

## **A Comprehensive Study of the Extent of Public knowledge and Awareness of the Current Situation on Intellectual Property in the Emirates and the Role in Promoting an Environment for Innovation and Attracting Inventors**

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### **Abstract:**

The study was conducted in the United Arab Emirates (UAE) to test public knowledge and awareness of intellectual property (IP) among the people towards the region's policies and regulations, which can attract inventors and contribute to innovation. The UAE has developed strategic measures to ensure a robust IP system that can promote creativity among the people and offer protection.

The country aspires to become a global leader in innovation through this approach. Mixed research integrated qualitative data collected in a survey with qualitative interview data to make the final analysis. The study used 227 participants, including inventors and people from the public. The participants were mostly students who form a very important part in nation-building. There were also 10 interviews with government officials, lawyers, and business leaders in the IP profession. The aim was to develop a clear IP awareness landscape in the UAE from a diversified perspective.

The study found a strong IP framework in the UAE that relies on various initiatives. However, the implementation process is lacking in public knowledge. The lack of awareness creates a gap in the utilization of IP protection among individuals and businesses that could benefit from the robust IP system. The role media plays in bridging the gap, and the study focuses on how communication strategies can reach more people through engagement and targeted communication. The study recommends developing a strategic media outreach program and educational campaign that ensures that all the citizens, mainly innovators and inventors, know the services and how they can be used to promote innovation and creation. The innovation campaign can help the nation become a global leader in innovation and development.

**Key Words:** Innovation, Communication, Awareness, Intellectual Property, Media, and Public Knowledge.

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## دراسة شاملة لمدى المعرفة والوعي العام بالوضع الراهن للملكية الفكرية في دولة الإمارات ودورها في تعزيز بيئة الابتكار وجذب المخترعين

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### ملخص الدراسة:

أُجريت الدراسة في دولة الإمارات العربية المتحدة لاختبار المعرفة العامة والوعي بالملكية الفكرية بين الناس تجاه سياسات ولوائح المنطقة، والتي يمكن أن تجذب المخترعين وتساهم في الابتكار. وقد وضعت دولة الإمارات العربية المتحدة تدابير استراتيجية لضمان نظام قوي للملكية الفكرية يمكنه تعزيز الإبداع بين الناس وتوفير الحماية. وتطمح الدولة إلى أن تصبح رائدة عالمية في مجال الابتكار من خلال هذا النهج. وقد دمج البحث المختلط البيانات النوعية التي تم جمعها في استبيان مع بيانات المقابلات النوعية لإجراء التحليل النهائي.

واستعانت الدراسة بـ ٢٢٧ مشاركًا، بما في ذلك المخترعين وأفراد من الجمهور. وكان معظم المشاركين طلابًا يشكلون جزءًا مهمًا للغاية في بناء الأمة. كما أُجريت ١٠ مقابلات مع مسؤولين حكوميين ومحامين وقادة أعمال في مجال الملكية الفكرية. وكان الهدف هو تطوير مشهد واضح للوعي بالملكية الفكرية في دولة الإمارات العربية المتحدة من منظور متنوع. ووجدت الدراسة إطارًا قويًا للملكية الفكرية في دولة الإمارات العربية المتحدة يعتمد على مبادرات مختلفة. ومع ذلك، فإن عملية التنفيذ تقتصر إلى المعرفة العامة. يُحدث نقص الوعي فجوة في استخدام حماية الملكية الفكرية بين الأفراد والشركات التي يُمكنها الاستفادة من نظام الملكية الفكرية القوي. ويلعب الإعلام دورًا في سد هذه الفجوة، وتُركز الدراسة على كيفية وصول استراتيجيات التواصل إلى عدد أكبر من الناس من خلال التفاعل والتواصل المُستهدف. وتُوصي الدراسة بتطوير برنامج تواصل إعلامي استراتيجي وحملة تثقيفية تضمن إطلاع جميع المواطنين، وخاصة المُبتكرين والمخترعين، على الخدمات وكيفية استخدامها لتعزيز الابتكار والإبداع. ويمكن لحملة الابتكار أن تُساعد الدولة على أن تُصبح رائدة عالميًا في الابتكار والتطوير.

