



For Innovation



A new name

From 2 April 2007 we will be working under our new name, 'United Kingdom Intellectual Property Office' (UK-IPO). Our new logo is illustrated below and our website address will be www.ipo.gov.uk (though the existing address will redirect you to our new site).

This change was recommended in the Gowers Review of Intellectual Property. The report redefines our role both in the UK and abroad, seeing intellectual property rights as vital for British businesses. This means that everyone involved with us must be clear on our activities. Misunderstandings can lead to confusion, extra effort in getting advice and services, and businesses and services feeling that they do not have our support.

The findings of the Gowers Review of Intellectual Property and our own programme, 'A Patent Office for the 21st Century', come together very well to meet the need for us to be – and to be seen to be – an organisation with a clear set of responsibilities. These are:

- raising awareness and understanding of intellectual property rights;
- acting to improve the way rights are enforced; and
- developing the framework of intellectual property laws and agreements, to fit the needs of modern UK businesses, competing with those abroad.

Our new name is also in line with those of many similar agencies abroad, making it easier for people, wherever they are, to identify intellectual property offices.

A number of changes need to be made to the law, but this does not prevent us from using our new name. To avoid any doubt we will use the words 'UK Intellectual Property Office is an operating name of the Patent Office' on our material until the legal changes have been made.

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For Creativity and Innovation

