

Report of the 2013 salary survey of the IP profession

Hosted by Fellows and Associates

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1. Introduction

This report presents data from a salary survey of the Intellectual Property profession which was collected between the 8th of January and the 28th of February 2013. For a detailed description of the survey design and collection method, please refer to Appendix I. An overview of the survey questions and answer options can be found in Appendix II.

2. The sample

2.1. Sample size

A total of 223 respondents started the survey with a completion rate of 85.4% (an increase of 7.8% on last year).

Last year this report focussed solely on the UK market, however as 14.3% of the respondents are currently based outside the United Kingdom, we felt it was important to include their data in this year's report.

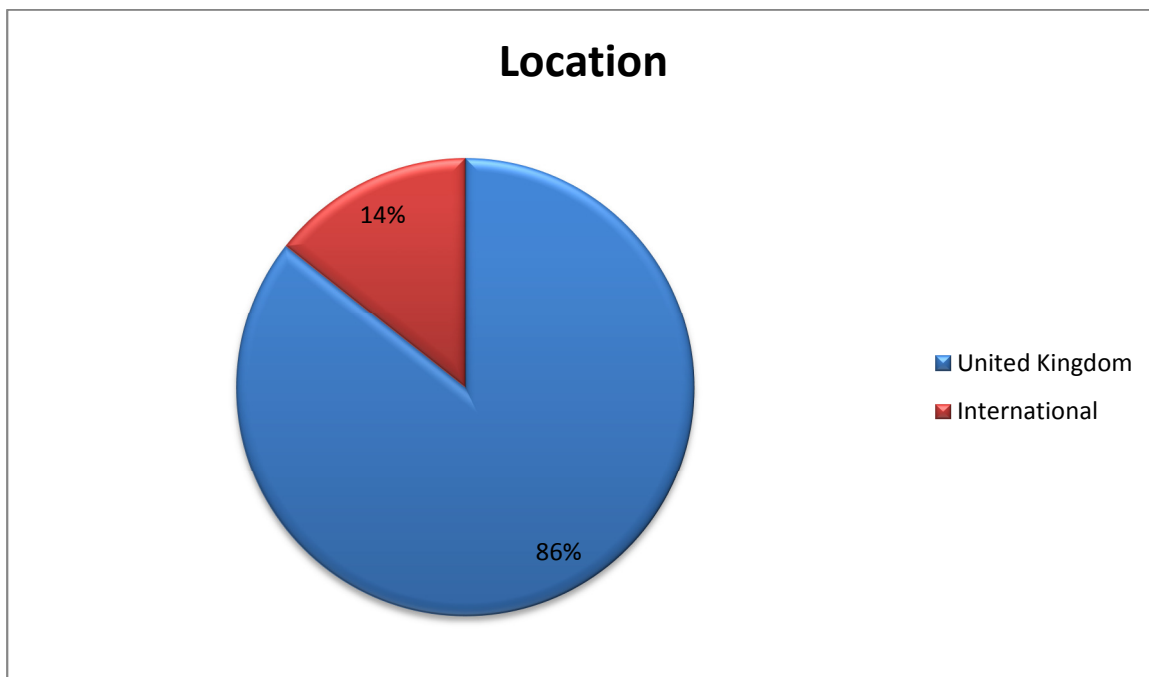
Only 11 of the respondents quoted their current or desired salary in a currency other than GBP. These were converted to GBP using XE.com as of 28.02.13 at 23.00 UTC.

Some respondents chose not to answer certain questions. However, as each question can stand alone we felt that rather than eliminate a respondents entire set of data we would reflect the sample size used for each graph.

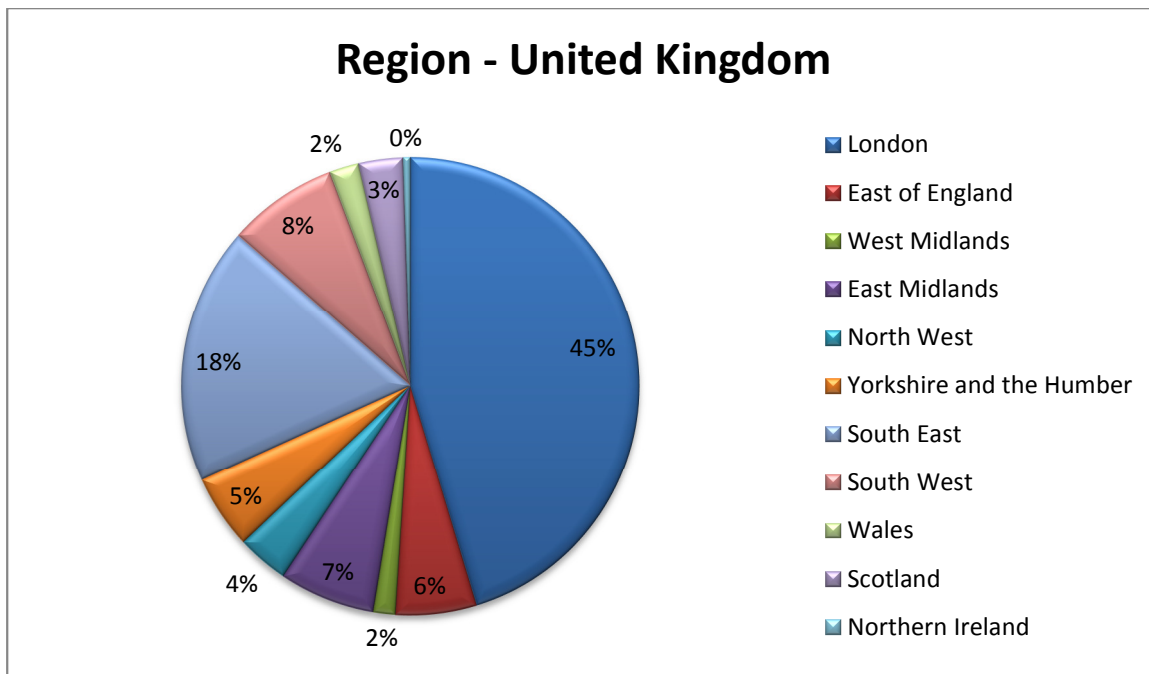
There were three respondents that earned £200k, £350k and £485k respectively. All three were Equity Partners in Trade Mark and Patent private practice and had 15 years' or more experience. Two were based in the South East of England and one in Germany and all specialised in different areas: Electronics/Physics, Mechanical Engineering and Telecommunications/Software. To facilitate meaningful analysis it was decided to exclude these three respondents for the salary based graphs only. Additionally, two IP Managers each earning considerably more than their peers (£112k and £125k for qualifying in 2010 and 2008 respectively) were excluded.