### الكلمات الدالة:

الابتكار، التواصل، التوعية، الملكية الفكرية، الإعلام، والمعرفة العامة

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## **Chapter 1: Introduction**

### **1.1 Research Background**

Innovation, economic growth, and preserving a competitive edge in the global market all depend on the protection of **intellectual property (IP) rights** (Neves et al., 2021). The United Arab Emirates has made significant investments in its intellectual property infrastructure, as part of larger programs such as the National Innovation Strategy and Vision 2021 UAE because of this potential being recognized. The goal of all these strategies and plans is to make the United Arab Emirates a thriving economy that attracts innovators and positions it as a hub for innovation worldwide.

These examples practically demonstrate that a country with a strong intellectual property system continues to reap the benefits of increased innovation outputs, enhanced industrial growth, and strengthened foreign direct investment—all of which clearly demonstrate and show the critical and strong role that intellectual property plays in these processes (Roh et al., 2021).

The UAE has a fundamentally sound intellectual property system overall, but certain parts need urgent improvements to optimize the potential for creative and economic growth. The need for improved IP rights enforcement, less administrative obstacles, more openness in IP processes, and a substantial rise in professional and public involvement—primarily through planned awareness strategies—are the primary areas of attention. Addressing the issues, that have caused the UAE to perform well below its potential on the Global Innovation Index and making sure the country can better foster its innovative vitality, will be crucial.

### **1.2 Statement of the Problem**

Despite considerable attempts to improve the IP, the efficiency of the intellectual property (IP) system of the United Arab Emirates (UAE) is questioned, especially in relation to its implementation and conformity to international norms. This calls into question the coherence and sufficiency of national intellectual property policies, which may influence the creation of new technologies and the safeguarding of pioneers (Da Silva Quintino et al., 2021; Virchenko et al., 2023). These

difficulties are made worse by problems including inconsistent enforcement, underutilization of IP rights, and low public and professional knowledge, understanding and awareness.

In the UAE, mass communication and the innovation ecosystem are intertwined, playing pivotal roles in driving economic growth and societal advancement. Mass media serves as a conduit for shaping opinions, disseminating knowledge, and fostering creativity, all of which are essential for innovation. Leveraging mass communication effectively can cultivate an innovation culture and position the UAE as a global centre for creativity and entrepreneurship (Salem, 2024).

Significant obstacles still exist even though the UAE's IP environment is receiving a lot of attention, as shown by the rise in IP registrations and the improvement in innovation rankings (Yas et al., 2024; Zhai, 2023). The purpose of this paper is to thoroughly examine these issues, measure public awareness of intellectual property, and assess how well the media plan and existing system of intellectual property serves the strategic innovation objectives of the United Arab Emirates. The study aims to reduce any obstacles that can impede the UAE's ambitions for innovation by recognizing and filling in these gaps and determining the best means of communication to increase awareness.

### 1.3 Significance of the study

This study is noteworthy because it provides a complete assessment of public knowledge and awareness of intellectual property (IP) in the United Arab Emirates (UAE), **emphasizing the importance of communication techniques in promoting an innovative culture**. As the UAE strives to be a worldwide leader in innovation, a strong intellectual property system is critical for safeguarding ideas, stimulating creativity, and recruiting innovators. Despite the existence of strong intellectual property laws and efforts, **this study finds a crucial gap in public understanding that may impede the effective use of these rights**. By addressing this issue, the research helps to improve the UAE's position as an innovation hub while also guaranteeing that individuals and enterprises can efficiently use intellectual property rights.

Furthermore, this study is useful for policymakers, government agencies, and legal experts since it assesses the consistency and efficiency of national intellectual property regulations considering international norms. It focuses light on issues with enforcement, uneven execution of intellectual property rules, and underutilization of IP rights due to a lack of understanding. The findings offer practical insights that may assist enhance existing policies and implementation strategies, ensuring that the UAE's intellectual property system is comprehensive and accessible to all stakeholders.

As for the academic and SME's, the study emphasizes the relationship between mass media and the innovation ecosystem. It highlights how media can be an effective instrument for raising awareness and developing an innovative culture. This study provides insight on how educational programs and smart media outreach may improve public involvement with intellectual property legislation by identifying the most successful communication tactics. This has obvious ramifications for colleges, research institutions, and corporate executives who influence the next generation of innovators.

