



Intellectual
Property
Office

IPO Transformation Launch

Briefing on IPO comms activity

What is happening?

On 13 April IPO will publish details of its One IPO Transformation - a 5 year programme to transform Intellectual Property (IP) services and enhance the value IPO adds to the UK economy. Our communication activities will include:

- Publishing our ‘Transformation Prospectus’ – a central document on the IPO website that explains our transformation plans in detail, including an overview of what to expect over the next three years
- A news story on the IPO website and blog which explains what we hope to achieve through our transformation
- Social media activity, including sharing quotes about the programme from our Minister and CEO
- An event on our transformation taking place at 11am – 12pm on 12 May, which will include an overview of our transformation plans and a question and answers session with the leaders of the programme

Key points about the programme

- One IPO Transformation will not just replicate and modernise IPO's current processes, systems and services, but completely transform the way they are delivered for the digital age
- The centrepiece of the programme is a single, integrated system for all registered IP rights (patents, trade marks and designs), which will allow creatives, innovators and businesses to seamlessly apply for and manage all of their IP rights in one place.
- Longer term, having more efficient digital services will allow IPO to consider new service offerings in the future – not just helping people to protect their ideas, but empowering them to use and commercialise their IP.
- Developing a world leading IP system can make the UK a more attractive place to invest and drive economic growth.

The benefits of IPO's transformation

1. **A single, integrated system for all IP rights.** You will be able to access all IPO's services through one system, and seamlessly manage all of your IP rights in one place.
2. **Customers will have a single online IPO account with convenient self-service features.** Many tasks which are currently cumbersome and time-consuming will become much easier, including viewing the status of your applications and updating your personal /or business details.
3. **Our new and transformed services will be fully digital, quicker and easier to use.** Our services will be completely paper-free and provide the features and convenience that you would expect from a modern digital service.
4. **Collaboration and real-time advice.** We will build on our strong reputation for excellent customer service, by providing online chat, guidance and support features to support and collaborate with customers when and where they need it.
5. **Customers will be able to easily research IP, with powerful analytics tools that will help them search, query, interpret and share our data.** Our data will be opened up so researchers, businesses and inventors can learn from and build upon the UK's brightest ideas.
6. **Completing our transformation will make IPO a more effective and efficient organisation.** This means we will be able to deploy resources to new services that provide further benefits to our customers. We can spend more time helping our customers use and monetise their IP, not just helping them protect their ideas.

How and when will people see changes?

One IPO Transformation is a five-year programme. However, that does not mean you will have to wait five years to see any changes. The programme will be delivered in three phases:

Phase one – Build the One IPO foundation (2021 – 2024)

We will start to build a single, integrated system for all IP rights (patents, trade marks and designs) – our Common IP System (CIPS). By the end of this phase, our patents service will have moved onto this system.

Phase two – All rights on One IPO (2023 – 2025)

Trade marks and designs will join Patents on our new Common IP system. We will offer our customers a fully digital service, where they can manage all of their different IP rights and account details in one place.

Phase three – Be the best IP office (2025 onwards)

We will listen to customers and staff to deliver ongoing improvements and excellent IP services, take IPO from a good place to work to a brilliant place to work and create a world leading IP environment. We will be the best IP office in the world.

Why are we launching this now?

- In March of this year IPO officially started phase one of the One IPO Transformation programme.
- Although the results of this work won't be seen for a few years, we want to make sure our customers know that we are actively working towards meeting our goal of delivering excellent IP services
- As part of the programme, we will also be undertaking user testing to ensure that we are developing services that meet customer needs. We are using this opportunity, both to recruit user testers and provide a public suite of information to explain our plans to prospective user testers, employees and suppliers

How you can help

- Share information about our plans via your member channels
- Post, share or RT content on your social media channels
- Direct your members to further information about our transformation and promote our upcoming event on 12 May

If you have any questions, please contact Simeon.bowen@ipo.gov.uk.