



**ACID Member & Creative Industry Community
Survey**

IP & Design Business Growth

2024

Introduction

In January 2024, the IPO launched a survey 'IP and Business Growth'

However, ACID noted they hadn't included a significant proportion of the Creative Industries.

To compliment the IPO's survey, ACID created their own to bridge this gap.

Though the IPO results are still pending publication, ACID are grateful to all who completed our survey and it is important we share these results to drive our future campaigning with our new Labour government.



The Survey in Summary

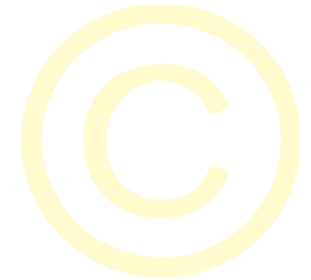
Of 91 survey respondents, the majority:

- Are single or SMEs;
- Have a turnover of < 500,000;
- Rely on copyright or unregistered designs;
- Have been a victim of infringement but didn't take legal advice due to expense, utilised ACID membership or tried to approach directly to avoid cost;
- Want cost effective IP Insurance or to find out more;
- Believe infringement is deliberate due to lack of education or the knowledge that a small business can't afford to fight back.

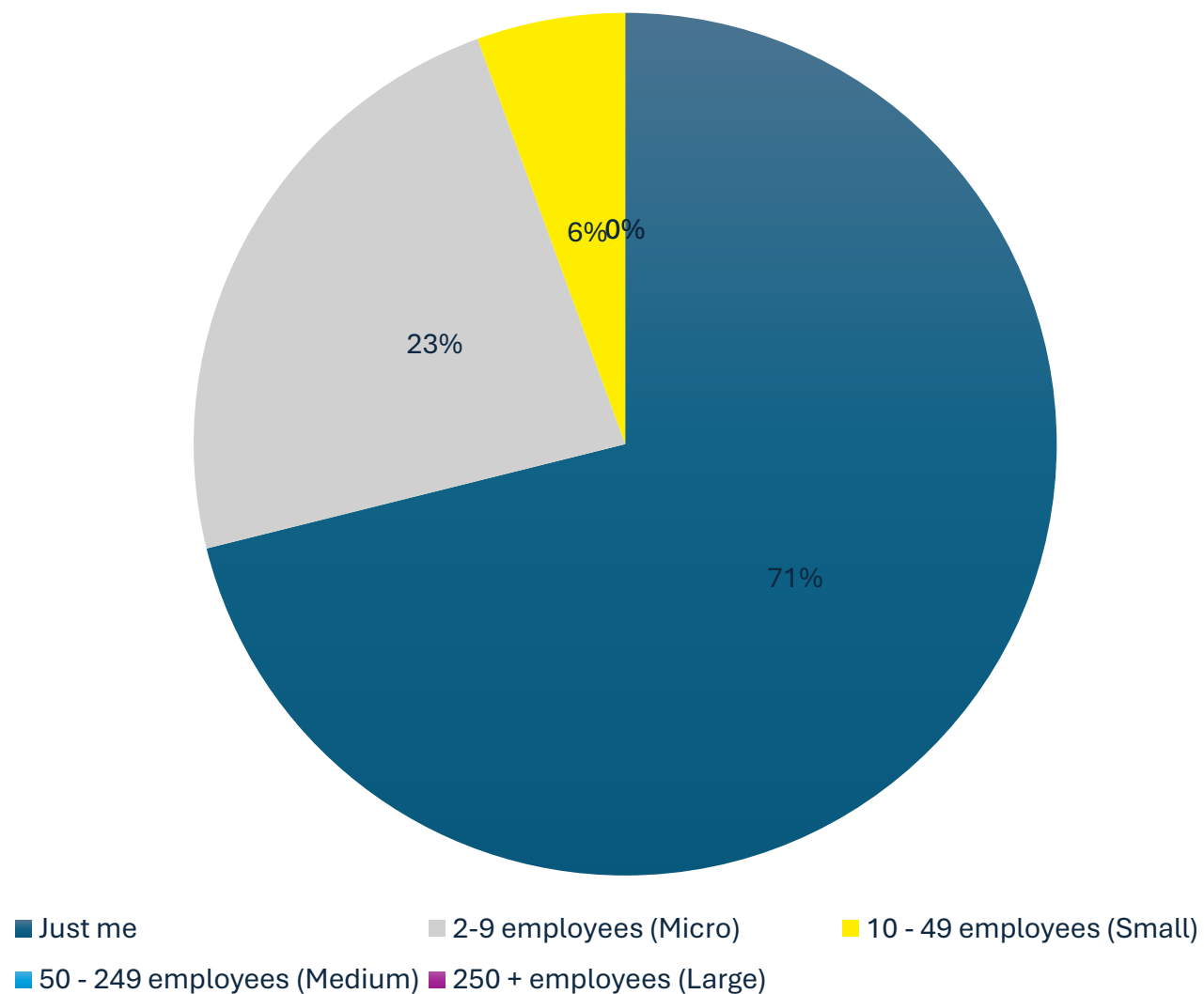




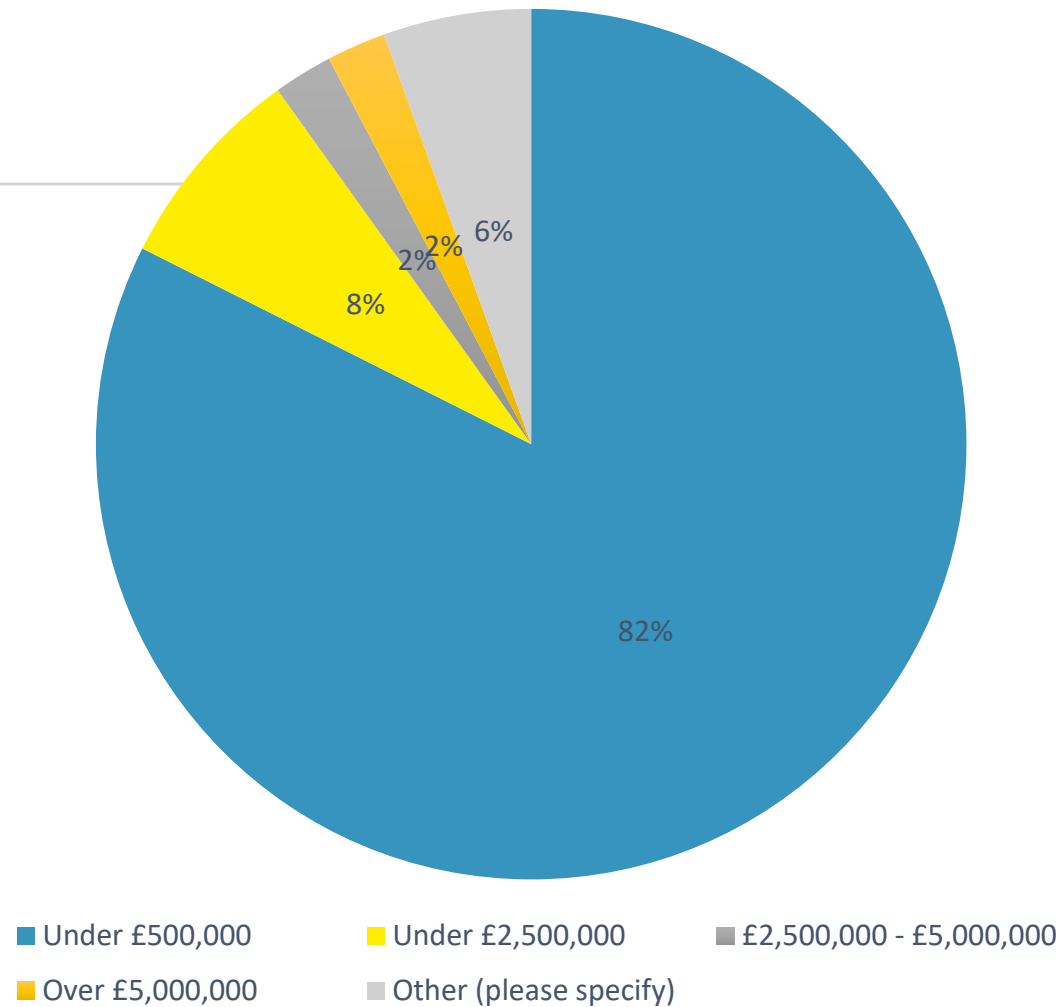
Key Survey Results



What is your Company head count?