Finally, this report helps inventors, entrepreneurs, and the general public understand the intellectual property environment in the UAE. Increased awareness and understanding of intellectual property rights may help individuals secure their discoveries, contribute to economic progress, and actively participate in the country's vision of a knowledge-based economy. By suggesting targeted solutions to raise awareness, this research serves to reduce obstacles to innovation and supports the UAE's objective to become a global leader in technical and creative advances.

#### **1.4 Research Questions**

The research questions are the following:

1. How large of an impact does social media have on promoting creativity and intellectual property, and how significant is that impact?
2. What is the best means of communication suitable for the current generation to raise awareness?

3. Why is intellectual property crucial as an incubating environment for innovation?
4. What are the gaps and barriers preventing innovators from registering their properties?
5. How aware is the society with the concept of intellectual property?

## **Chapter 2: Literature review**

The thesis paper was organized into several chapters, each of which examined a distinct aspect of IP management in the United Arab Emirates and its impact on innovation. A review of the literature was also included in **Chapter 2**, which covered the body of knowledge about the connection between IP rights and innovation by referencing both global and regional perspectives (Neves et al., 2021; Roh et al., 2021). It developed a theoretical framework for comprehending the dynamics in the setting of the United Arab Emirates.

As a result, **Chapter 3** described the research technique used in this study, which embraced the mixed-method approach, which Matović & Ovesni (2023) have stated works better for gathering both quantitative and qualitative data from different participants in the IP ecosystem. It is still beneficial to critically assess the relationship between IP rights and innovation in the United Arab Emirates to advance scholarly debate and policymaking. It ultimately aids the UAE in achieving its lofty economic and innovative objectives.

### **2.1 Definition of Intellectual Property (IP)**

Modern economies and countries depend heavily on intellectual property because it protects innovation and promotes economic expansion. IP laws encourage the development of new ideas by providing exclusive rights, which advances technology and fosters corporate growth.

Patents, trademarks, copyrights, trade secrets, and industrial designs are just a few examples of the many types of intellectual property that guarantee innovation will continue to provide economic and social advantages. Strengthening intellectual property laws is crucial for developing a knowledge-based economy and drawing in international

innovators in developing nations like the United Arab Emirates. (Santacreu & Peake, 2019; U.S.-U.A.E. Business Council, n.d.).

The legal rights that people or organizations are awarded for their creative works, including inventions, literary and artistic works, names, symbols, pictures, and designs used in trade, are referred to as intellectual property (IP). By guaranteeing that artists and inventors have control over how their intellectual property is used, these rights encourage innovation and safeguard R&D expenditures (WIPO, 2020). Intellectual property rights (IPRs) aim to strike a balance between the interests of the public and producers by promoting technological advancement and facilitating access to information, (Maskus, 2000).

Intellectual property (IP) is defined as "works of literature, art, inventions, designs, and symbols, names, and images used in commerce" by the World Intellectual Property Organization (WIPO) (WIPO, 2020).

## **2.2 The Role of WIPO in Intellectual Property**

The World Intellectual Property Organization (WIPO), a specialized agency of the United Nations (UN), is in charge of promoting and defending intellectual property (IP) globally, through collaboration between member nations and international agreements. WIPO was founded in 1967 and is a key player in creating legal frameworks, establishing international intellectual property standards, and fostering cross-border innovation and creativity (WIPO, 2020).

The most significant intellectual property treaties including the Berne Convention for Copyrights, the Madrid System for Trademarks, and the Patent Cooperation Treaty (PCT) are administered by WIPO. Moreover, it offers dispute resolution procedures, capacity-building initiatives, and technological support to guarantee that governments, corporations, and inventors can efficiently manage and safeguard their intellectual property rights (WIPO, 2020).

As per the mission statement of WIPO: "Our goal is to lead the development of a balanced and effective international IP system that enables innovation and creativity for the benefit of all" (WIPO, 2020). The work of WIPO is crucial to create an atmosphere in which companies and people may spend money on R&D with the assurance that their intellectual property would be safeguarded, hence propelling

economic expansion and technical advancement on a worldwide scale(Maskus,2000).

### **2.3 Importance of Intellectual Property**

The idea that establishing exclusive rights over innovations and creative works encourages innovation economically forms the basis of intellectual property law. In knowledge-based economies, where intangible assets like patents, copyrights, and trademarks can have greater value than tangible property, these rights are crucial to economic growth (David, 2018).

