



**Press Release**  
**Alicante, 23 July 2015**

## **Get involved in “Ideas Powered” and have a say on Intellectual property**

**The first EU-wide interactive website dedicated to young people and Intellectual Property is launched today.**

**The Ideas Powered site ([www.ideaspowered.eu](http://www.ideaspowered.eu)) is supported by the Office for Harmonization in the Internal Market (OHIM), the EU’s largest intellectual property agency, acting through the European Observatory on Infringements of Intellectual Property Rights.**

**The site brings together contributions from young designers, composers, entrepreneurs and artists from all across the EU to show how IP underpins and supports innovation and creativity. Ideas Powered website also includes a video competition which invites young people to submit their views on how Intellectual Property matters to them.**

Today’s release follows on from a 2013 study carried out by OHIM into how EU citizens – including young people – perceive Intellectual Property. The results showed that eight out of ten 15-24 year olds in the EU believe that buying counterfeit products has a negative economic effect, and two thirds agree that illegal downloading is a threat to the economy and jobs.

However, 50% still justify buying counterfeits as an act of protest or a smart purchase and 57% think illegally accessing copyright-protected content for personal use is acceptable.

**The President of OHIM, António Campinos, said:**

“This web site follows on from our 2013 study, and builds on its results. It aims to provide a fresh outlook on IP – it features contributions from young Europeans who use IP to support their businesses, their livelihoods, their hobbies and their interests. The website is a two way portal; we’ll be seeking the views of young people on all aspects of IP in their lives and inviting their contributions too.”

The Ideas Powered website is supported by a Facebook (<https://www.facebook.com/IdeasPowered>) and a Twitter account (<https://twitter.com/IdeasPowered>).



OFFICE FOR HARMONIZATION IN  
THE INTERNAL MARKET  
(TRADE MARKS AND DESIGNS)

## NOTE TO EDITORS

Ideas Powered is an initiative of the Office for Harmonization in the Internal Market, acting through the European Observatory on Infringements of IPR to raise awareness of the value of intellectual property and the importance of respecting it.

## About OHIM

**OHIM** is the EU's largest intellectual property agency, registering Community trade marks and registered Community designs. In 2012, the Office was given the responsibility for the European Observatory on Infringements of Intellectual Property Rights.

The [European Observatory](#) is a network composed of public- and private-sector representatives as well as civil society, bringing together a wide range of expert and specialist stakeholders who use their technical skills, experience and knowledge to protect and promote IP rights and support those directly engaged in enforcement.

The "[European citizens and intellectual property: perception, awareness and behaviour](#)" study was released by OHIM acting through the European Observatory on Infringements of Intellectual Property Rights in 2013.

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