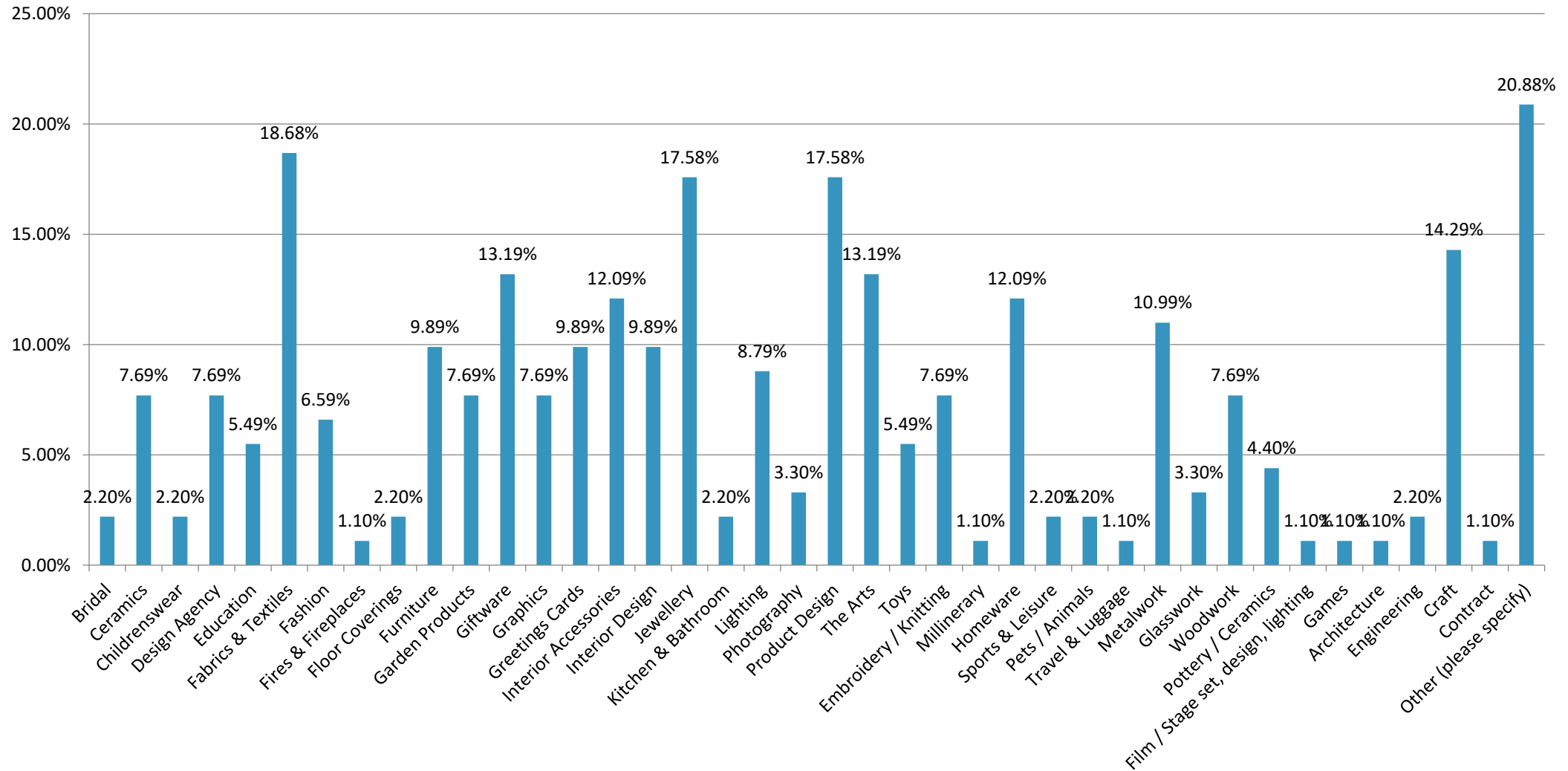
What is your company turnover?