Maintaining competitive advantages, drawing in foreign direct investment, and preserving technical sovereignty all depend on IP protection in the globalized economy (Ginarte & Park, 1997).

So, it's important because IP first of all promote innovation and creativity as intellectual property protection guarantees that creators and innovators are acknowledged and compensated, which inspires more innovative endeavours (Schumpeter, 1934). Second, it increases economic growth and competitiveness as according to Ginarte and Park (1997), nations with robust intellectual property laws often draw in more foreign capital and promote economic diversity.

Third of all, trademarks and copyrights assist customers in recognizing genuine products and guarding against fakes according to Landes and Posner (2003). Last of all, it supports research and development (R&D) incentives, businesses are more inclined to spend money on R&D when they have legal safeguards that prevent unauthorized use of their findings (Teece, 1986).

The importance of intellectual property (IP) has increased in sectors including software, biotechnology, pharmaceuticals, and artificial intelligence (AI) because of the speed at which technology is developing. Realizing that strong intellectual property frameworks support a vibrant innovation environment, nations such as the United Arab Emirates have been bolstering their IP laws to conform to international best practices (WIPO, 2021).



## **2.4 Definition of Innovation & relation to IP**

### **2.4.1 Understanding Innovation and Its Impact on Economic Development**

Innovation and intellectual property are connected strongly, because a well-established intellectual property system gives legal protection for innovative ideas, allowing inventors to sell their goods while protecting against copying. This link emphasizes the need of having robust intellectual property frameworks in country, especially in economies seeking to move to knowledge-based sectors (Arundel, 2001).

Innovation is a key driver of economic growth and competitiveness. As it refers to the process of creating new mechanism, goods, services, or processes that benefit both businesses and society. Schumpeter (1934) defines innovation as "the introduction of new goods, methods of production, markets, sources of supply, or organizational structures."

In addition, innovation involves more than just technology developments; it also includes changes to business models, manufacturing processes, and marketing tactics (Tidd & Bessant, 2018). The Organization of Economic Cooperation and Development (OECD, 2005) defines innovation as: "The implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization, or external relations."

## **2.5 The Global Innovation Index (GII),**

### **2.5.1 the relation between Innovation, and Intellectual Property (IP)**

Intellectual property (IP) and innovation are totally linked drivers of economic development, global competitiveness, and technical advancement. The Global Innovation Index (GII) emphasizes how IP regimes contribute to a country's capacity to innovate, with countries that provide strong IP protection often outperforming others in terms of innovation output and economic strength.

The link between innovation, intellectual property, and GII is critical for governments, associations, and researchers seeking to establish a more innovation-focused economy. Strong intellectual property laws not only safeguard inventors' rights but also provide a dynamic environment in

which new ideas may thrive, resulting in long-term national and global economic prosperity.

Robust intellectual property (IP) protection is required for innovation to thrive. Intellectual property rights, such as patents, trademarks, copyrights, and trade secrets, provide innovators exclusive rights to their discoveries, encouraging them to devote time and money in creating new ideas and solutions. Without effective intellectual property protection, inventors may be hesitant to disclose their innovations because of the danger of copycat or unlawful usage.

For example, patents allow inventors to safeguard their technical breakthroughs for a fixed length of time and period of protection, usually 20 years, giving them the opportunity to commercialize their discoveries before others may legally reproduce them. Similarly, copyright protects creative works, while trademarks assist corporations protect their brands and identities (WIPO, 2020).

As a result, a robust intellectual property system creates an atmosphere conducive to innovation, encouraging corporations, academics, and people to continue producing new technology and creative works (Arundel, 2001). This link between innovation and intellectual property is also illustrated in the Global Innovation Index, which shows that countries with well-established IP systems have greater innovation outputs and more lively economies (WIPO, 2023).

### **2.5.2 Global Innovation Index Definition (GII)**

The Global Innovation Index (GII) is an annual index that assesses and analyses countries' innovation performance using a comprehensive range of factors. WIPO, INSEAD, and Cornell University together produce the GII, which analyses country's ability to originate, adopt, and disseminate innovations. The ranking is intended to give governments and policymakers with concrete recommendations regarding how to enhance their national innovation systems (WIPO, 2023).

