idea/product copied. The same is true for 20% of companies with 1-9 employees and for 13% of those with 0 employees.

### Few have experienced infringement or copying from others/others' products

- Only 5% stated that they have experienced to infringe someone else's idea or to copy a product. 89% have not experienced this.
- 61% of the companies that have experienced an infringement or an idea/product being copied have also experienced to infringe someone else's idea or to copy a product.

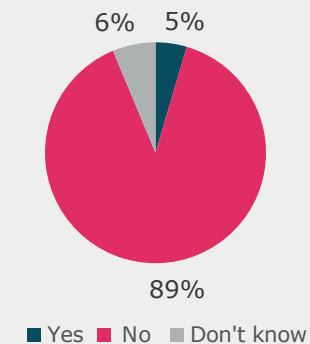
**Figure 6:** Have you/your company ever experienced an infringement of an IP right or had an idea/product copied?

N (2022) = 1271



**Figure 7:** Have you/your company ever experienced to infringe someone else's idea or to copy a product?

N (2022) = 1271



## 6. Reasons for use



## 6. Why do Danish companies use IP rights?

### IP rights reinforce the company's brand, making it more recognizable, and they are used to prevent copying

The figure to the right shows that IP rights are used in particular to prevent the company's products, services and processes from being copied and to reinforce the company's brand and recognizability among customers.

- In the survey this year, 39% of the companies surveyed reported these two reasons in each case.

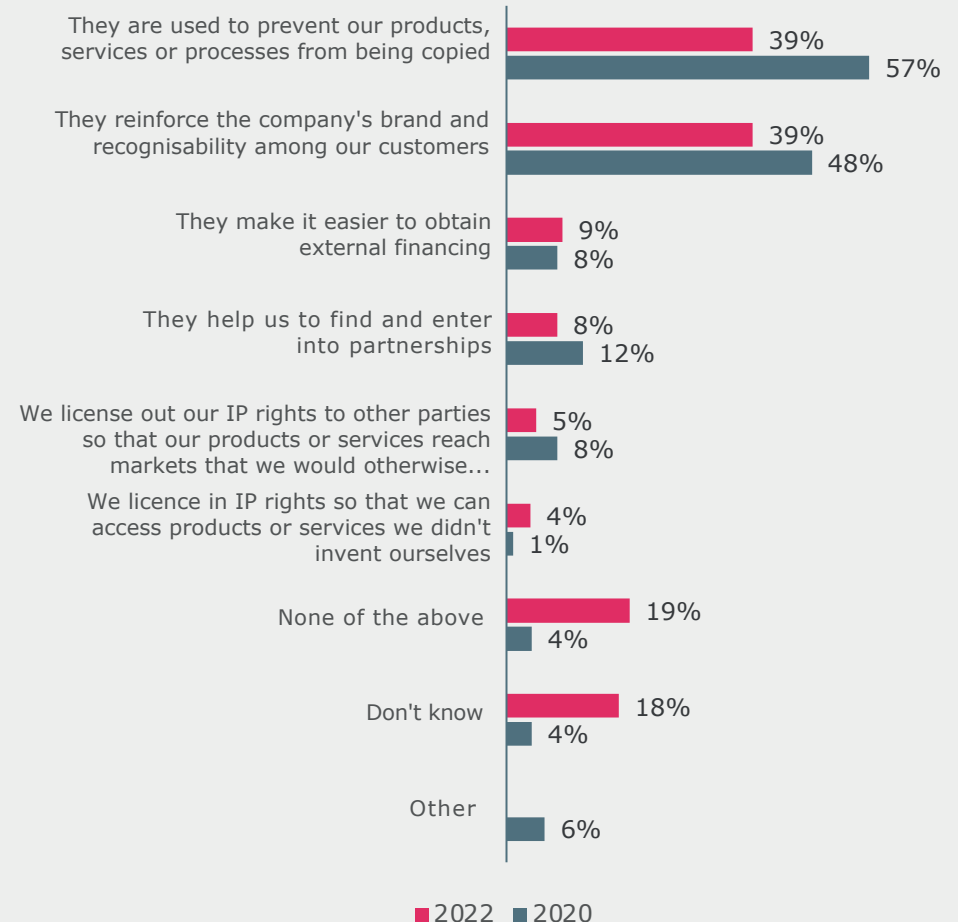
### The reasons have not changed since 2020

In a similar survey conducted in 2020, **57%** stated that IP rights are used to prevent products, services and processes from being copied, with **48%** stating that they reinforce the company's brand and recognizability among customers.