2.2. Descriptive statistics

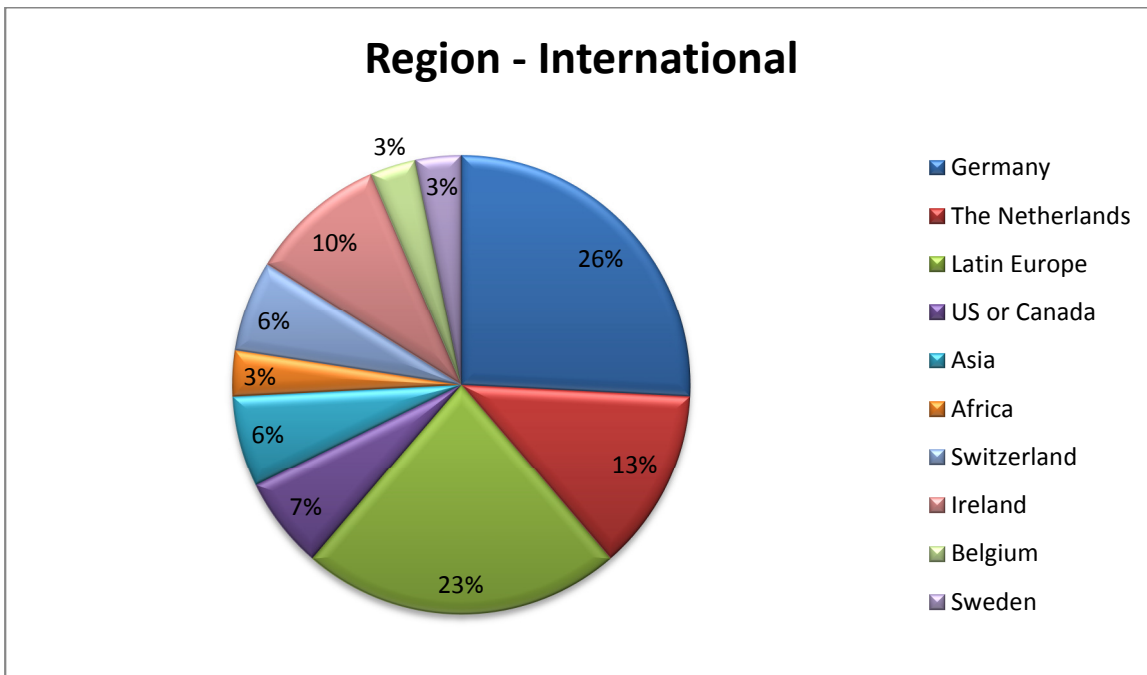
2.2.1. Location



Sample Size: 223

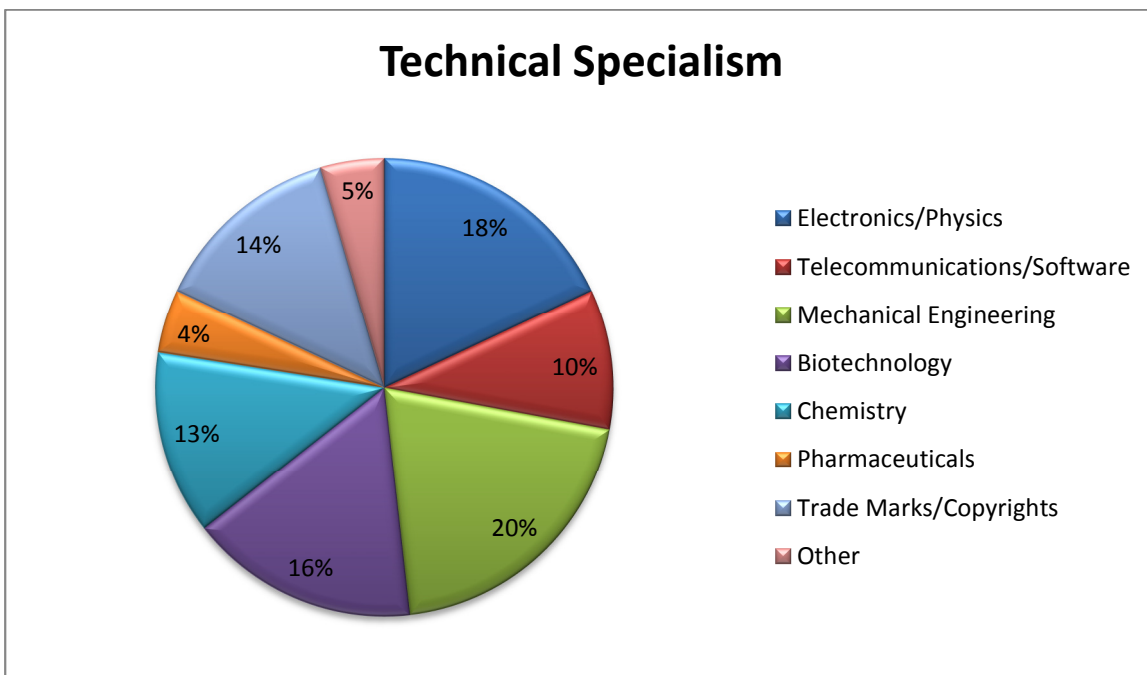


Sample Size: 192



Sample Size: 31

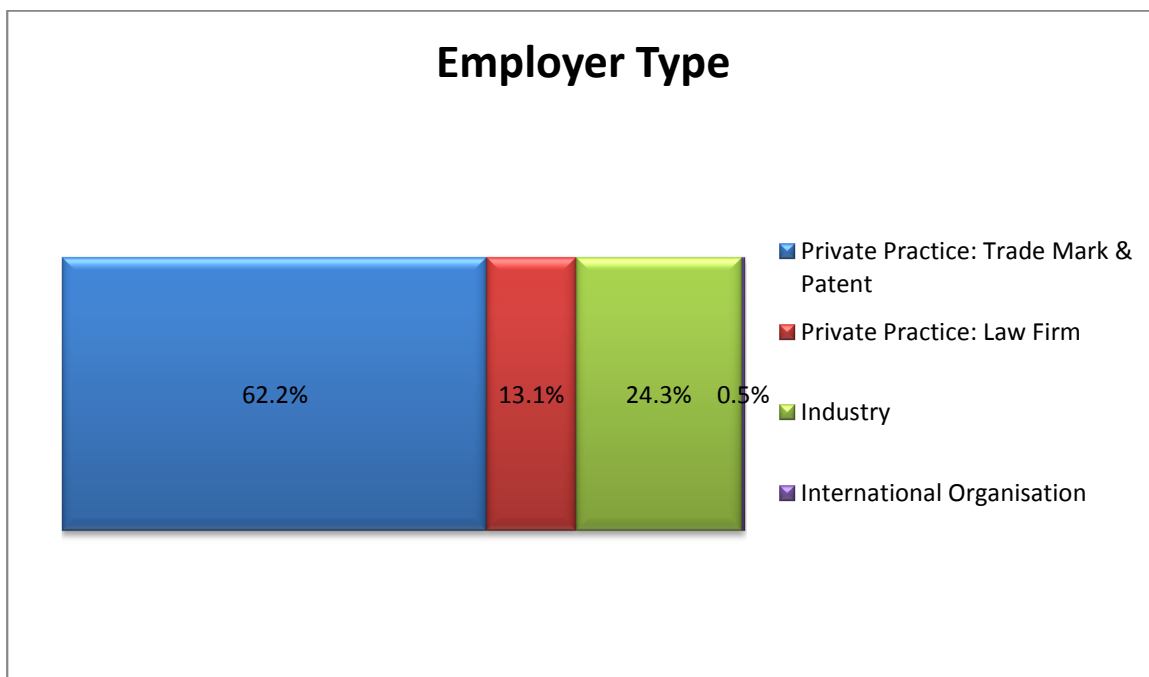
2.2.2. Technical specialism



Sample Size: 222

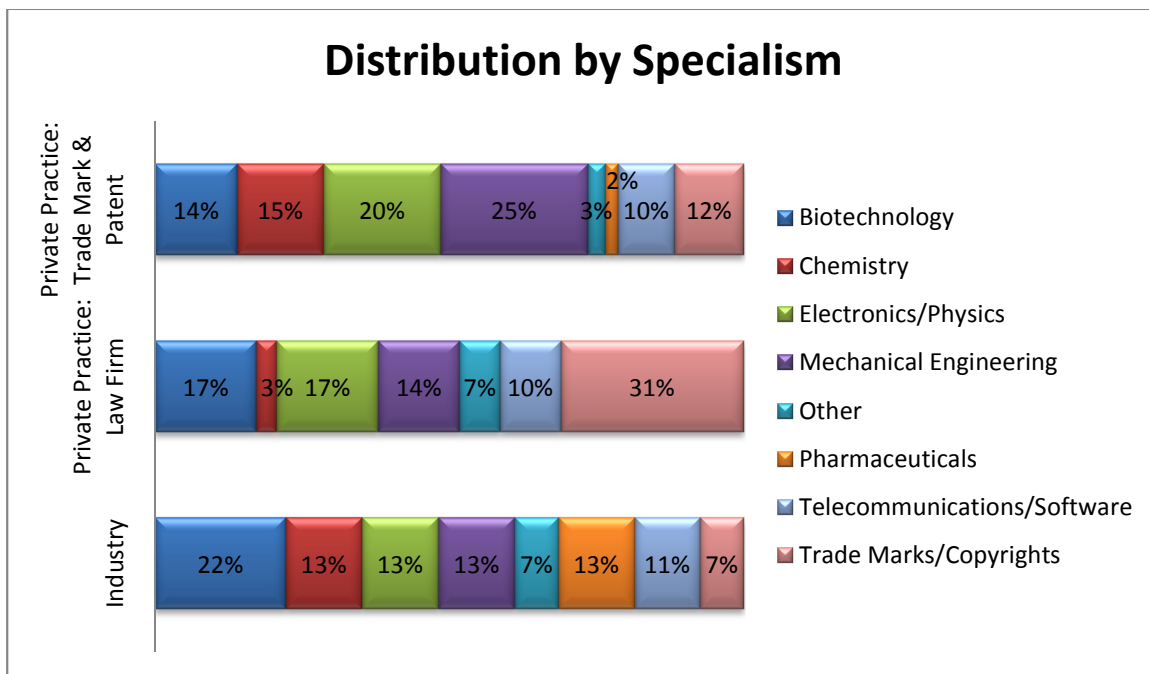
Note: 'Other' included roles such as Management, Administration, Marketing or a more precise definition than the fields above permitted

2.2.3. Employer type

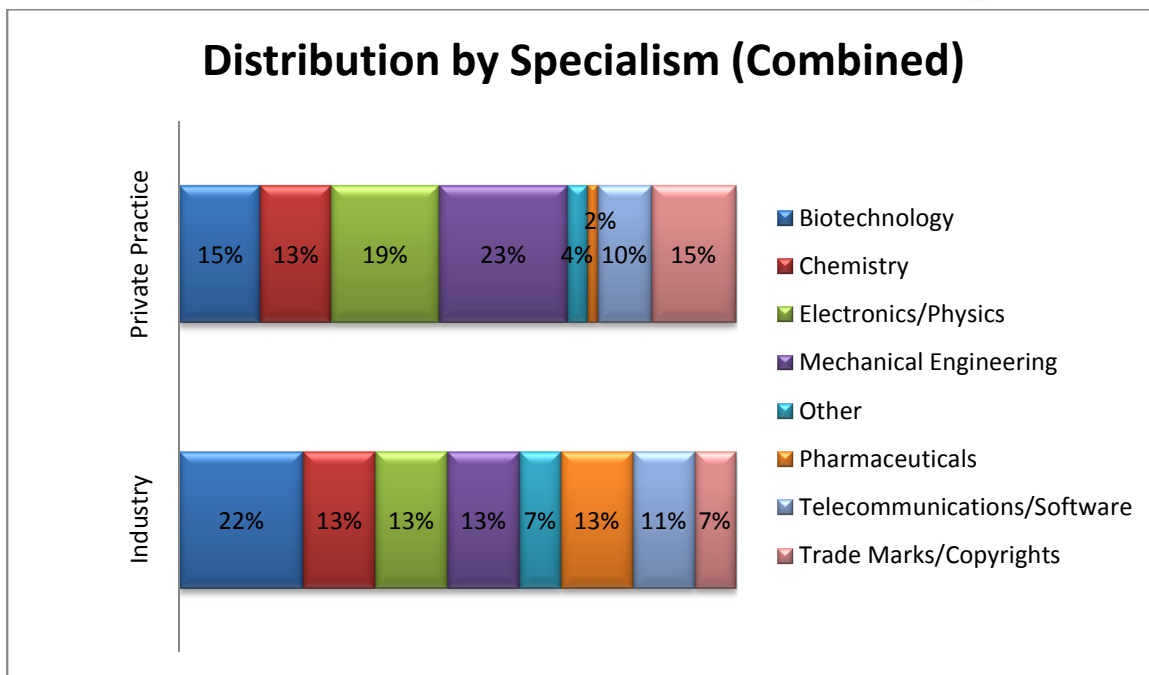


Sample Size: 222

Distribution of respondents' technical specialism in private practice and industry:



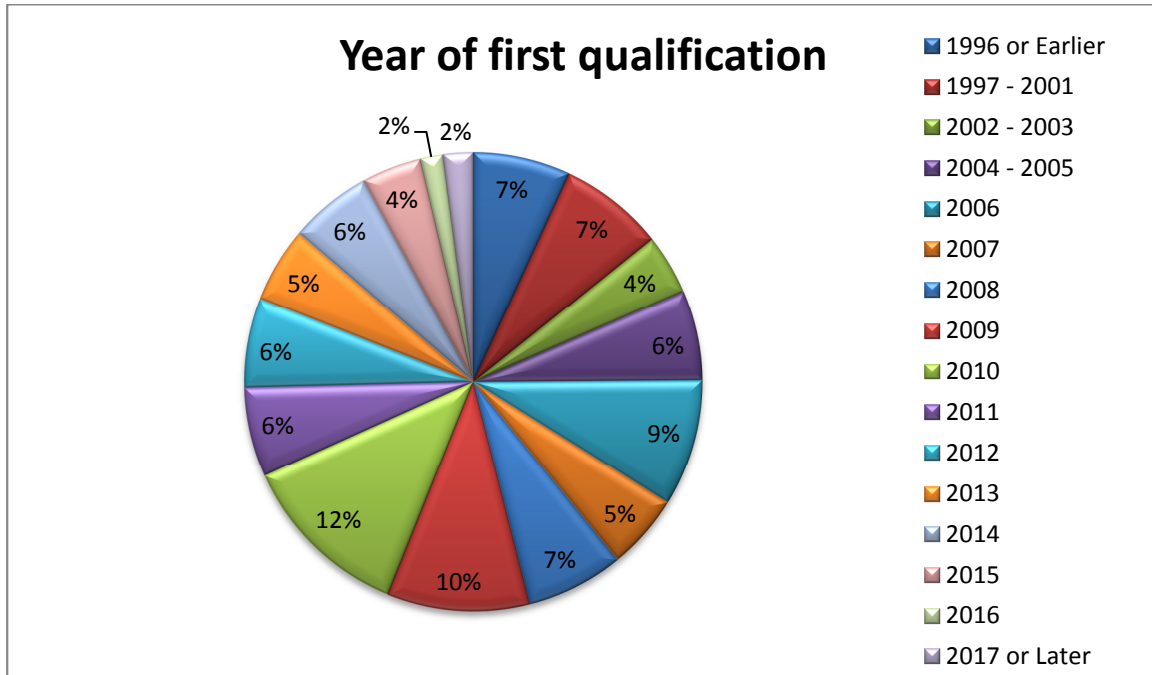
Sample Size: 219



Sample Size: 219

2.2.4. Qualifications

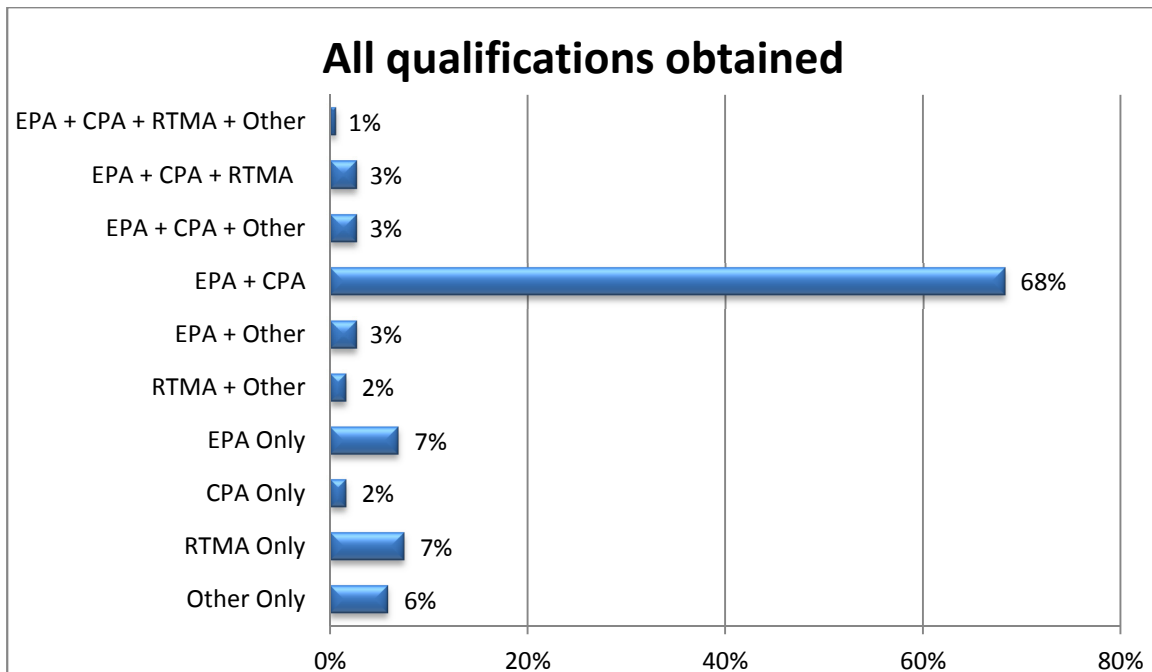
For the purposes of this survey, the qualifications of UK Chartered Patent Attorney, European Patent Attorney, and Registered Trade Mark Attorney were listed separately with any other qualification coming under the heading of 'Other'. 81% of respondents had obtained their first qualification before 2013 and can therefore be considered qualified (2012: 81%). 19% of the sample were expecting to obtain their first qualification in the future, and can thus be considered not qualified. As the definition of a part qualified attorney varies across firms, and the time it takes to qualify differs between individuals, this report will not concern itself with categorising non-qualified attorneys but present the following graph for the reader to deduct what they will.



Sample Size: 189

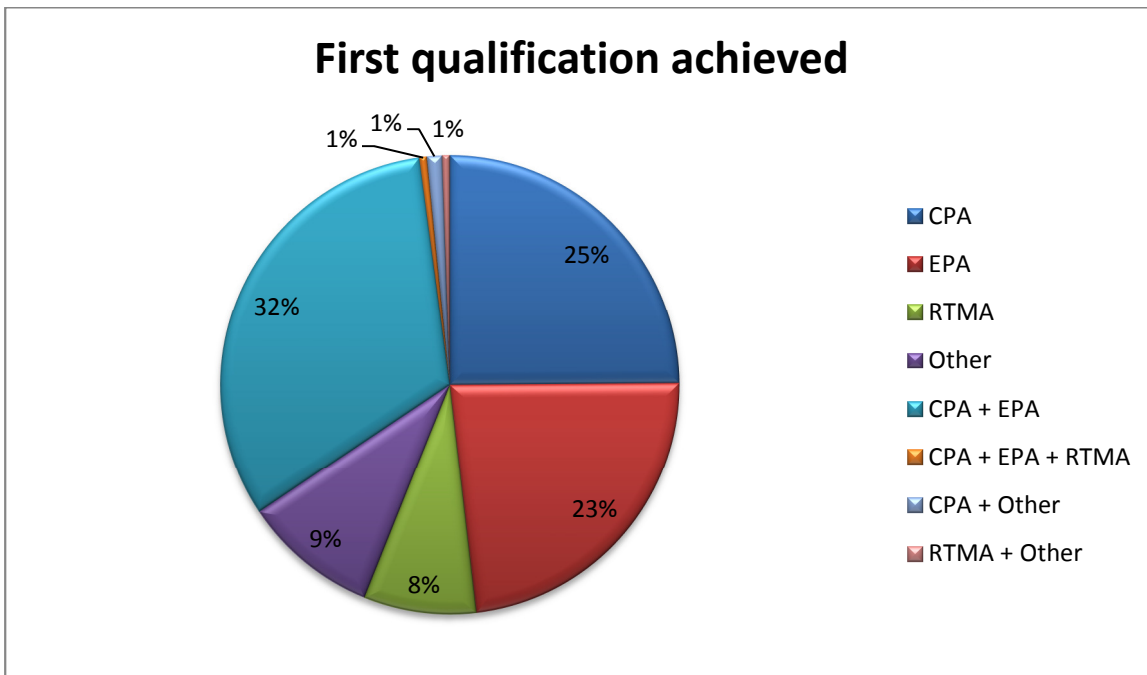
Note: The legend read from top to bottom follows the graph clockwise from the top centre point

Most respondents had obtained or were pursuing more than one qualification, most notably the combination CPA and EPA. The next two graphs refer to all respondents and thus include the 19% non-qualified respondents.



