



THE TIMES 100

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Intellectual Property Office: Protecting the marketing mix through intellectual property rights

Answer sheet

Questions

1. What is meant by Intellectual Property Rights?
The rights of the owners to protect their ideas.
2. How can the Intellectual Property Office help businesses and individuals?
By providing advice and granting Intellectual Property Rights in the UK.
3. Using the marketing matrix, explain how it can be applied to the Intellectual Property Office?
The Intellectual Property Office used the marketing mix or 4Ps in the following way:
Product: The Company applies for a patent, copyright, registered design and trade mark / name.
Price: Depending on the product and target market, if it is new technology with no direct competitors, it can use skimming pricing strategies.
Promotion: Above the line and below the line promotion depending on the type of product on sale.
Place: Protection is initially for the UK but worldwide protection can be applied for but will cost more.
4. What is the difference between a tangible and intangible asset?
Tangible assets that have a physical existence e.g. stock, machinery, buildings etc whereas an intangible asset is when the asset cannot be touched e.g. goodwill, patents, trademarks etc.
5. How does reverse engineering work?
The competitor obtains a finished product, takes it to pieces in order to understand the design and operating principles and essentially copies the product with a few changes to it. This results in the product being fast tracked to the market.
6. Skimming is often used when a new product has just been released into the market place. Why does this happen?
A business may charge a higher price (skimming) as there are no alternatives on the market place or it is the latest product in the market place which allows the business to exploit this advantage.



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7. What is the difference between the above the line promotion and below the line promotion?
Above the line promotion is aimed at the mass market whereby internet, press advertising, television etc are used to put across the same message indiscriminately which can be expensive, whereas, below the line promotion is when the messages are targeted directly at its potential customers through email, mail shots, direct mail and in store advertisements.

8. What is the difference between a patent, design, trademark and copyright?
A patent provides exclusive rights to exploit an invention (usually a process) for a limited period . usually 20 years. Designs are there to protect the appearance of a product so that competitors cannot sell exact copies of the product with their name on it. Trademarks are brand names and logos which are registered and therefore do not allow others to use the names unless permission has been granted by the owner. Copyright is there to stop others copying their work without permission.