The GII analyses innovation based on two key pillars innovation inputs and innovation outputs. Innovation inputs: include institutions, human capital, research, infrastructure, market sophistication, and business sophistication. While innovation outputs are the products of innovation activities and are divided into two categories: knowledge and

technology outputs (such as patents and high-tech exports) and creative outputs.

Countries with high GII rankings have built successful innovation ecosystems, which are underpinned by strong intellectual property protection, well-resourced research institutions, and a favourable business climate (WIPO, 2023). Notably, countries such as Switzerland, Sweden, and the United States routinely rank high due to their strong intellectual property policies and significant technical capability.

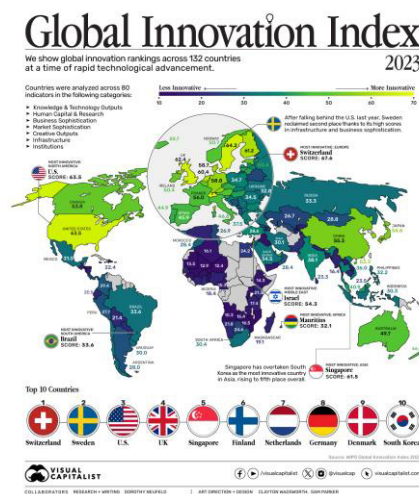


Figure 1 from visual capitalist (2023) shows the ranking of the most innovative countries in 2023

### 2.5.3 GII and IP Influence On One Another

There is a cyclical link between the Global Innovation Index (GII), intellectual property protection, and innovation output. **Strong IP protection improves innovation performance as countries with strong IP regimes, such as Switzerland and the US, routinely rank high in the Global Innovation Index.** Strong patent rules, for example, encourage firms to spend in R&D by protecting them from rivals who duplicate their ideas (WIPO, 2020). Also, strong IP laws promote innovation by increasing patent filings, trademark registrations, and R&D expenditure, leading to higher GII rankings. In addition, lower GII rankings can inform national IP goals, including strengthening infrastructure, improving innovation, and attracting foreign investment.

This feedback loop improves the quality of IP protection, which promotes the growth of local innovation.

The GII is used not just as a measure of innovation, but also by policymakers to highlight areas for improvement in their national innovation systems. Strengthening IP rules, increasing access to R&D funds, and guaranteeing technology transfer are all essential areas for boosting a country's GII performance.

#### **2.5.4. GII, IP, and Economic Growth**

The GII rankings are increasingly utilized to assess a country's economic health. **Countries with high innovation outputs have stronger economies, higher productivity, and better chances for foreign direct investment (FDI).** For example, China and India, who have made great progress in intellectual property reform, have increased their GII rankings, indicating their rising relevance in global innovation networks.

Similarly, countries with high levels of innovation and intellectual property protection are more likely to lead in developing industries such as artificial intelligence (AI), biotechnology, and green technologies, all of which require a solid foundation of IP rights to stimulate long-term investment and growth.

**Thus, the relationship between GII rankings, innovation, and IP protection emphasizes the importance of intellectual property as a driver of innovation and a crucial component in encouraging economic growth and global competitiveness.**

### **2.6 Media and IP**

#### **2.6.1 the media role**

The media has a high impact on intellectual property (IP) and innovation. The link between media, intellectual property, and innovation is multidimensional, with media having a significant influence on public perception, policy formulation, and the financial success of new products and services.

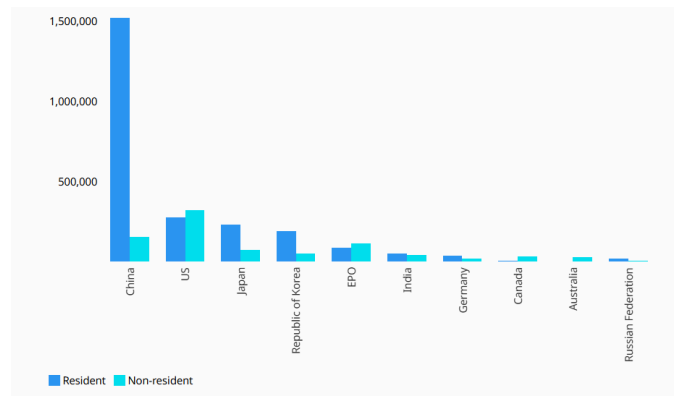
The media has a significant impact on intellectual property (IP) and innovation in a variety of ways. It may raise awareness about the value of

intellectual property protection, promote new ideas, advocate for legislative reform, and even serve as a vehicle for commercializing IP.