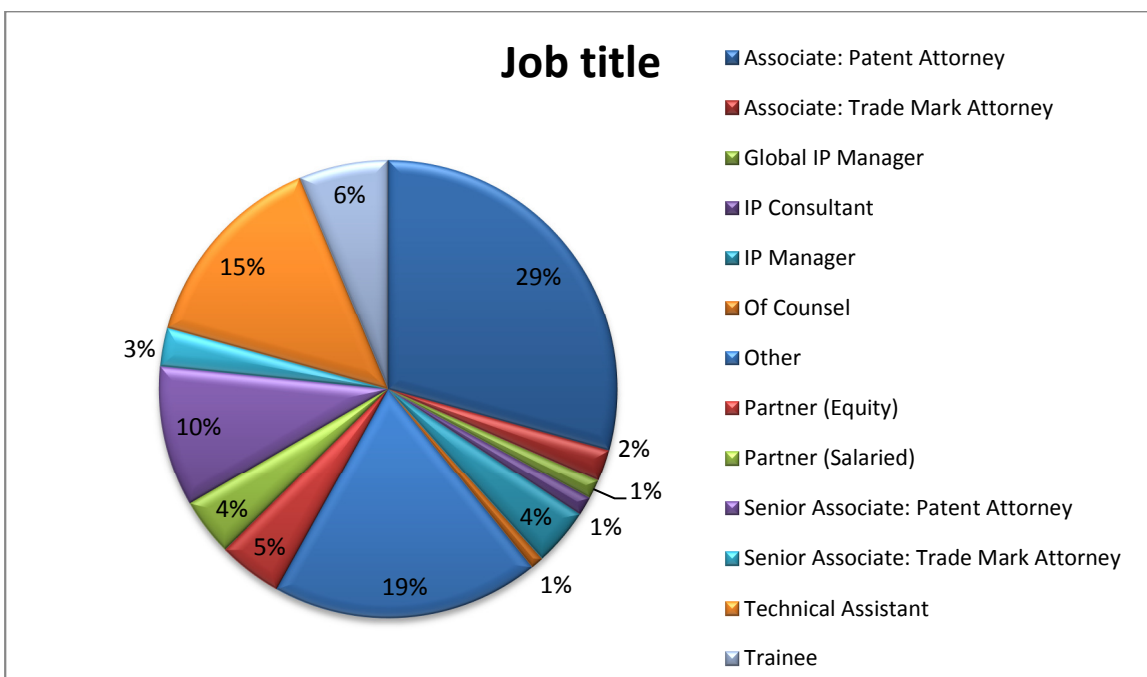
Sample Size: 189

66% of respondents chose to pursue a single qualification first with 34% choosing to dual / triple qualify within the same period.



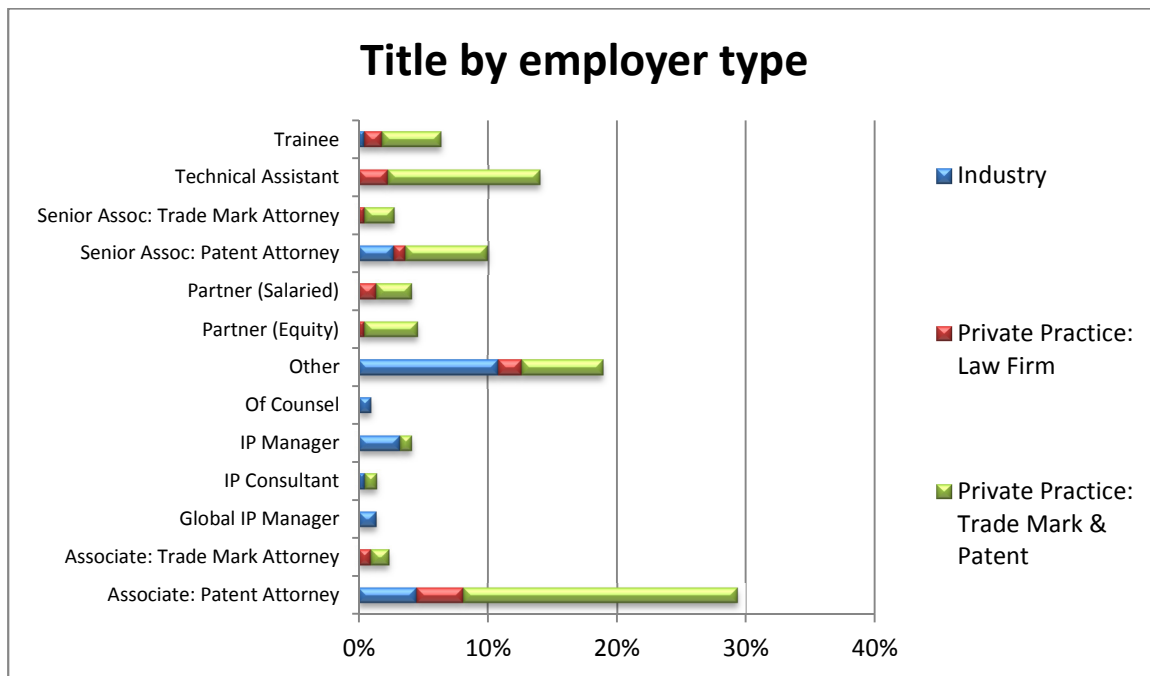
Sample Size: 189

2.2.5. Job title



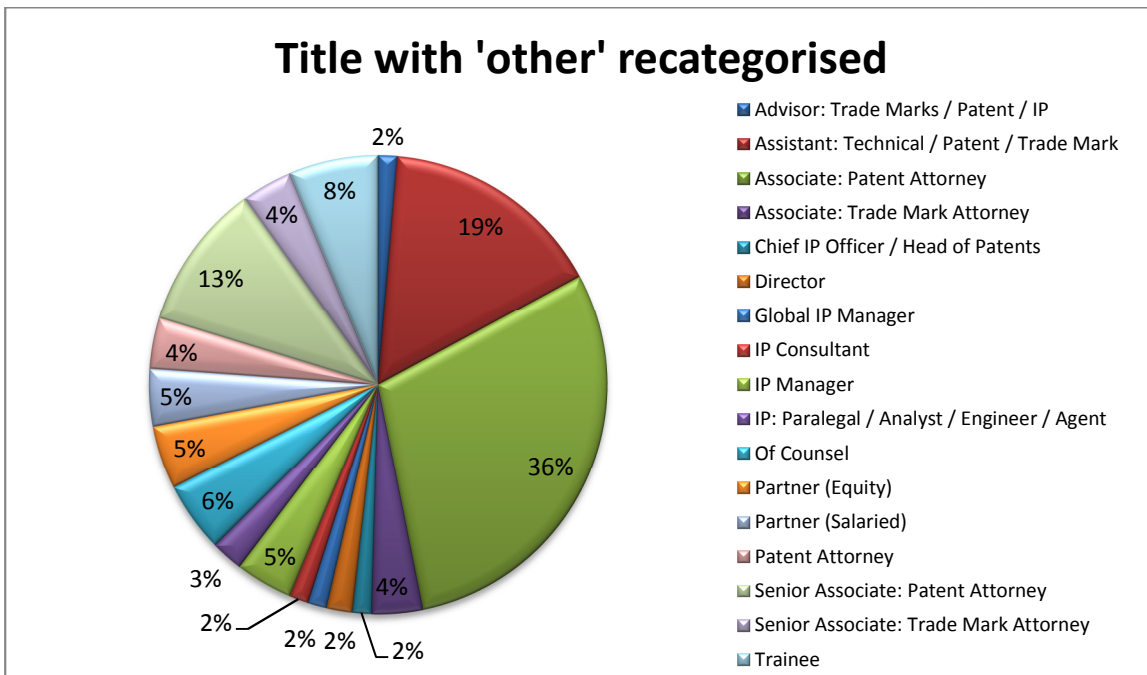
Sample Size: 222

This year we split the categories Associate and Senior Associate into their Patent and Trade Mark Attorney counterparts, as well as added the categories of IP Manager and Global IP Manager. Job title is a problematic factor due to the variety of titles across firms and between private practice and industry. To illustrate this, the chart below outlines the distribution of job titles in industry and private practice. Note the high proportion of industry respondents who chose ‘Other’.



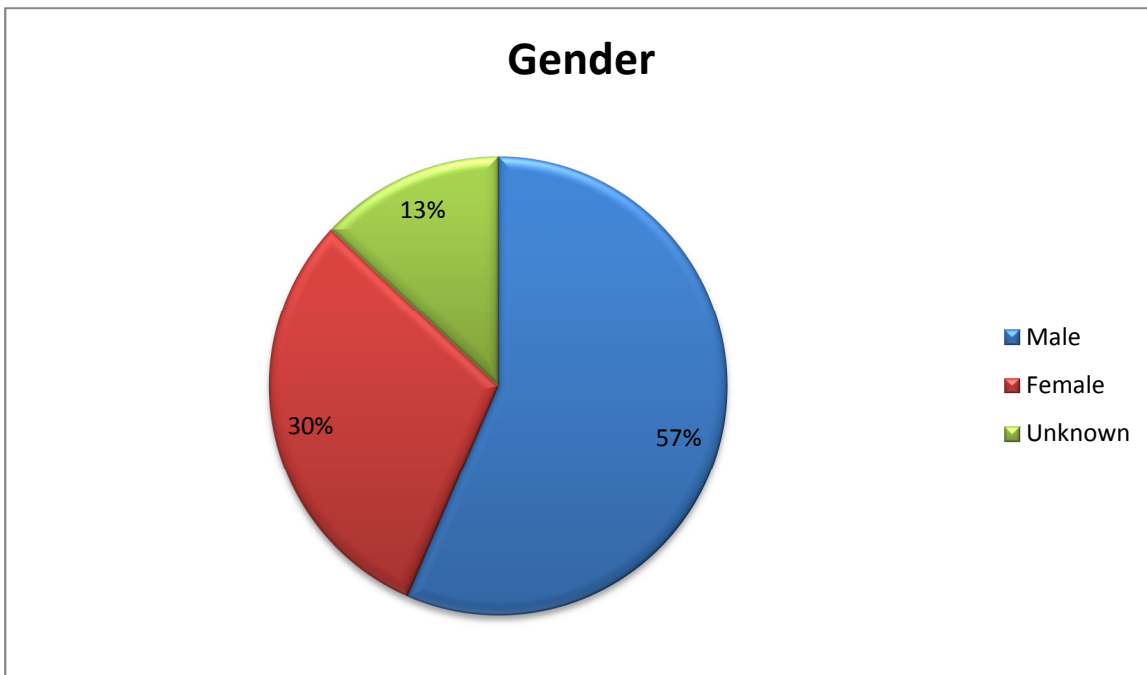
Sample Size: 221

For illustration purposes only, we have attempted to assign the 19% of ‘Other’ responses to the existing categories on a best fit basis and have also created new categories based upon those responses that were repeated. We provide the chart below for information only and state that this does not represent the respondents’ answers but our interpretation of those answers.