Other (6%)

- Nothing, I don't earn anything from my designs or writing because I have either given it as a gift or shared it for experience instead of monetary gain. I am currently working towards setting up my designing, blogging and photography interests to develop into a business that I can earn a practical helpful wage from as well as being soul fulfilling.
- Under 12,000
- £0

Which creative sector best describes your business?

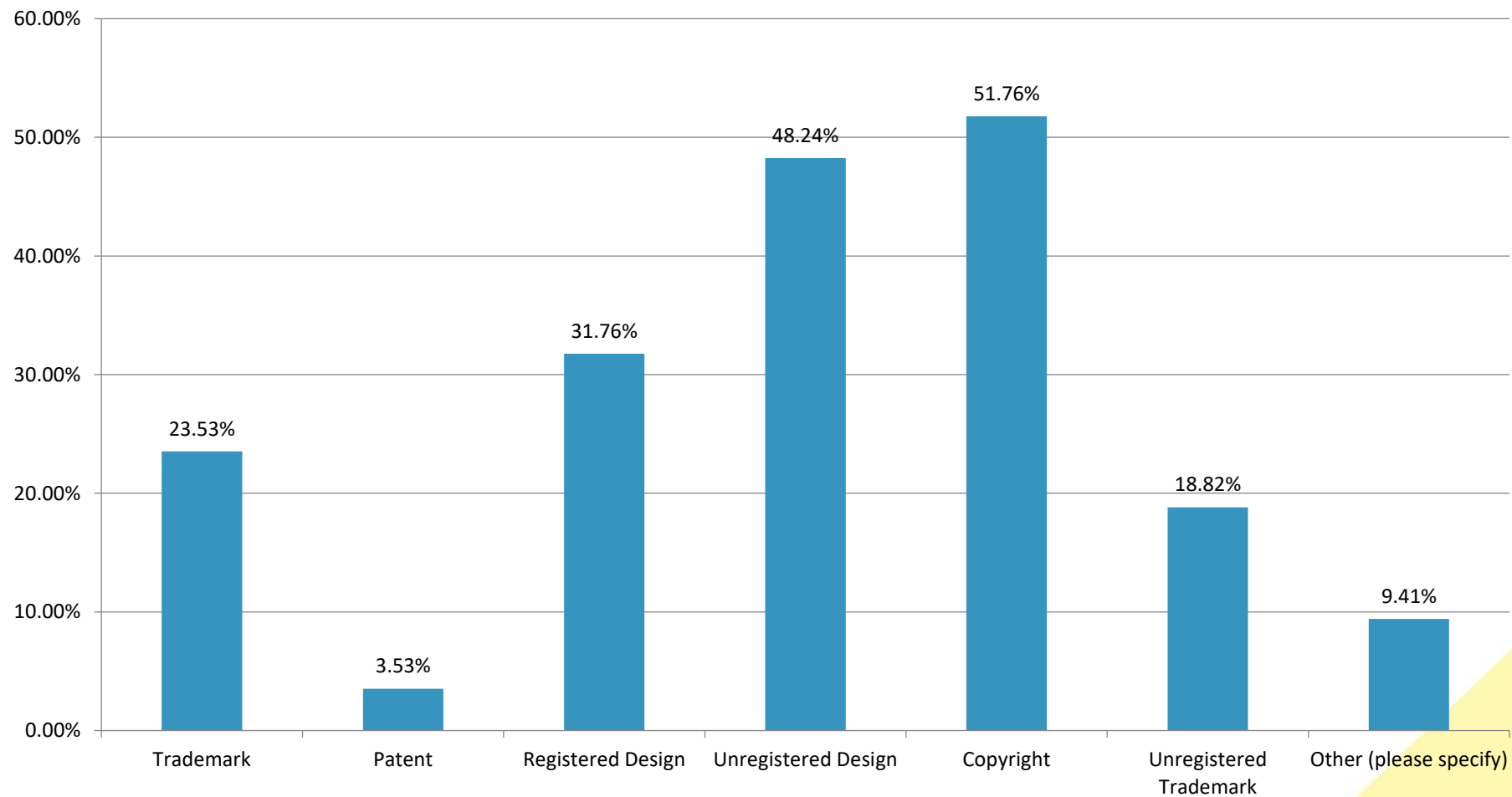


Which creative sector best describes your business?