The examples from China, Silicon Valley (USA), and Apple demonstrate how media affects IP systems and fosters innovation in various circumstances. As a strong weapon, media impacts both public perception and market trends, influencing the marketing and success of intellectual property and innovation.

First of all, in **China**, media coverage of IP cases, especially in the IT and industrial sectors, has increased awareness of IP enforcement and protection. Stories of patent battles and counterfeiting have prompted China to enhance its intellectual property rules, resulting in more innovation and international investment. (Chen, 2017; Gao, 2020).

China has been the world's leading patent filer for years. China accounted for 69.6% of all patents submitted under the Patent Cooperation Treaty (PCT) in 2020. With over 1.4 million patent applications as shown in figure 2 (WIPO, 2021). This growth is due in part to increased media awareness of the need of intellectual property protection and enforcement.



*Figure 2 patent applications at the top 10 offices according to WIPO*

The China National Intellectual Property Administration (CNIPA) reports that the number of patent infringements settled by administrative methods has gradually grown over the years, indicating the media's role in raising awareness about enforcement efforts.

Second of all, in Silicon Valley (USA) media coverage of startup success generally emphasizes the importance of intellectual property such as patents, trademarks in safeguarding ideas. Media coverage of court fights (for example, Apple vs. Samsung) demonstrates how IP protection is critical and important to preserve a competitive advantage, encouraging more businesses to invest in IP (Zengler, 2013; Elkind & Fisher, 2014).

Intellectual property protection, specifically patents, plays a crucial role in driving innovation in Silicon Valley according to 2018 research by the National Bureau of Economic Research. The study found that patent-intensive businesses contributed around \$1.4 trillion to the US economy each year (NBER, 2018).

The Apple vs. Samsung patent lawsuit, which dominated headlines for years, resulted in a \$1 billion settlement in 2018, demonstrating how high-profile IP cases may influence market trends and investments (Bowers, 2018).

Third of all, Apple's use of media to market its products emphasizes the value of intellectual property. Apple has used media to emphasize its patent portfolio, design rights, and inventions, which have helped create its brand and market domination, proving the importance of intellectual property in economic success (Lashinsky, 2012; Cook, 2013).

As of 2020, Apple has approximately 85,000 patents, with a growing concentration on design patents. The media's coverage of Apple's intellectual property strategy and legal challenges has helped to highlight the company's need on IP to maintain market leadership (Apple Inc. Annual Report, 2020).

Forbes estimates Apple's brand value to reach \$263.4 billion in 2021, making it the most valuable brand globally. This highlights the need of good intellectual property for commercial success (Forbes, 2021).

### **2.6.2 Theory to be used**

To explain how public knowledge and awareness of intellectual property expand in society, the Theory of Knowledge Diffusion and the Diffusion of Innovation Theory must be used. Knowledge diffusion theory describes how knowledge and awareness of new ideas, policies, and practices spread over time within a society via communication channels

(Rogers, 2003). This study focuses on how the general population in the UAE gets aware of intellectual property legislation and safeguards. Similarly, Everett Rogers' Diffusion of Innovation Theory (1962) discusses how inventions spread over time among members of a social system. It emphasizes five important steps that people go through when accepting a new idea: knowledge, persuasion, choice, implementation, and confirmation.

Applying these ideas creates a framework for examining how well IP information is conveyed and absorbed by various groups in the UAE, notably students, innovators, and business leaders. This theoretical framework lends credence to the study's emphasis on media tactics and educational initiatives as critical instruments for raising IP awareness and cultivating an innovative environment.

## **2.7 Intellectual Property (IP) in the UAE: Overview, Types, and GII Rank**

### **1. Intellectual property in the UAE.**

The United Arab Emirates (UAE) has established a robust intellectual property (IP) protection system, reflecting its ambition of becoming a prominent global innovation hub. The UAE has pledged to advance IP protection and raise intellectual property awareness across industries, which is critical for building a sustainable and competitive economy.

UAE has signed several international treaties, such as the Paris Convention, the PCT, and TRIPS. The UAE is also a member of the World Intellectual Property Organization (WIPO), which helps to ensure that the country's intellectual property laws are consistent with worldwide norms (WIPO, 2024).