Sample Size: 222

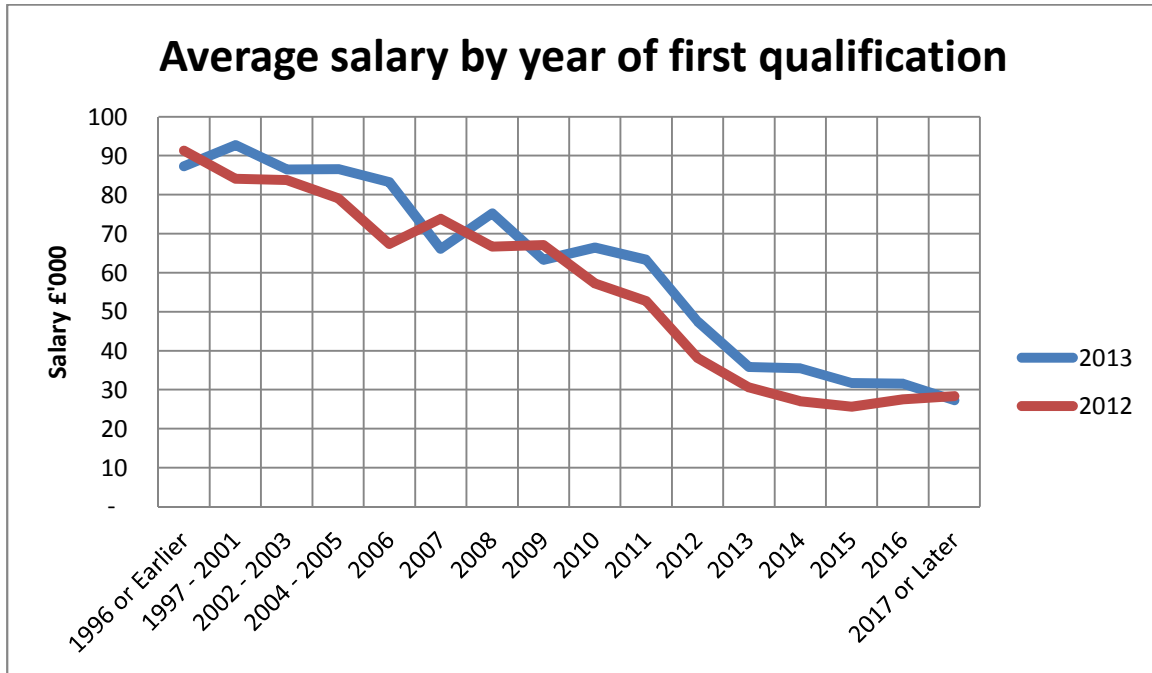
2.2.6. Gender



Sample Size: 223

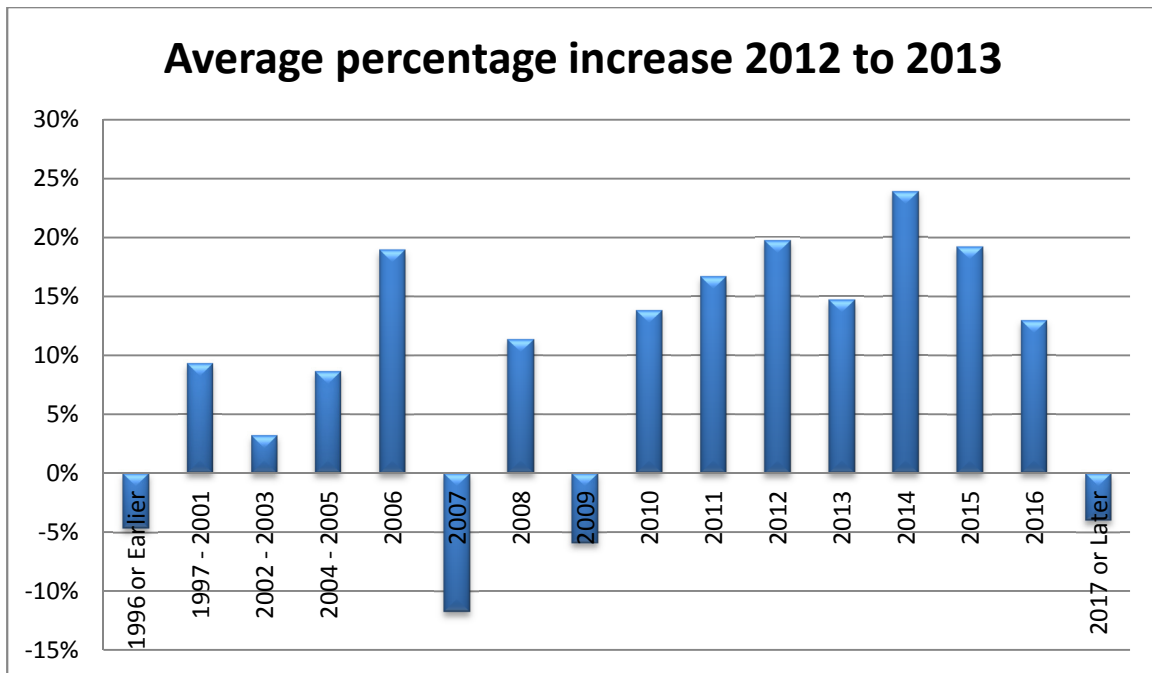
3. Trends identified

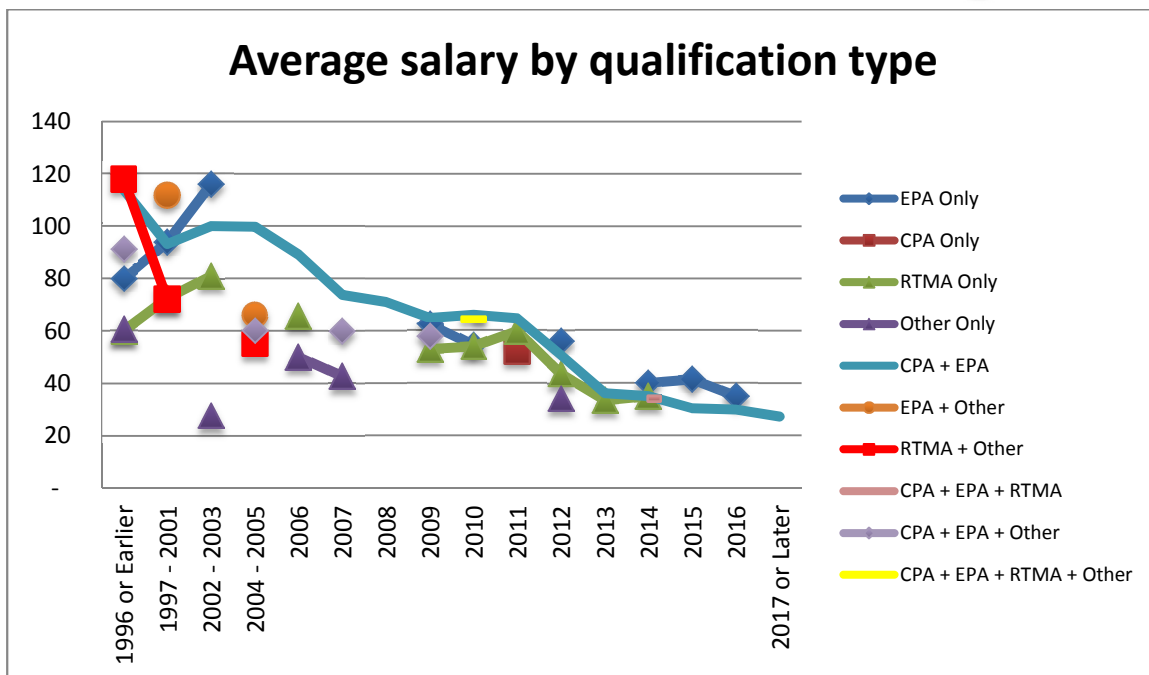
3.1. Qualifications



Sample Size: 176 (2012: 210)

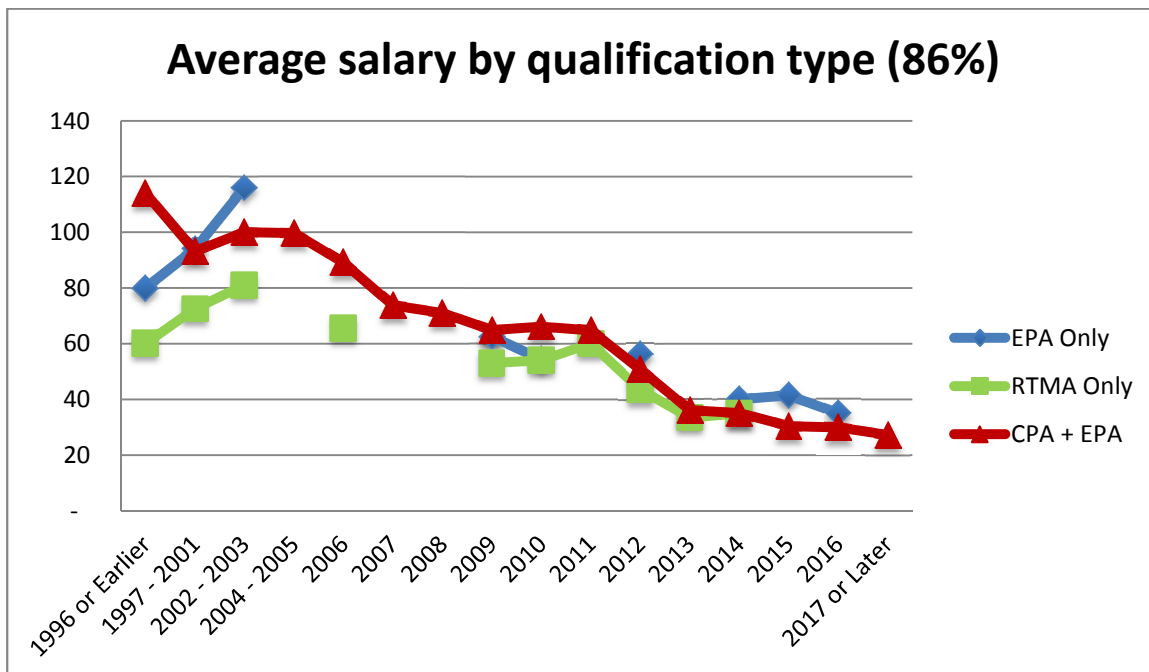
The recession does not appear to have affected salaries with significant increases common across the board. On average each year of qualification experienced £5k - £10k year on year increases. Please note, this does not represent increases on an individual basis but a comparison of the average salaries from each survey.





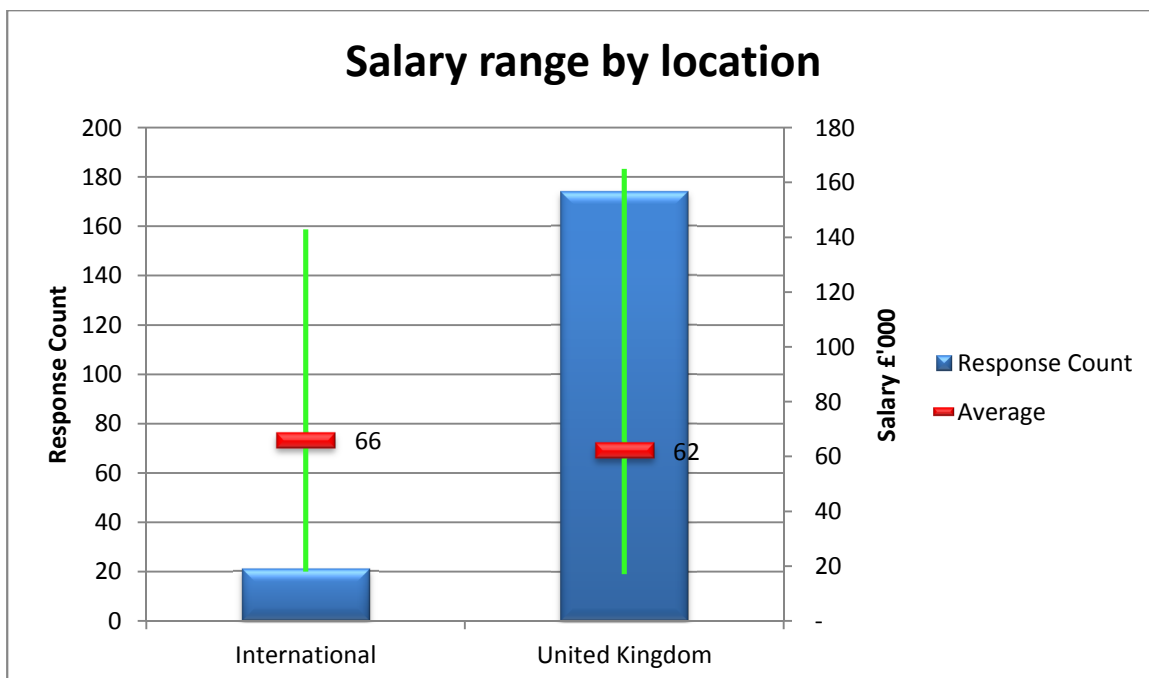
Sample Size: 174

Due to volume of variables there are many fields where there were no respondents and as a result it is difficult to draw any conclusions as well as to represent the information graphically. 86% of the respondents that answered both the salary and qualification questions fell into three professional qualification categories and it was decided that it would be of benefit to show just these below.



Sample Size: 149

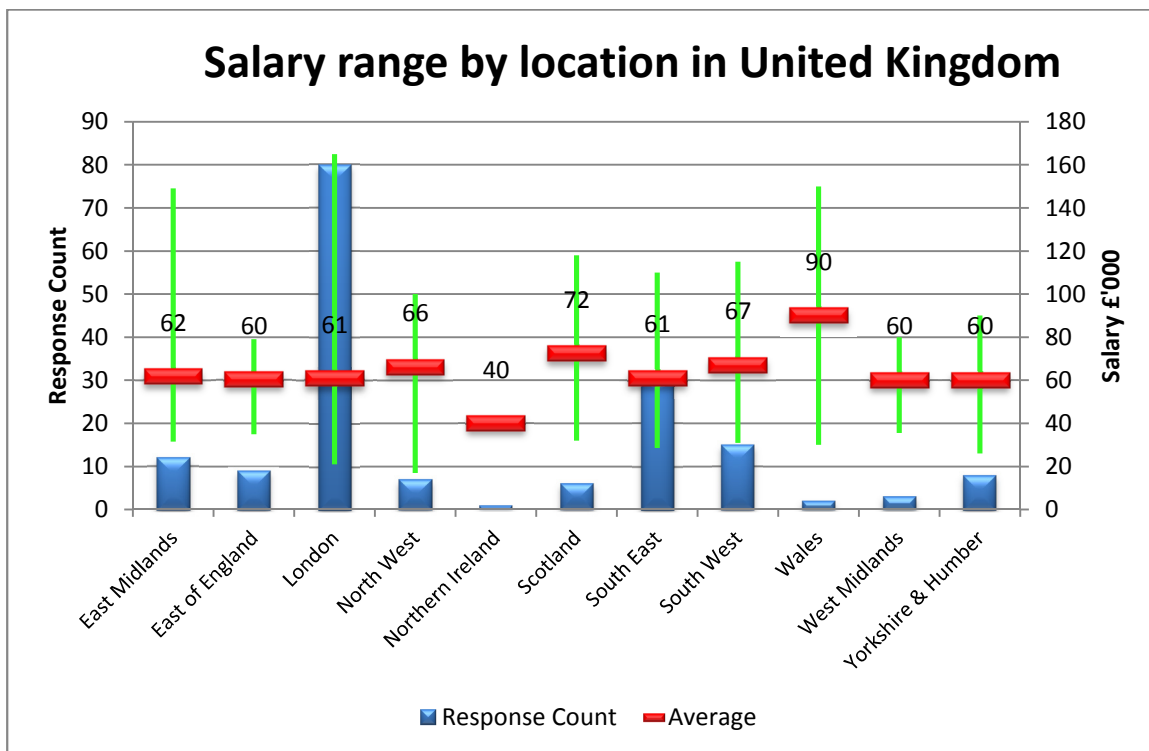
3.2. Location



Sample Size: 195

Note: The green line represents the highest and lowest salaries within each location

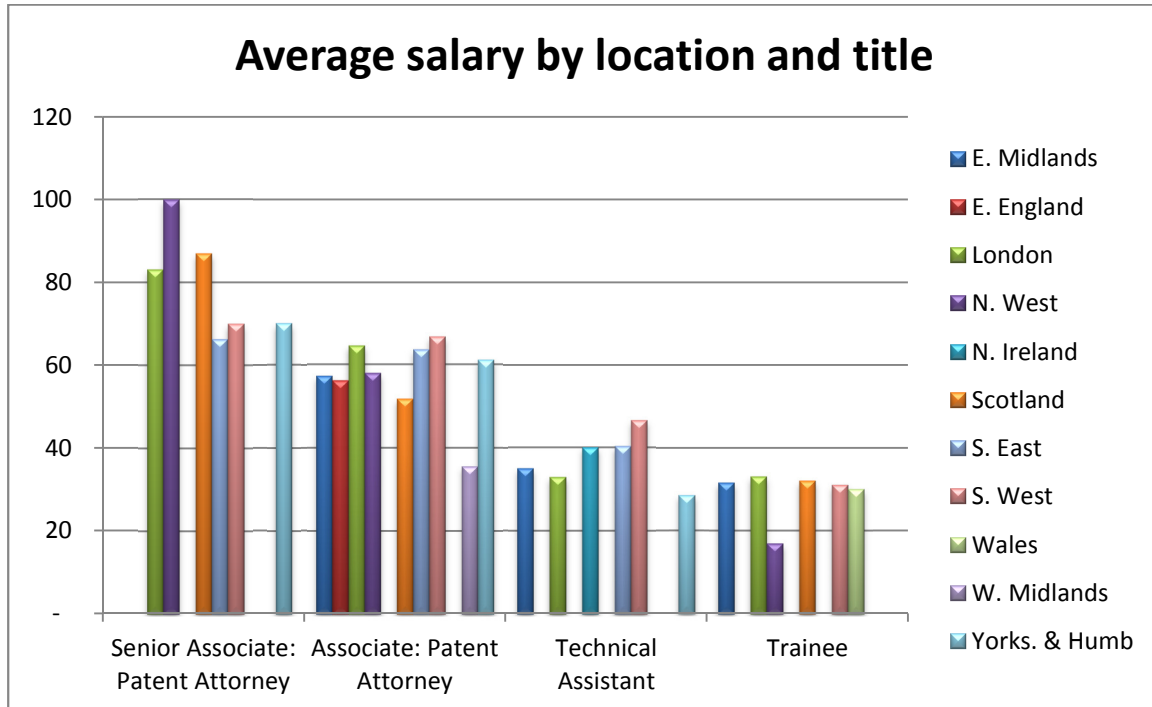
Although analysis proved inconclusive due to a low response count in certain locations within the United Kingdom, there does appear to be a common average salary across a number of regions.