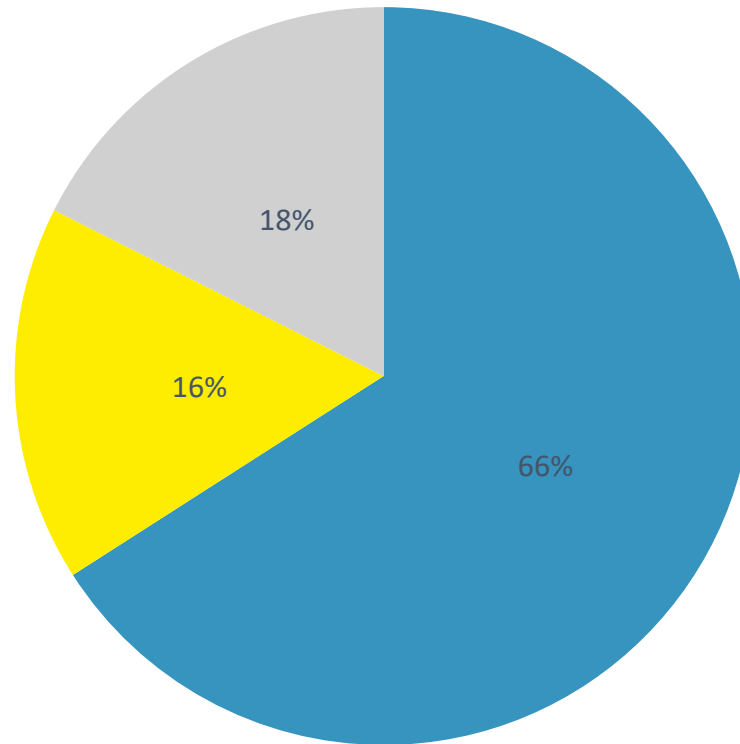
Other (21%)

- Wallpaper
- Millinery
- Creative Designer Illustrator
- Quite a wide range of things I'm still working on honing. Mainly though travel, adventure including personal expeditions and stunts, cabin & outdoors living aesthetic, adventure and travel writing and reading. Reading generally and reviews. Health, well being and fitness. Writing based on the musings of a curious mind!
- Seeds for all occasions; Wedding, Memorial, Corporate & Promotional
- Crochet pattern designer
- Leatherwork
- Dressmaking patterns
- Accessories - Pin Badges
- Restoration
- Inventors of DIY tools
- Surface Pattern Design
- Illustration
- Mixed Media Art
- Printmaking
- Transport design
- Jewellery, Hair, Accessories & Clothing Packaging
- Glass sculpture
- MEMORIALS

What IP does your business hold?



Have you ever been a victim of IP infringement?