This suggests that these two reasons have an importance on a company's decision to register IP rights.

Figure 8: How does your company use your IP rights?

N (2022) = 238 N (2020) = 334





## 7. Perceived effects



# 7. Perception of the effect of IP rights

## More than half have experienced positive effects of IP rights

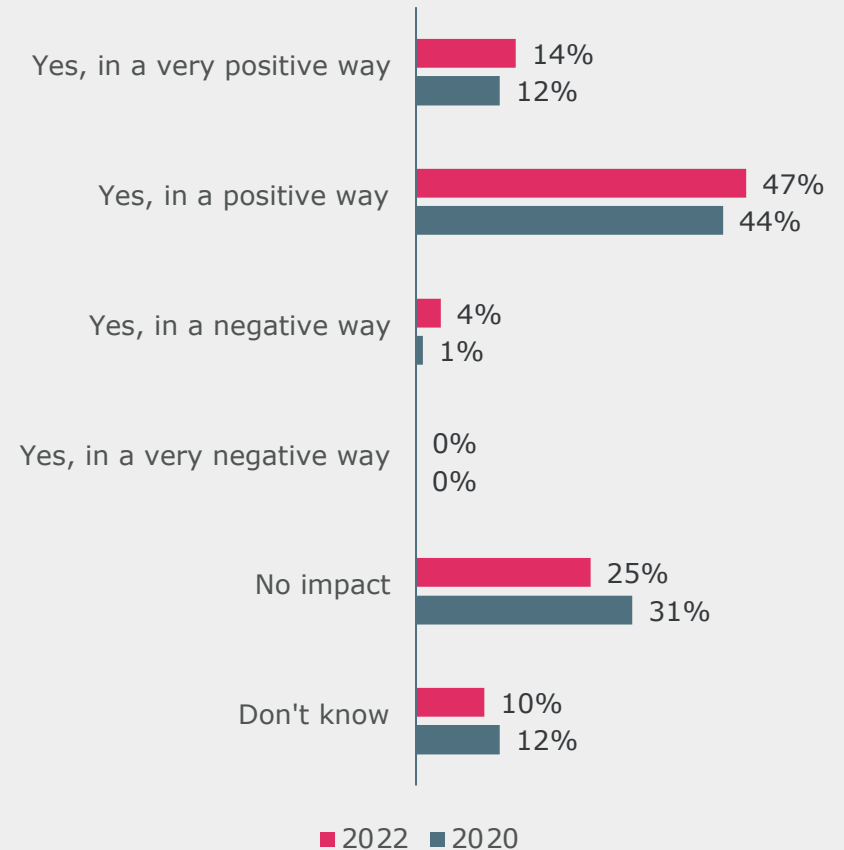
- **61%** of the companies surveyed with at least one IP right registered find that the registration has had a very positive or positive effect on their business.
- One quarter has seen no impact. Only 4% have experienced negative effects.

## No change since 2020

- The same result emerged from the 2020 survey, when 56% of surveyed companies stated that the impact of registration on their company's business had been positive or very positive.