Sample Size: 174

Note: The green line represents the highest and lowest salaries within each location

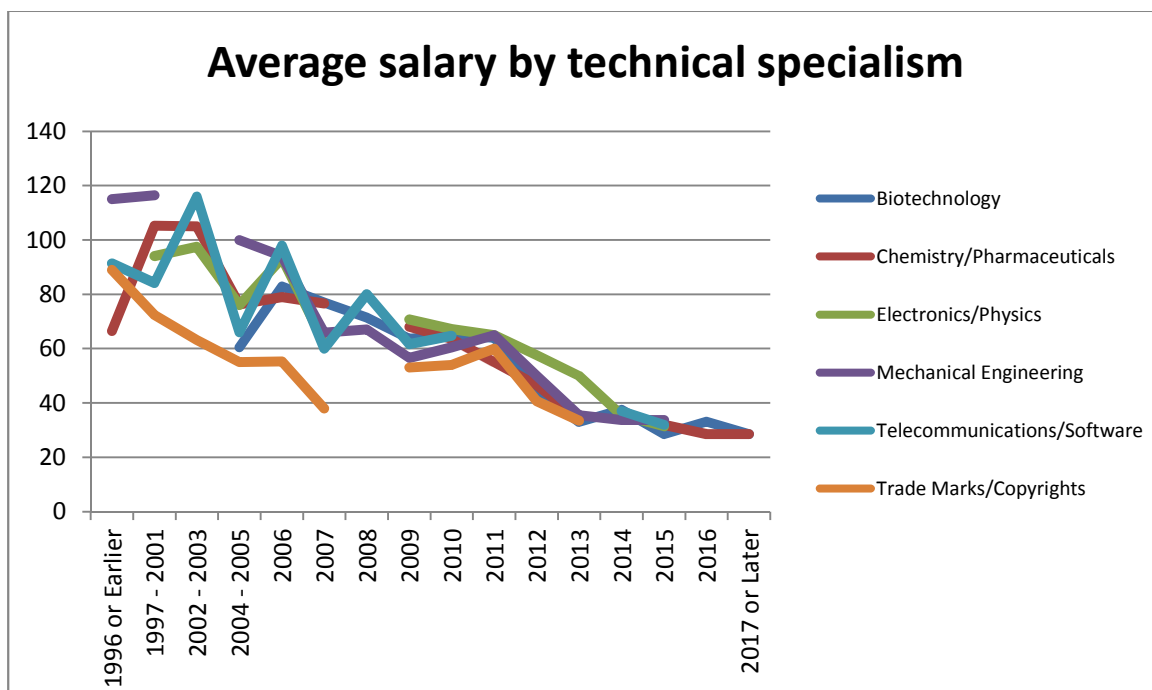
Northern Ireland and Wales have results outside of the norm but this could be due to the response rate of 2 or fewer and as such may not be truly representative. Scotland and the South East had a higher proportion of senior position respondents accounting for a higher average salary. Further analysis revealed that salaries at all levels were broadly similar across the different regions.



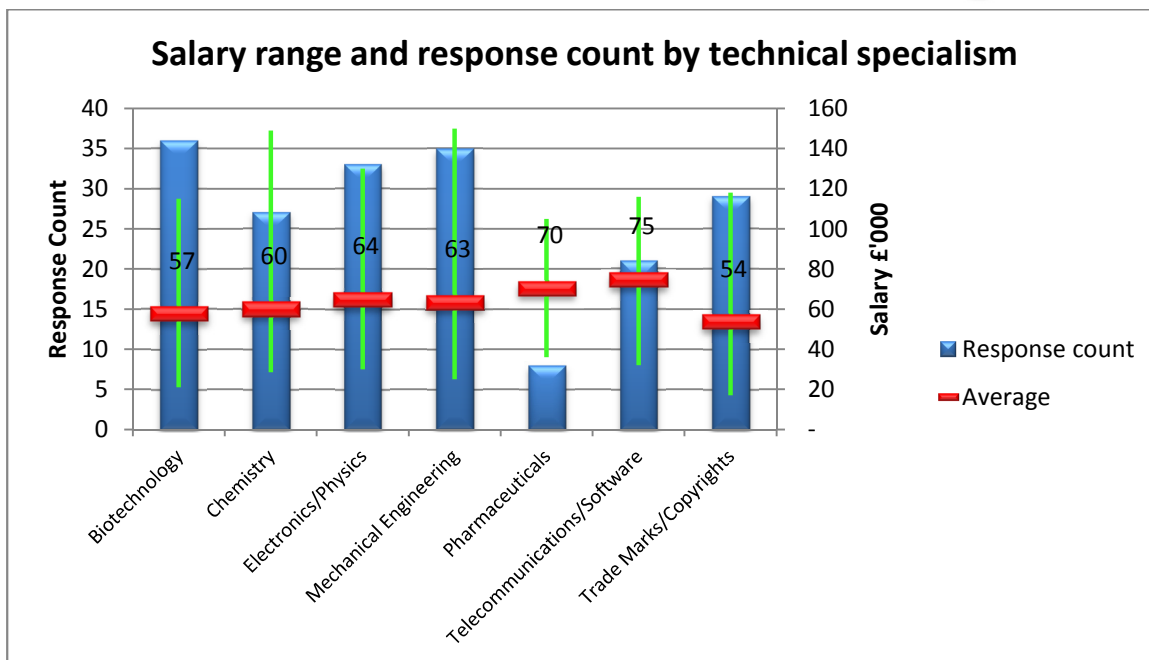
Sample Size: 113 (Only those positions that had more than 10 responses were included)

3.3. Technical specialism

As the sample has some data gaps, it was decided to combine the categories of Chemistry and Pharmaceuticals to create a meaningful representation.



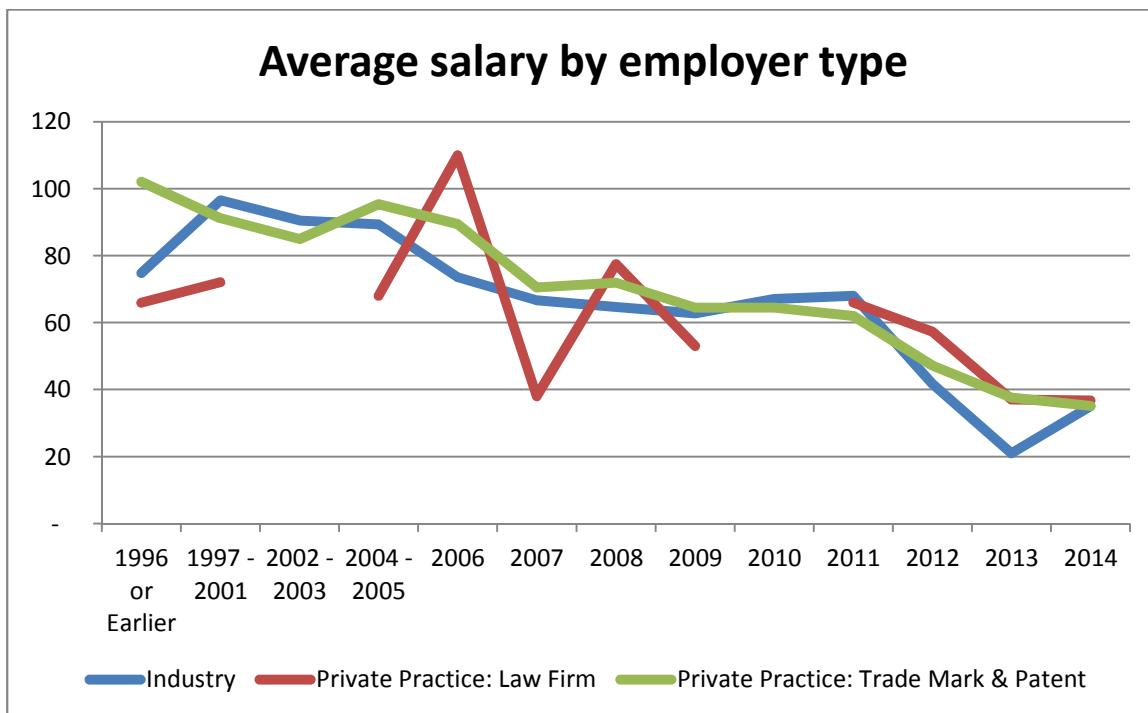
Sample Size: 168



Sample Size: 194

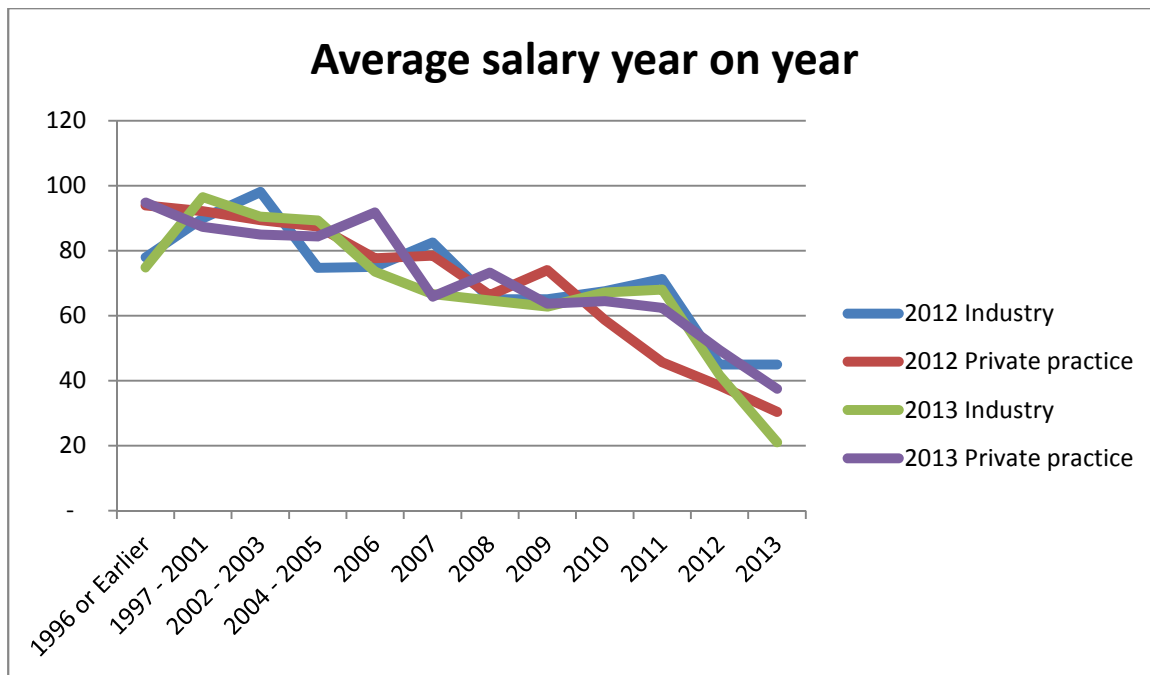
Note: The green line represents the highest and lowest salaries within each location

3.4. Employer type



Sample Size: 193

The Private Practice: Law Firm category was introduced in the 2013 survey. To enable comparative analysis we have also combined the private practice respondents into a single output below.



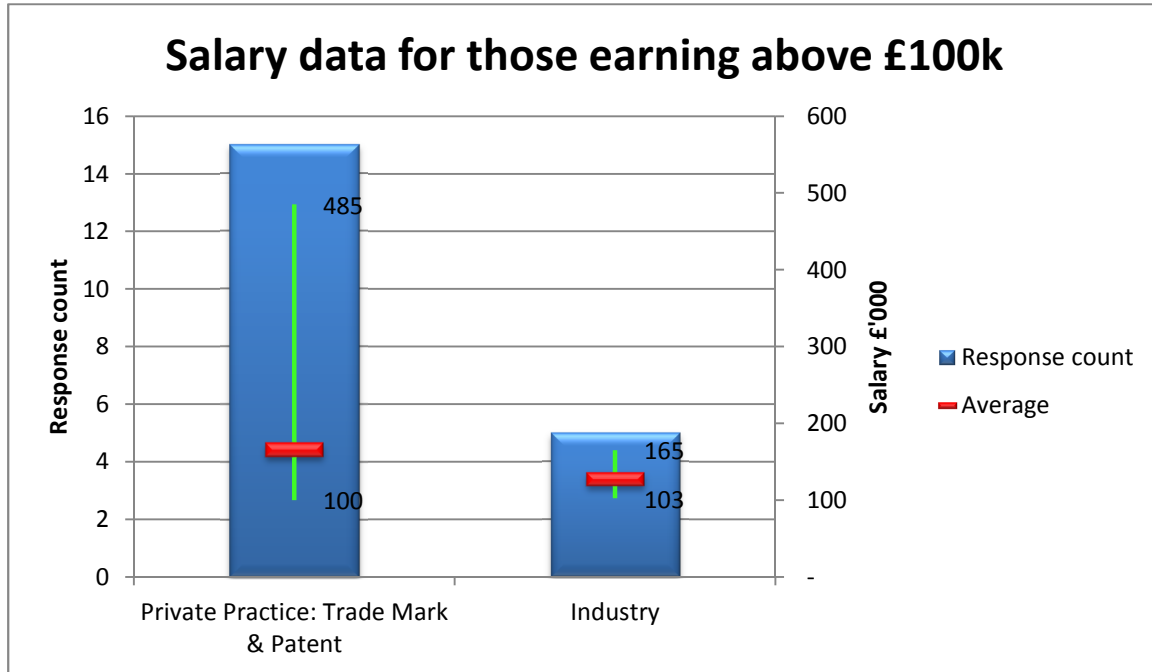
Sample Size: 148 (2012: 220)

It would appear that for part qualified or recently qualified attorneys, working in industry is still more lucrative than working in private practice, however the difference is less stark compared to the previous year. This may be due to the smaller sample size.

3.5. Earnings above £100k

The 2012 survey did not include brackets above £120,000. This was remedied in the 2013 survey.

There were a total of 21 respondents who earned more than £100k per annum. Of these 15 (71%) were in Private Practice: Trade Mark & Patent Firms, 5 from Industry and only 1 from a Private Practice: Law Firm (excluded below to retain anonymity).