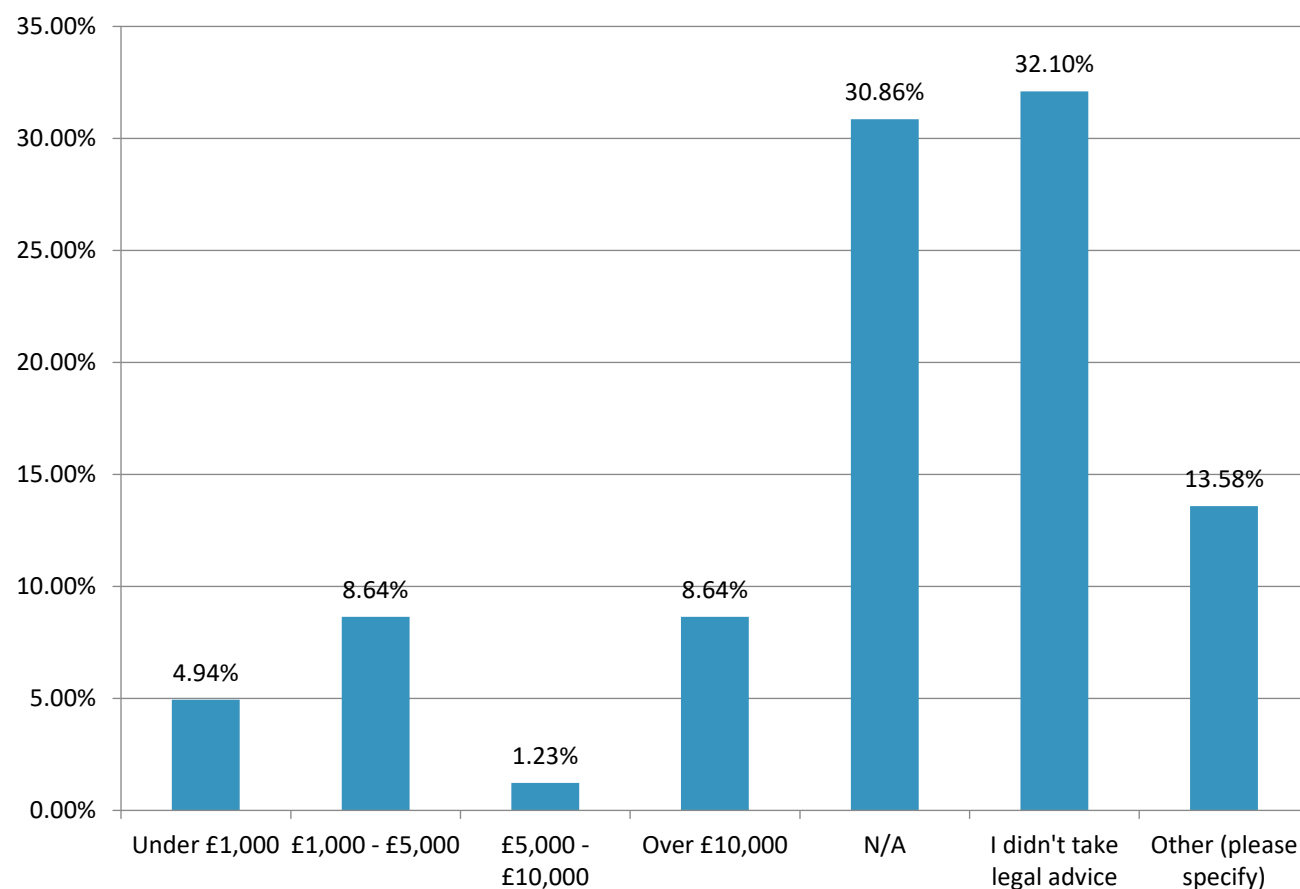
■ Yes ■ No ■ Don't know

trademark

/ˈtreɪdmɑːk/

a symbol, word, or words legally registered by a company or product.

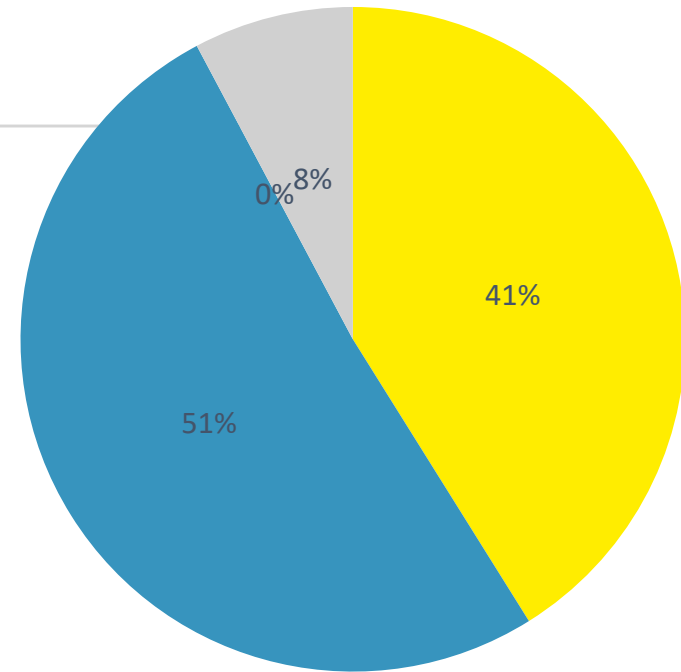
If yes, can you estimate how much this has cost in legal fees?