**Figure 9:** Do you think your company's business has been impacted by rights being registered?

**N (2022) = 112 N (2020) = 317**



# 7. What effects do IP rights have?

## 69% of Danish companies stated that IP rights reinforce business prospects in the long term

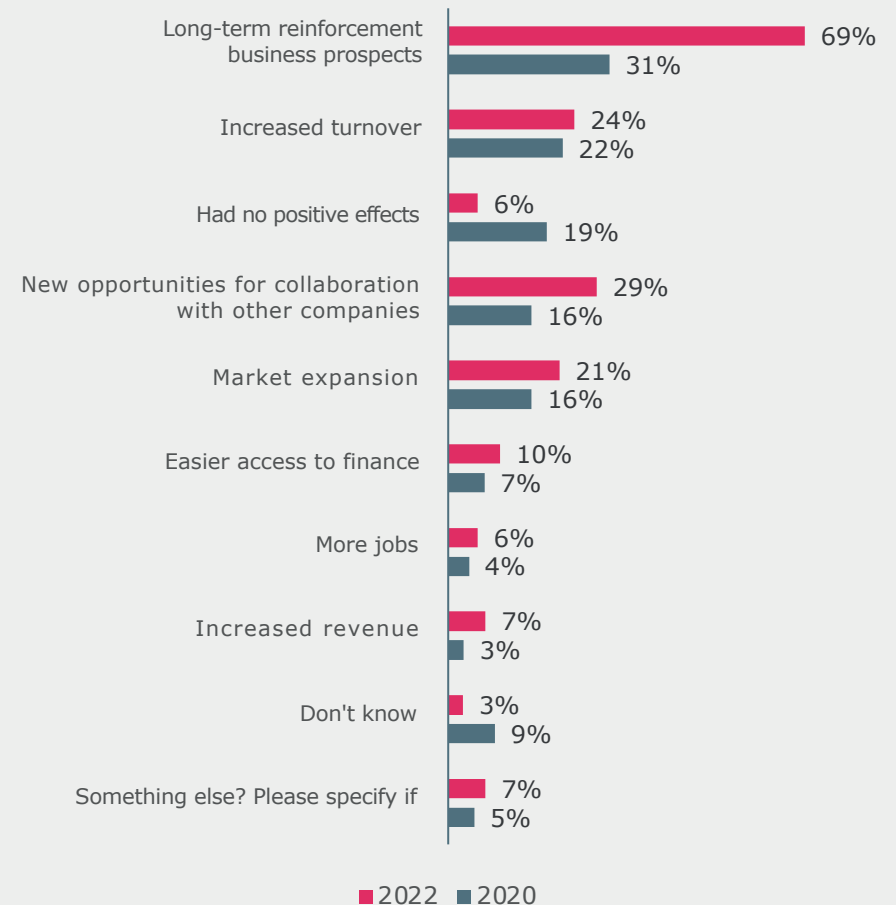
- Among companies with at least one IP right registered, the most reported positive effect is reinforced business prospects in the long term (69%). In 2020, only 31% reported this as a positive effect of IP rights.
- This year, approximately one quarter (24%) reported an increased turnover as a positive effect of IP rights, while 29% stated that it opens up new opportunities for collaboration with other companies.