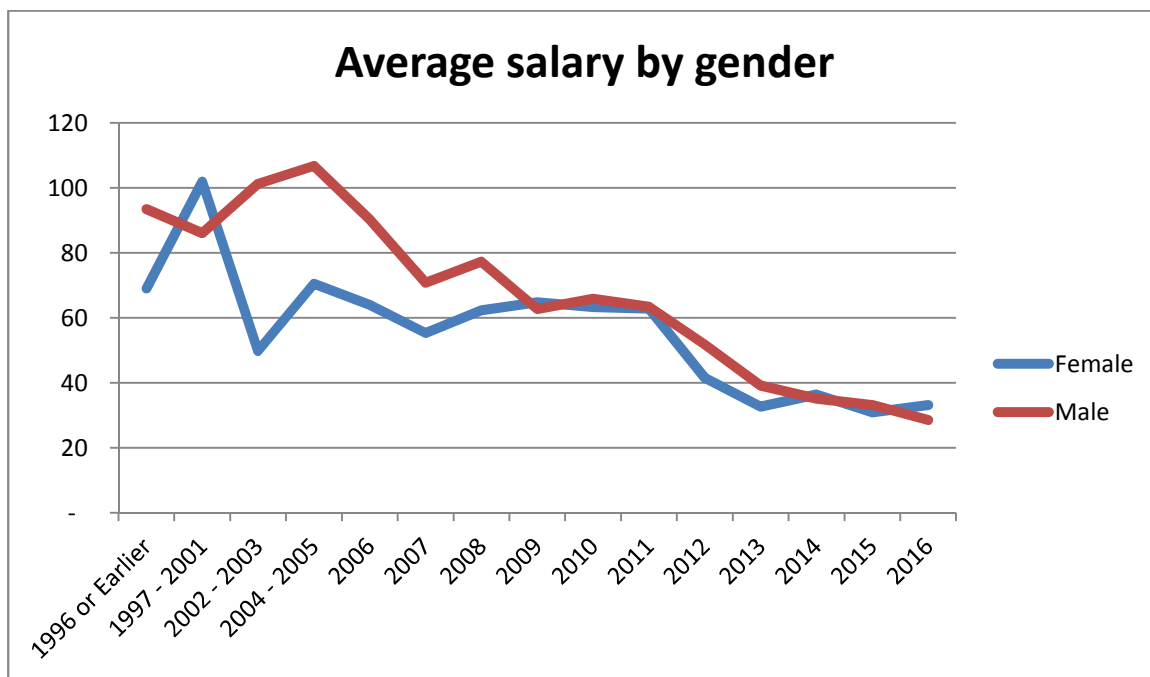
Sample Size: 20

Note 1: The green line represents the highest and lowest salaries within each location

The top 5 earners were as follows:

Firm type	Title	Salary £'000
Private Practice: Trade Mark & Patent	Partner (Equity)	£ 485
Private Practice: Trade Mark & Patent	Partner (Equity)	£ 350
Private Practice: Trade Mark & Patent	Partner (Equity)	£ 200
Industry	Head of Patents	£ 165
Private Practice: Trade Mark & Patent	Partner (Equity)	£ 150

3.6. Gender

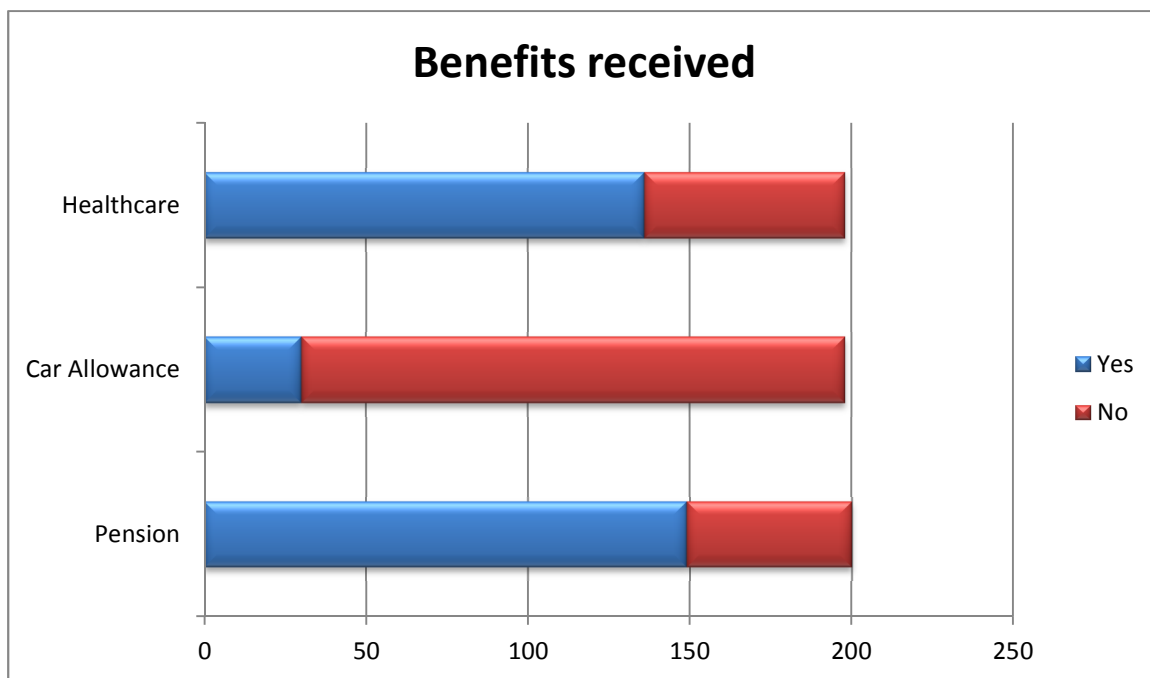


Sample Size: 168

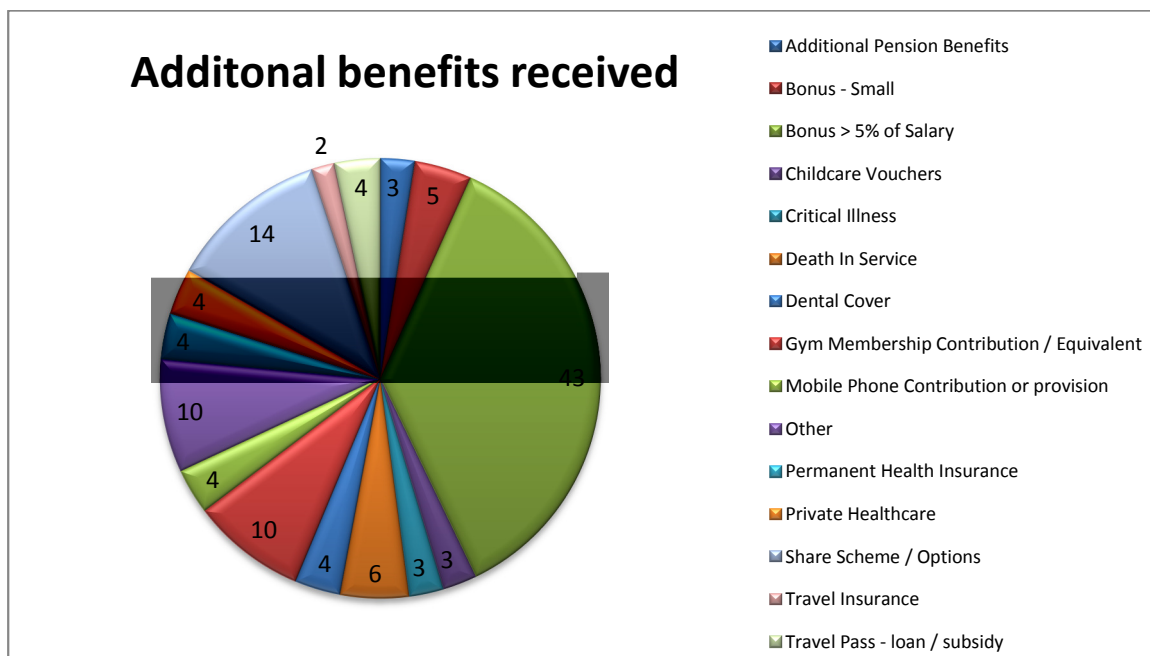
Within the confines of this sample, it is clear that there is an earnings gap between those of men and their female counterparts. This sample was heavily skewed in favour of male respondents (2:1 ratio) and did not include a question about hours of work. Whilst we cannot therefore draw far reaching conclusions about any gender based remuneration discrepancies in the IP profession we can state that for the second year in a row a gap has existed.

3.7. Additional Benefits

For the first time this year separate questions addressed the issue of additional benefits within the market.



Sample Size: Healthcare – 198, Car Allowance – 198 and Pension – 200



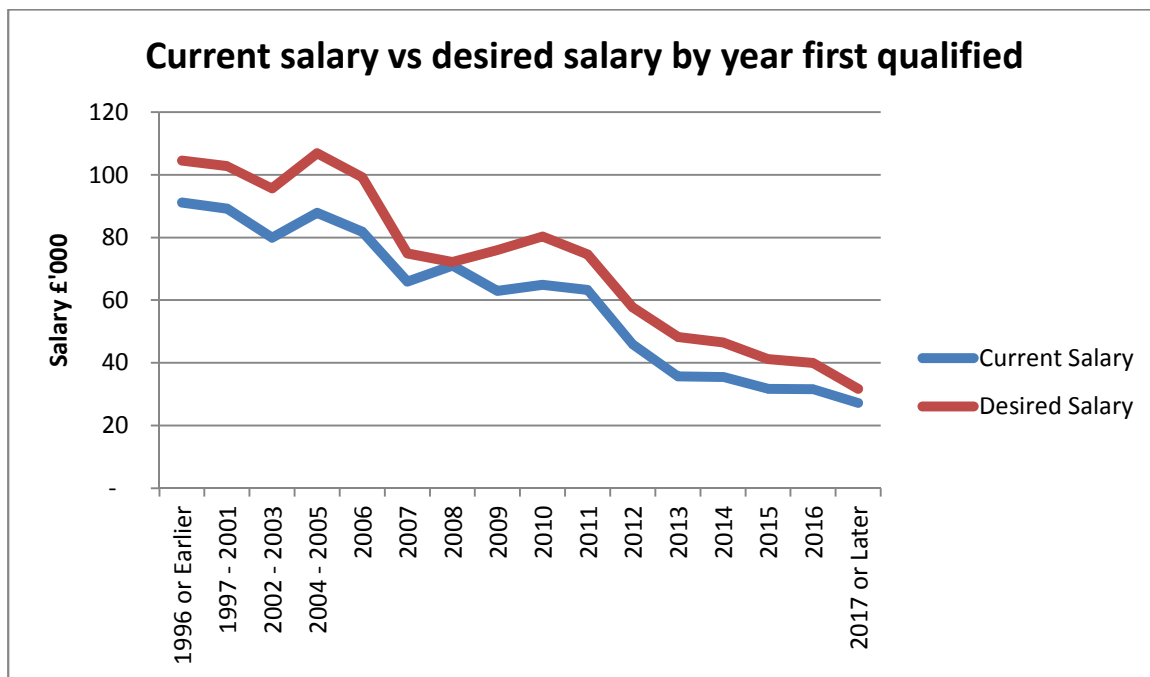
Sample Size: 90

Note: The legend read from top to bottom follows the graph clockwise from the top centre point

4. The future

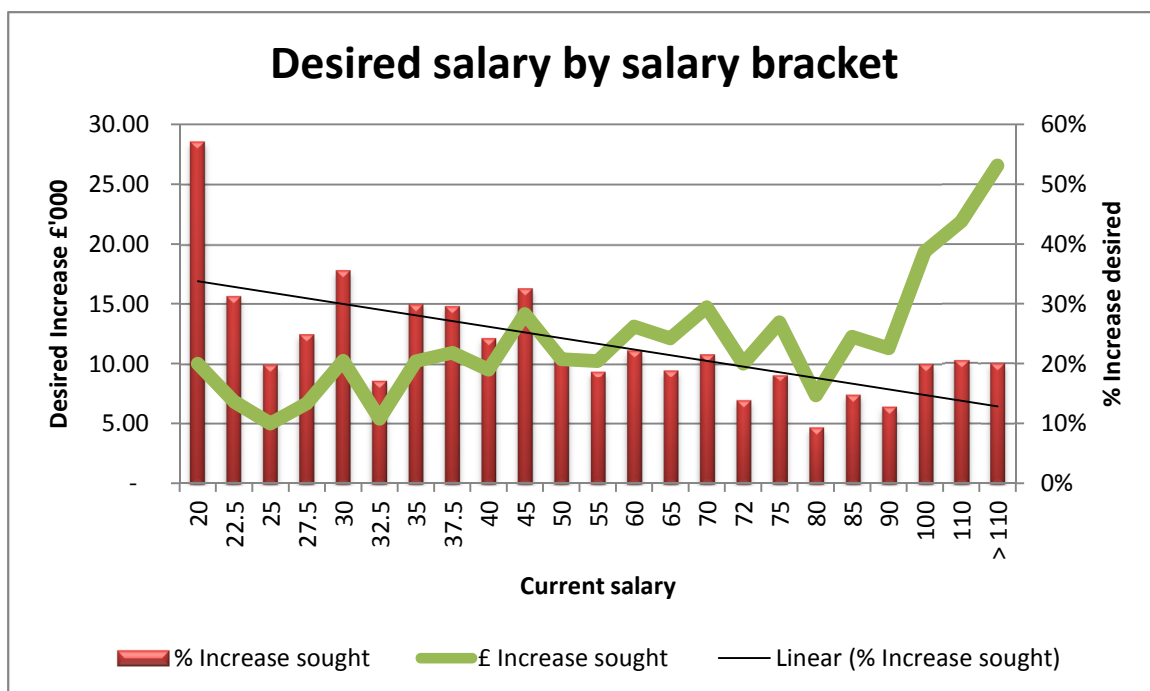
4.1. Desired salary increase

As a general overview, the average salary increase sought is 20.2% of current salary (2012: 24.8%).



Sample Size: 175

Due to the limited number of responses in the higher salary brackets it was decided to combine this into one bracket of those salaries greater than £110k.