Other (13.5%)

- Quoted £20,000 if I want to reclaim lost income, which I would want to, but can't afford to
- Still ongoing and expensive for a small business to afford, we have not got enough rights, so not really worth the money and time so far. Also ACID logo been ignored so no deterrent.
- I couldn't afford to sue, have approx 3-5 designs/ranges stolen by companies sent to most years, worse since Brexit
- I contacted ACID for advice and approached the individual direct
- Thought i had no chance on rights, until I joined ACID

If cost effective IP Insurance were available, would you consider it?

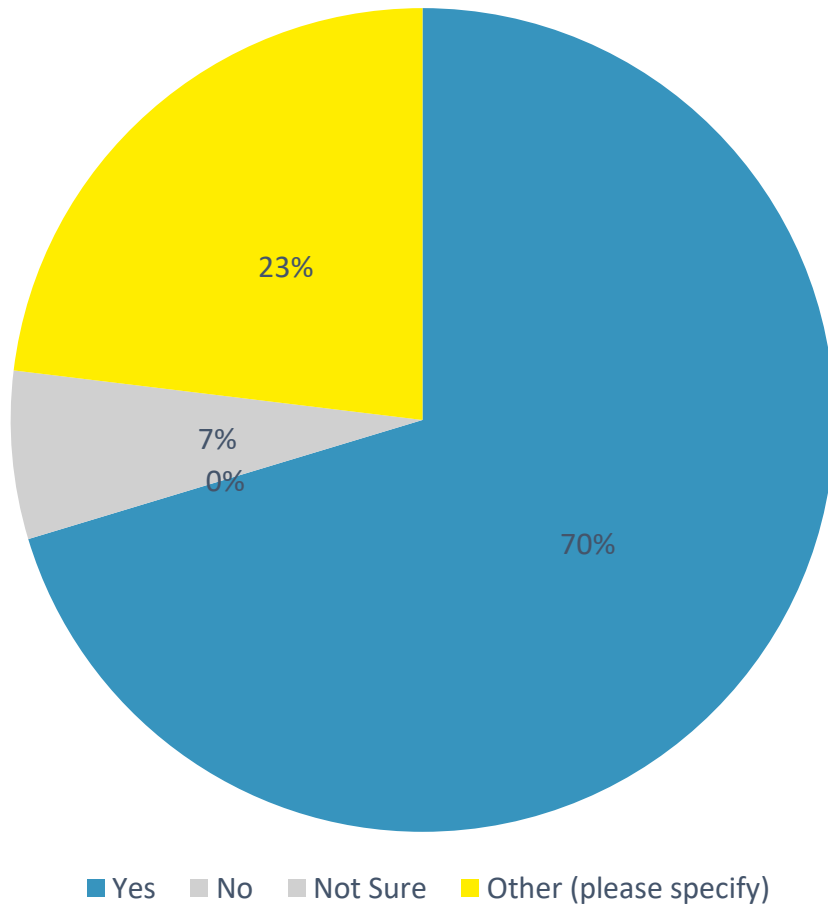


- Yes
- I would like to know more
- No (please give reasons why in the other box below)
- Other (please specify)

Other (8%)

- Not sure, I pay for acid membership and think it should be under the same umbrella, although I would be willing to pay a little more for my acid membership to include insurance.
- I might consider if cheap like no win no fee for eg, am struggling financially after pandemic losses and lost projects to Russia war

Do you believe that design infringement is deliberate?



Other (23%)

- Some is but some is surely due to lack of education/awareness around the subject. Would be great if basic copyright/IP was taught in school!
- Sometimes
- Yes and often they know they can get away with things and too costly for a small business to pay legal fees
- Not always, there is seldom something truly "new", but there are big companies who do blatantly copy
- I think its a matter of education in many cases as well as a 'I think I could get away with it ' or 'they'll never know' attitude.
- Yes, depending what it is that's been copied. In graphic design nothing is completely new so it can be a grey area.

IP RESPECT, COMPLIANCE AND ETHICS
please sign up!



<https://www.acid.uk.com/become-a-charter-signatory/>