## Increasing number of companies seeing positive effects

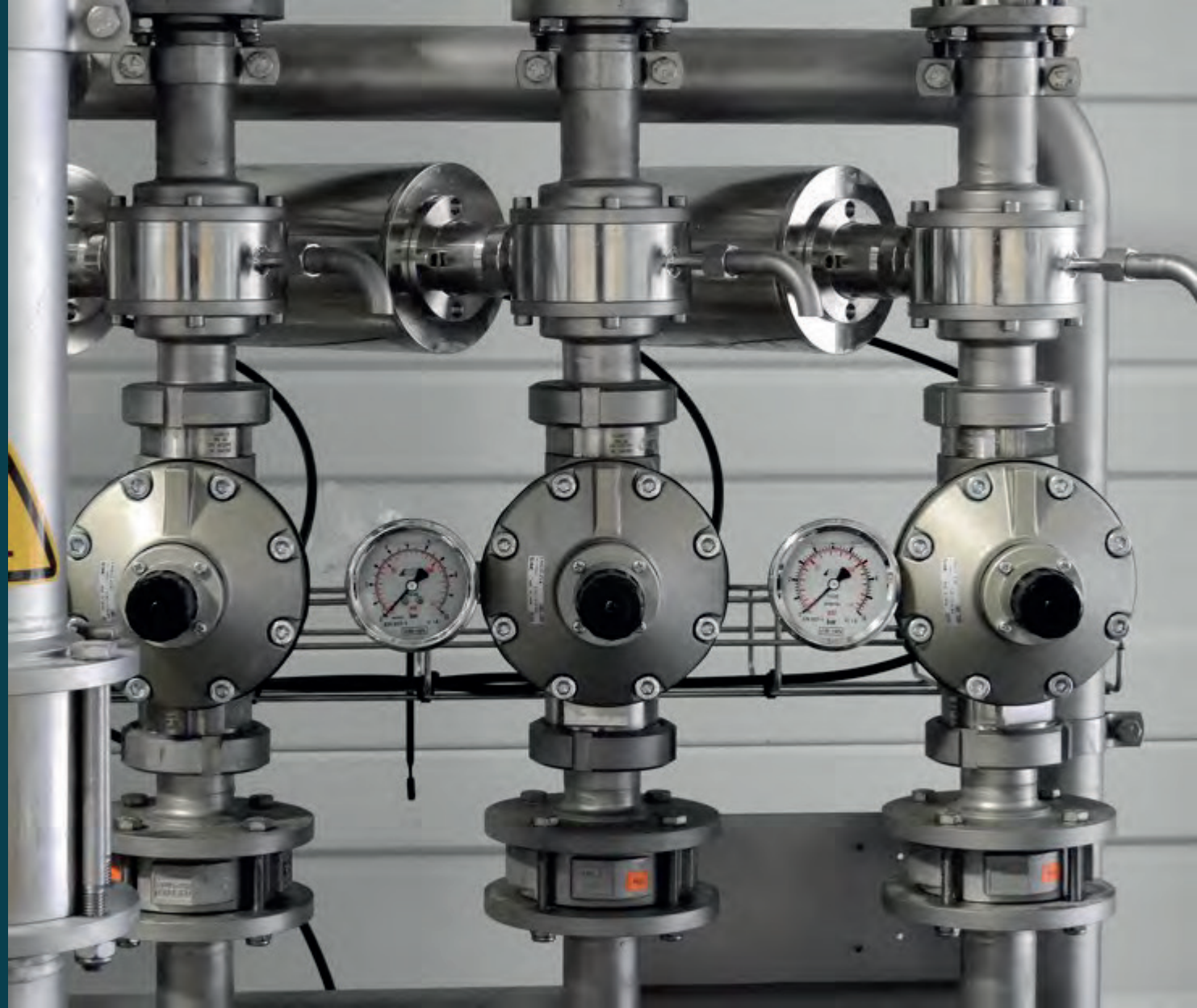
- This year, only **6%** found that registration had no positive effects. This is in contrast to the 2020 survey, when **20%** stated that registration of IP rights had no positive effects.

**Figure 10:** What positive effects have registering IP right(s) had on the company?

**N (2022) = 112 N (2020) = 317**



## 8. Reasons for opting out





# 8. Why do Danish companies NOT use IP rights?

## Half of the companies find that IP rights do not suit their company's situation and needs

- 49% state that IP rights are not suitable for their company's situation and needs as the reason.
- 15% cited a lack of knowledge of IP rights as the reason.