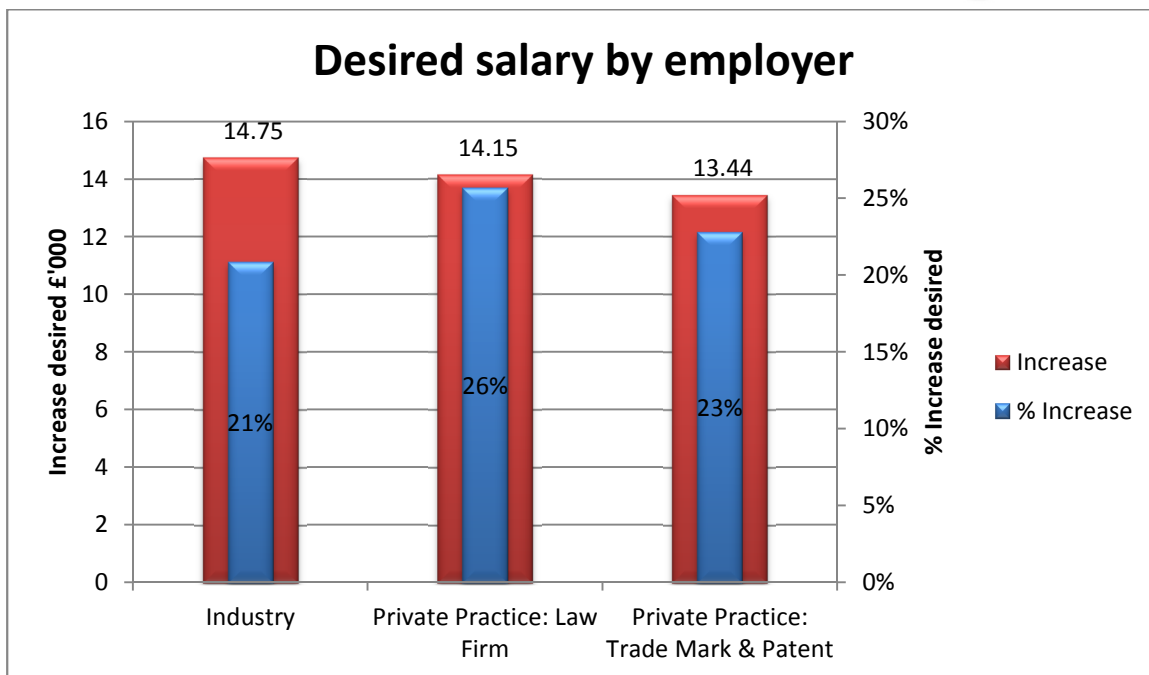
Sample Size: 173

It was expected that the percentage increase sought would roughly follow the indicated linear trend line (a 10% increase on a salary of £20,000 is only £2,000, whereas 10% of £100,000 is £10,000), however, as in the previous year, the lower to middle salary brackets do not adhere to this expectation. Additionally this year, with the improved collection of data, we can see that those in the top salary brackets also desire increases above that of the linear trend.



Sample Size: 169

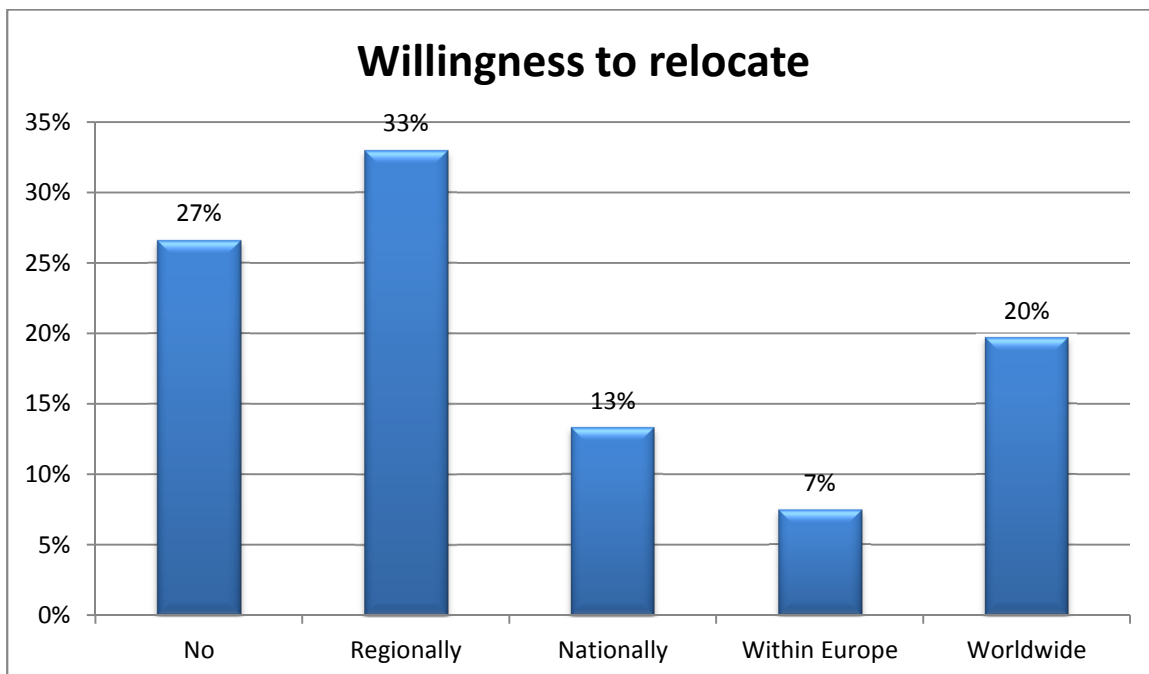
As there have been continued reports of in-house IP departments downsizing, it was suspected that this uncertainty might also result in a difference in average desired salary increase between respondents working in private practice and those in industry. Upon analysis such a difference was not found at the value level, however as a percentage this amounted to far less for industry than for private practice substantiating the knowledge that it pays to be in industry until at least Partner level.



Sample Size: 173

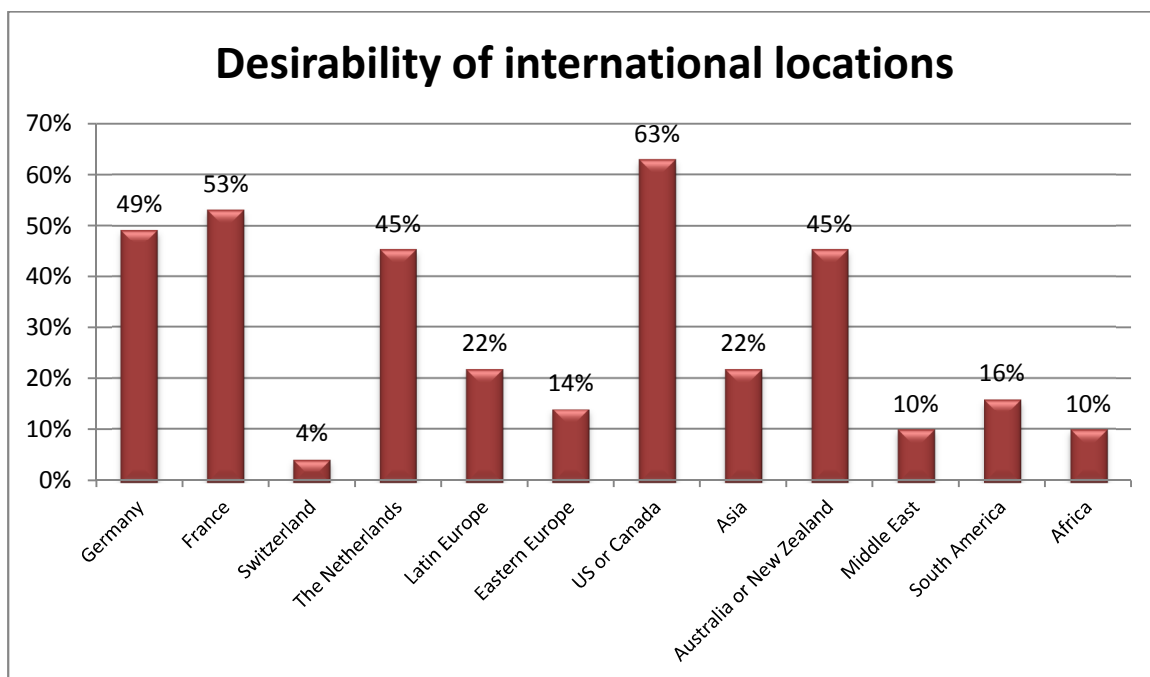
4.2. Willingness to relocate

73% (2012: 76%) of respondents indicated that they would be willing to relocate to obtain their desired salary. Most would relocate in their current region, but once again a high proportion of 20% (2012: 23%) indicated they would relocate to a country outside Europe.



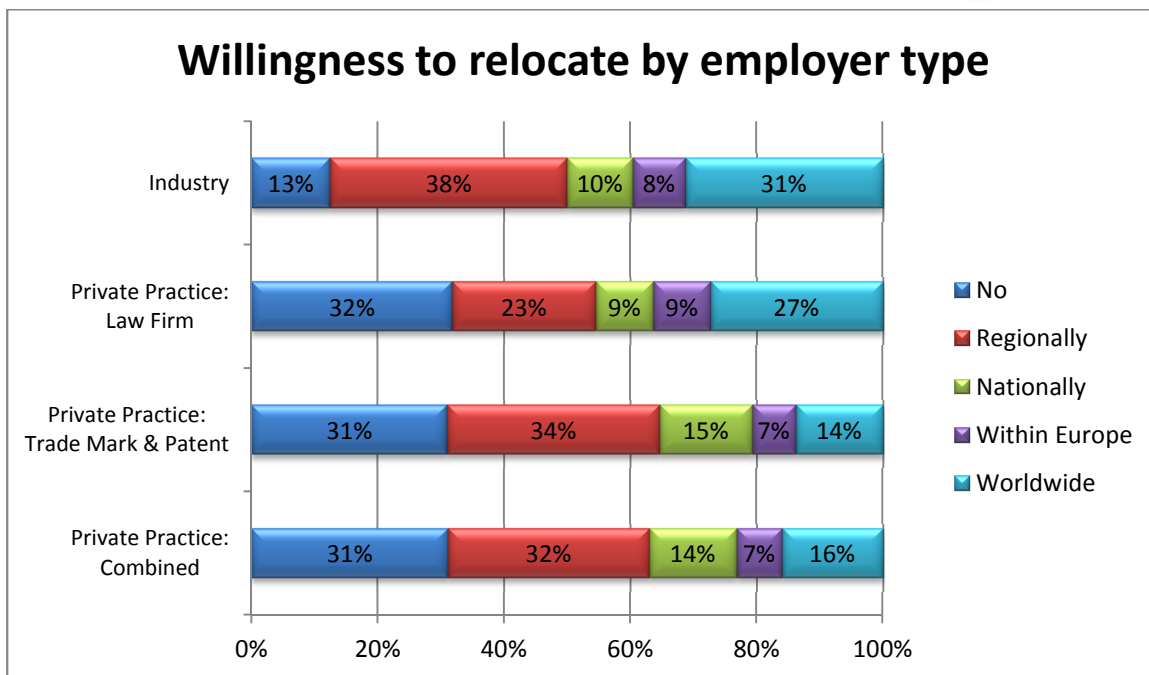
Sample Size: 188

Some respondents were willing to relocate to a variety of locations whilst some were very specific in the locations they would consider a move to. Given the improved nature of this year’s survey we have further analysed which countries those willing to relocate internationally would move to.

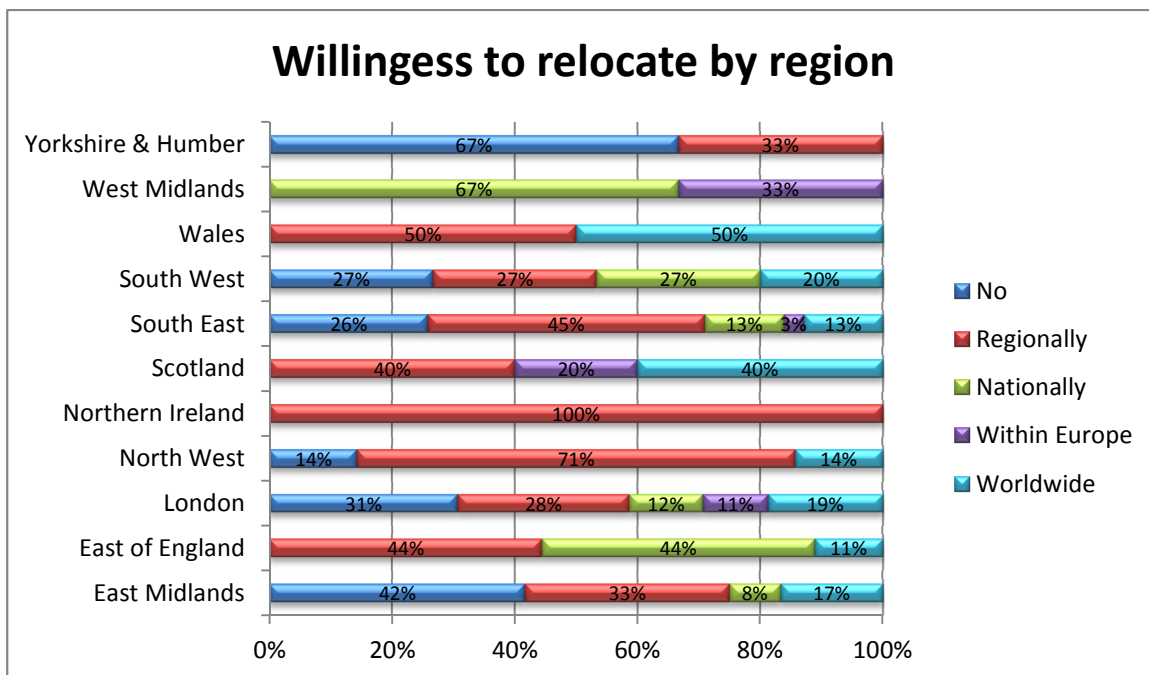


Sample Size: 51

For a second year those working in industry are generally more willing to relocate than those in private practice. This is still thought to be due to the remote location of many in-house IP departments. Notably, those in industry are also far more willing to relocate internationally. This could once again be due to the nature of in-house work, as it often involves large multinational organisations. Similarly many in-house attorneys are only EQE qualified (due to the nature of their roles) and so tend to be less concerned by the value of local qualifications and move more readily across Europe.