### **2.Types of Intellectual Property in the UAE**

The UAE recognizes several types of intellectual property (IP), which are protected under specific laws and regulations.

**Patents** are granted to individuals or entities that create new inventions that are novel, inventive, and industrially applicable. In the UAE, patent protection is provided through the Federal Law No. 44/1992. The country has a growing number of patent filings,

particularly in the fields of technology, medications, treatments and healthcare (Ministry of Economy - UAE, 2024).

**Trademarks** protect logos, brand names, and symbols that differentiate products and services in the marketplace. The UAE Trademark Law (Federal Law No. 37/1992) controls trademark registration and enforcement inside the nation. According to latest data, trademark registrations in the UAE increased by 39% in 2024, indicating the country's dynamic economy.

The UAE **Copyright** and related rights Law (Federal Law No. 7/2002) protects the creators of literary, artistic, and scientific works, such as books, films, and software. Copyright grants exclusive rights to use and distribute these works.

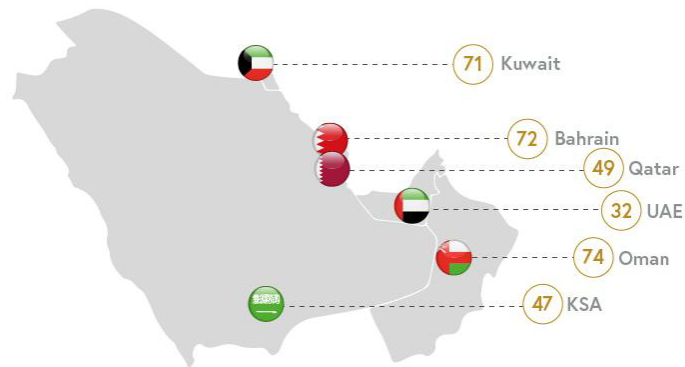
The UAE **Industrial Design** Law protects the aesthetic appearance of items, such as patterns, forms, and designs that give them a distinct look in 2D or 3D. In 2024, the UAE had an 8% increase in industrial design, patent, and utility model registrations, indicating a dynamic industry for innovative design (Ministry of Economy, UAE).

While there is no particular **trade secret** legislation in the UAE, organizations can use confidentiality agreements to safeguard proprietary company information (such as formulae, procedures, or customer lists).

### **3. Global Innovation Index (GII) Rank for the UAE**

As mentioned previously in 2.5.2, the Global Innovation Index (GII) is an annual ranking that evaluates countries based on their innovation capacity and output. The UAE ranked 32nd globally in the GII 2024, maintaining its position from the previous year. Notably, the UAE led the North Africa and Western Asia region in innovation performance. These developments underscore the UAE's ongoing commitment to foster a robust innovation ecosystem and enhancing IP protection. (Federal Competitiveness and Statistics Centre [FCSC], 2024).





*Figure 3*  
*showing the UAE ranking in GCC (federal competitiveness and statistics*  
*Centre [FCSC],2024)*

The UAE's GII ranking is supported by factors such as its high investments in research and development (R&D), its robust educational system, and its strong technological infrastructure.

Moreover, the country's strategic initiatives, such as the National Innovation Strategy, are designed to continue improving its performance in innovation metrics.

#### **4. Media's Role in Intellectual Property and Innovation in the UAE**

In the UAE, media plays an important role in raising IP awareness and cultivating an innovative environment. The government and organizations such as the Emirates Intellectual Property Association (EIPA) use conventional and digital media to increase awareness about the value of intellectual property and its role in economic growth (Ministry of Economy - UAE, 2024).

The UAE has launched various media initiatives to educate the public and companies about IP rules and the risks of violation. These campaigns frequently use radio, and social media to reach a wide range of people.

The media frequently promotes success stories from the UAE's innovation ecosystem, including the accomplishments of local innovators, entrepreneurs, and researchers. This sort of media attention is

critical for driving more investment in R&D and the creative industries. (Ministry of Economy - UAE, 2024).

Examples in the UAE are many such as: world intellectual property day activities, Qitaf exhibition, the IP sport, 'InstaBlock' services and IP sport.

