The citizens? perception of Intellectual Property and its infringements



EUROPEAN CITIZENS AND INTELLECTUAL PROPERTY:
PERCEPTION, AWARENESS AND BEHAVIOUR

?European Citizens and Intellectual Property: Perception, Awareness and Behaviour? is the first EU wide study which provides a comprehensive assessment of citizens' perceptions of Intellectual Property (IP) and its infringements, both from a qualitative and quantitative point of view. The study was commissioned by the Office for Harmonization in the Internal Market (OHIM) acting through the **European Observatory on Infringements of Intellectual Property Rights.**

As expressed in the document foreword "This survey provides an analysis of how IP is perceived at EU citizen level. It is launched at a time when IP has never been so present in the day-to-day lives of European citizens. Intellectual property rights cover everything from the food people eat, to the clothes they wear, the cars they drive and the music they listen to. And through the explosion in digital content and technology over the past decade, people are now closer to IP than ever before."
Read a summary on the EuropeanaPhotography IPR Blog], where the full report is also available for download, and the experts can reply any inquiry.