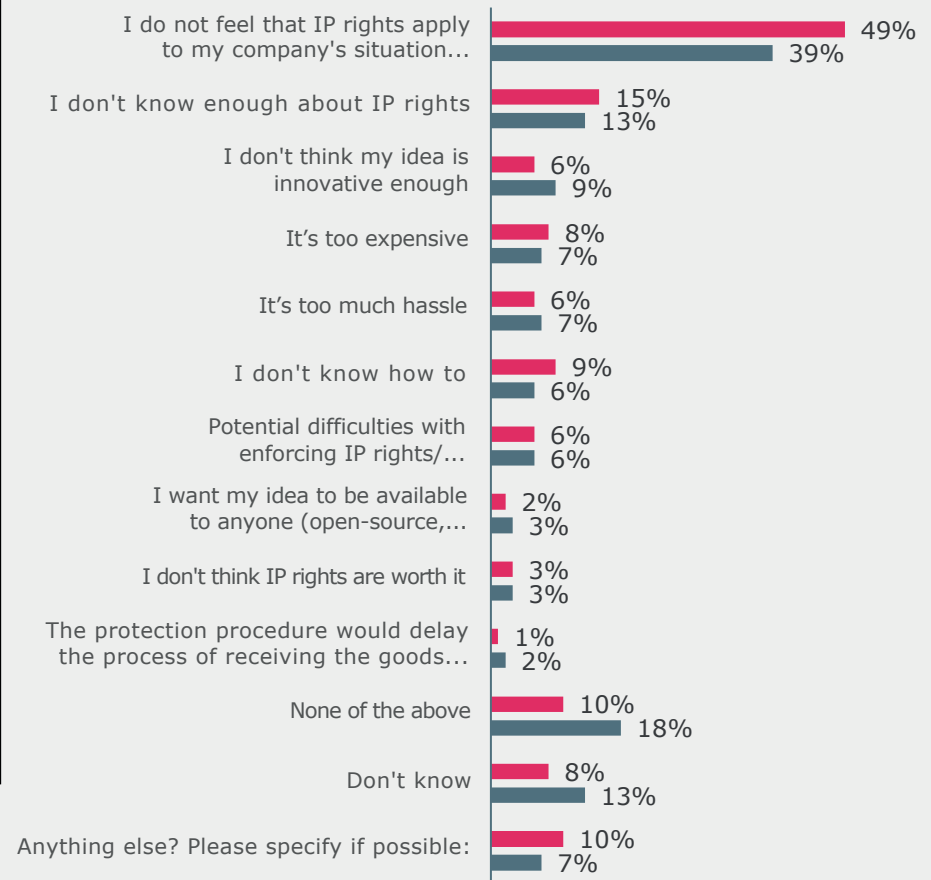
The 'Anything else' comments focus in particular on IP rights not being relevant to their company, and that their field of operation does not go hand in hand with IP protection.

## No change to reasons for not applying

- The picture has not changed since the 2020 survey, when 39% stated that the reason for not applying for IP rights was that it was not suitable for their company's situation and needs.
- In 2020, 13% stated that they did not know enough about IP rights. In other words, there remains a lack of knowledge of IP rights among Danish companies.

**Figure 11:** Why have you/your company not applied for IP rights? (Choose all that apply)

**N (2022) = 1106 N (2020) = 2169**



■ 2022 ■ 2020

## 9. Methodology and data collection



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## Extensive data collection in selected sectors

Moos-Bjerre A/S conducted this survey for the Danish Patent and Trademark Office in October 2022. The survey investigated Danish companies' knowledge, attitudes and usage of IP rights. 'IP rights' is short for 'intellectual property rights', i.e. 'intellectual property rights' or 'intangible property rights'.

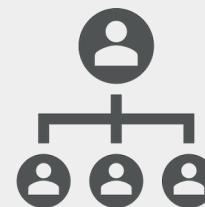
This report is based on a sample of 1271 companies in the following sectors: 1) Agriculture and fisheries, 2) Information and communications, 3) Manufacturing, raw material input and utilities, 4) Retail and transport etc., and 5) Business services.

Based on the distribution of companies in Denmark in these sectors and the company size, a sample of 10,000 companies was randomly selected from a data extract from Experian's Business Insight database.

The companies were invited to take part by email and had two weeks to fill out the questionnaire-type survey. After the first week, companies that had not yet responded were reminded and incentivized to participate.

## A representative sample

The data basis was created by taking a representative sample of Danish companies in relation to company size, region, and industry/affiliation. Representation was ensured by comparing the companies that filled out the questionnaire (1,271) with the total population from the extract on which the sample was based on Experian's Business Insight database of almost 200,000 Danish companies. As these distributions are roughly the same, the sample is representative of these parameters.



## Contact

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