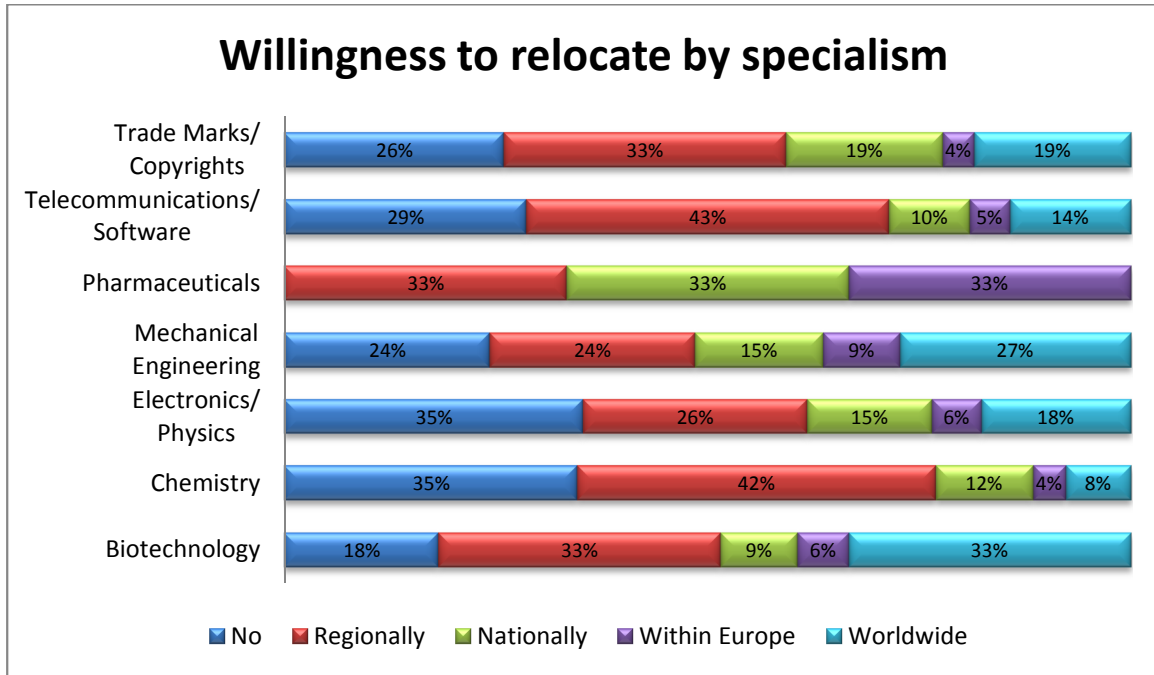


Sample Size: 186



Sample Size: 166

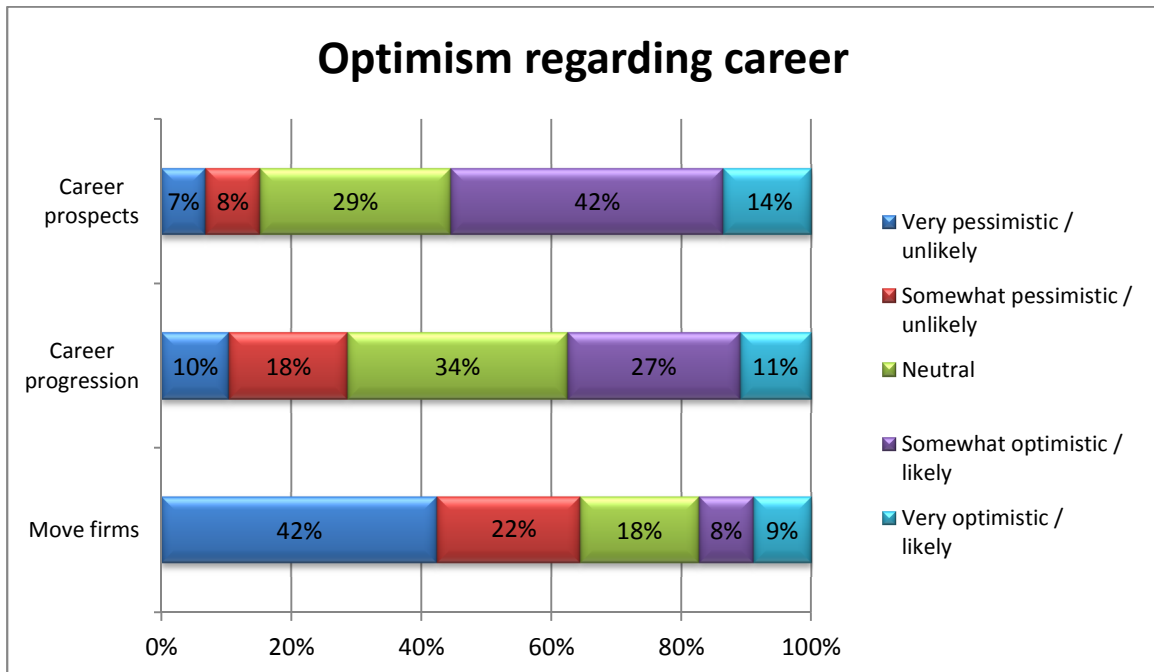
Note: West Midlands, Wales and Northern Ireland had fewer than 5 respondents each



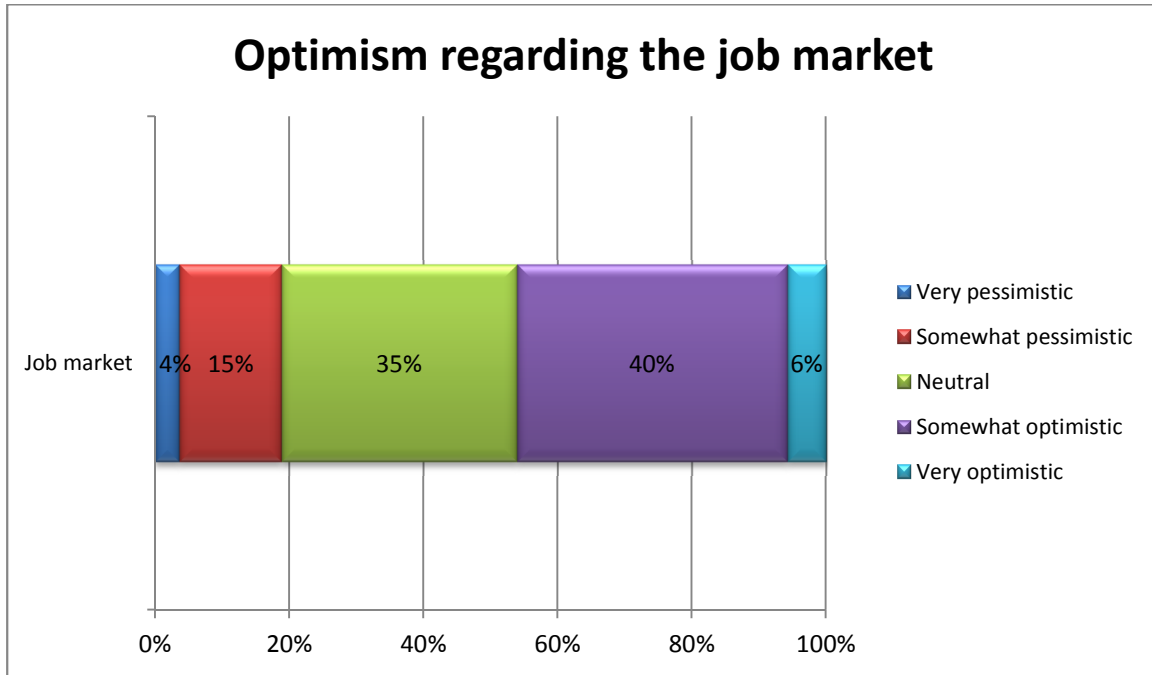
Sample Size: 187

4.3. Outlook

This year the survey also addressed outlook with questions pertaining to respondent’s optimism regarding their careers within the IP sector in the coming 12 months.



Sample Size: 191



Sample Size: 191

This report was compiled by Michele Fellows, Director and Management Consultant, Fellows and Associates.

We would like to thank everyone who participated in the survey, as well as those who helped to spread the word – in particular IPKat, SOLO IP and CIPA.

If you should have any questions or comments regarding the salary survey or this report, please do not hesitate to contact Michele at Michele.Fellows@fellowsandassociates.com. To be informed in advance of next year's survey, please send an email headed 'advance survey' to survey@fellowsandassociates.com and we will notify you.

APPENDIX I

1. Survey design

In designing the survey it was decided to focus on several factors believed to be related to salary: qualification type, year of qualification, job title, technical specialism, employer type (i.e. working in private practice vs. industry), location and gender. Aside from the factors related to current salary and bonus, we also intended to measure perceived market conditions by including questions about desired salary upon moving jobs or getting a promotion, willingness to relocate in order to obtain this desired salary and a related questions regarding their optimism of the current market and their career prospects. The survey consisted mostly of multiple choice questions, with ability to add comments or list unique details – an improvement on last year’s questionnaire. Whilst further improvements for next year’s survey have been identified there were no significant weaknesses noted. All of the survey questions and answer options can be found in Appendix II.

2. Collection method

Data was collected using an online survey accessible through a web link, which was promoted on the websites of Fellows and Associates, CIPA, IPKat, and SOLO IP. In addition, this link was posted in relevant LinkedIn groups to attract respondents and a press release was launched promoting the survey. It was also publicised via Twitter and we thank CIPA and ITMA for tweeting the link.

APPENDIX II

Questions and answer options

1. Are you currently working in the UK?
 - a. Yes
 - b. No

2. If you answered yes to question 1, proceed to question 3. If you do not currently work in the UK where are you located?
 - a. Germany
 - b. France
 - c. The Netherlands
 - d. Eastern Europe
 - e. Latin Europe
 - f. US or Canada
 - g. Australia or New Zealand
 - h. Asia
 - i. Africa
 - j. Middle East
 - k. South America
 - l. Other (please specify)

3. Where in the UK do you work?
 - a. London
 - b. East of England
 - c. West Midlands
 - d. East Midlands
 - e. North West
 - f. Yorkshire and the Humber
 - g. North East
 - h. South East
 - i. South West
 - j. Wales
 - k. Scotland
 - l. Northern Ireland
 - m. Not applicable

4. What is your current job title?
 - a. Trainee
 - b. Technical Assistant
 - c. Associate: Patent Attorney
 - d. Associate: Trademark Attorney
 - e. Senior Associate: Patent Attorney
 - f. Senior Associate: Trademark Attorney
 - g. Partner (salaried)
 - h. Partner (associate)
 - i. Of Counsel
 - j. IP Consultant
 - k. IP Counsel
 - l. IP Manager
 - m. Global IP Manager
 - n. Other (please specify)

5. What is your main specialism?
 - a. Electronics/Physics
 - b. Telecommunications/Software
 - c. Mechanical Engineering
 - d. Biotechnology
 - e. Chemistry
 - f. Pharmaceuticals
 - g. Trade Marks/Copyright
 - h. Other (please specify)

6. Do you work in private practice or industry?
 - a. Private Practice: Trademark & Patent
 - b. Private Practice: Law Firm
 - c. Industry
 - d. Other



7. Please indicate which qualifications you hold and when you obtained them (or expect to obtain them)

	Chartered Patent Attorney (UK)	Chartered Patent Attorney (European)	Registered Trade Mark Attorney (UK)	Another Patent or a Trade Mark Qualification
Before 1996				
1997 – 2001				
2002 – 2003				
2004 – 2005				
2006				
2007				
2008				
2009				
2010				
2011				
2012				
2013				
2014				
2015				
2016				
After 2016				

8. Please indicate your current base annual salary (excluding any benefits such as bonuses). For those in part time employment please specify your salary as an annual salary, rather than pro rata.

The next few questions are designed to gain information relating to the way in which intellectual property professionals are rewarded in their careers.

9. Do you receive a pension?
10. Do you receive car allowance or have a company car?
11. Do you receive health care?
12. In your current role do you receive any further benefits, if so please specify.
13. Please indicate your desired base annual salary (excluding any benefits such as bonuses) upon your next promotion or upon moving to a new role.

14. Would you be willing to relocate to obtain this salary? Please tick all options that apply.

- a. No
- b. Yes, within my current region
- c. Yes, within the UK
- d. Would move to Germany
- e. Would move to France
- f. Would move to The Netherlands
- g. Would move to Eastern Europe
- h. Would move to Latin Europe
- i. Would move to the US or Canada
- j. Would move to Australia or New Zealand
- k. Would move to Asia
- l. Would move to Africa
- m. Would move to the Middle East
- n. Would move to South America
- o. Other (please specify)

15. Please indicate your gender.

- a. Male
- b. Female

16. What is your age?

The next section of the survey is designed to question your optimism with regards to the sector, in order for us to gain an insight into expectations of the job market at the present time.

Answer on a scale of 1 to 5, 1 being the least optimistic and 5 being the most.

17. How optimistic are you about your career prospects in the next 12 months?

18. How optimistic are you of career progression within the next 12 months?

19. How likely are you to move firms within the next 12 months?

20. How optimistic are you about the job market with the IP sector currently?

Fellows and Associates would like to thank you for your participation in the Salary Survey 2013. We welcome you to leave your name and email address in order for you to receive your copy of the report when published.

BRIEF HISTORY OF THE SURVEY

In late 2011 one of our clients asked if we had accurate surveyed salary data as they needed to benchmark their remuneration levels against other firms. Although, as recruiters, we generally have a good idea of what people are paid, we didn't at that time have verified data. We initially had decided to provide bespoke data to our client but, having had a look around the market to see if there were any other sources of this kind of information; we identified a gap in the market.

The first survey was conducted in the latter part of 2011 and early 2012 with support particularly from CIPA and IPKat. Our aim was to provide objective data free from interviewer bias or the opinion of recruiters (there is a difference between what firms will pay to hire new staff and what people earn) which any other information available on the market at the time was almost certainly guilty of. The survey was a great success and as a result we decided that it should be an annual occurrence. So here we are on Year 2 with some changes, tweaks and improvements from last year.

As far as are aware, the survey itself is the only one of its kind providing an unbiased view from the point of view of the candidate / employee rather than that of the client / employer.

AUTHOR PROFILE

Michele Fellows is a Chartered Management Accountant with over 15 years' experience. She is a founding partner of Fellows and Associates heading up Fellows Business Consulting offering a bespoke service to the Intellectual Property sector. Prior to establishing Fellows and Associates she enjoyed an eventful career that spanned a multitude of countries and jurisdictions with a wide range of companies from large multinational corporations to SME's and in a variety of industries and sectors. This included running her own promotional company in South Africa for 4 years.

Fellows Business Consulting employs a collaborative and facilitative approach – helping you to find the most advantageous solution, whilst sharing best practices and guaranteeing objectivity. With significant experience in a variety of industries we bring a fresh, unbiased perspective and will challenge existing methodologies.

We are an attentive and client focussed boutique firm providing a custom solution, tailored to your specific needs, ensuring absolute clarity on what will be delivered and the time frame for doing so. Confidentiality is assured, discretion and integrity are vital in such a small industry.

For further information please refer to our brochure which can be found at <http://www.fellowsandassociates.com/brochure/>