### **1. World Intellectual Property Day Activities (April 22–30, 2024):**

In honour of World Intellectual Property Day, the Ministry held a series of seminars, workshops, and contests to raise awareness about IP types, national IP legislation and the necessity of preserving creative works. These initiatives were aimed to highlight the importance of patents in advancing science and technology (Ministry of Economy - UAE, 2024).

### **2. 'Qitaf' Exhibition (February 2025):**

The Ministry hosted also the 'Qitaf' exhibition to highlight the UAE's achievements in the intellectual property industry and promote an innovative environment. The event provided a venue for inventors and entrepreneurs to showcase their work, highlighting the country's dedication to intellectual property awareness and preservation (Ministry of Economy - UAE, 2024).

### **3. The 'IP SPORT' Initiative:**

In partnership with the General Authority of Sports, the Ministry developed the 'IP SPORT' campaign to improve awareness of intellectual property rights in the sports business. This effort featured advertising during UAE Innovation Month, February, to educate stakeholders about the need of preserving sports-related intellectual property (Ministry of Economy - UAE, 2024).

### **4. 'InstaBlock' Service:**

The services developed in collaboration with the Telecommunications and Digital Government Regulatory Authority (TDRA), 'InstaBlock' handles complaints about live-streaming copyright infringements. Its goal is to quickly enforce IP rights protection, ensuring that digital content producers' rights are maintained (Ministry of Economy - UAE, 2024).

### **5. 'IP SCHOOL' achievement :**

The Ministry established 'IP SCHOOL,' a virtual personality to increase awareness about intellectual property rights, engage the public, and answer their questions. This effort disseminates information and educates audiences about intellectual property issues using social media platforms and event participation specially with UAE national schools.

These events and projects show the UAE's overall commitment to increasing public knowledge of intellectual property rights while also promoting an environment favourable to innovation and creativity. (Ministry of Economy, UAE, 2024).

## **Chapter 3: Methodology**

### **3.1 Research design, samples, instruments and methods**

The research employs a mixed-method approach, combining qualitative and quantitative research approaches, to give a complete examination of the United Arab Emirates' intellectual property (IP) awareness environment, with a special emphasis on the media landscape. This design incorporates the intricate interaction of legislative frameworks, innovation outputs, stakeholder views, and media impact, recognizing the IP landscape's multidimensionality. As quantitative data provides a wide picture of IP awareness, trends and innovation performances, while qualitative insights explore stakeholder experiences, attitudes, and the impact of media on perceptions and understanding of IP problems (Matović & Ovesni, 2023).

### **3.2 Data Collection Methods**

Data collecting techniques included surveys, semi-structured interviews, and document analysis. Questionnaires were sent widely to inventors and general public residents and citizens from all sectors of the UAE in order to collect numerical data on awareness level, registration, usage, and obstacles in their perspective of media and intellectual property. In addition, this study employed a qualitative research approach, conducting interviews with a variety of significant stakeholders, including intellectual property attorneys, government officials, and corporate entities. In this part, the goal of conducting semi-structured interviews

was to acquire and obtain thorough grasp of the practical ramifications of the UAE's intellectual property and media ecosystem.

Basic and preliminary document analysis study demonstrates that significant progress has been accomplished, and the UAE's intellectual property details and laws have been aligned with internationally recognized norms (Pretorius, 2023).

However, a comparison of relevant research reveals that the UAE is still catching up to leading nations in terms of IP commercialization and the use of IP assets to promote economic growth (Virchenko et al., 2023). The document study includes an examination of current IP awareness level, legislation reviews, GII ranking and international treaties to assess the UAE's conformance with global norms (Dratler, 2023).

### **3.3 The Participants**

Participants include active players in the UAE's intellectual property ecosystem. First and foremost, a broad survey was issued to the public and inventors from various emirates to determine how familiar they are with intellectual property and how much they know about it in order to calculate the gap volume. Second, experts and entrepreneurs use semi-structured interviews to discuss their firsthand experience with the IP system and its usefulness in safeguarding their innovations. In addition, they offer legal and procedural expert views on the IP framework from IP specialists, attorneys, and consultants. They spoke on behalf of the government on the current regulatory and supporting systems (Sharafi, 2022).

### **3.4 Data Analysis**

Furthermore, the data collected from completed surveys will be analysed using statistical tools to estimate patterns, trends, and correlations of IP activity and its influence on innovation. The qualitative interviews in this study will be analysed using a chart method with the ultimate objective of extracting themes and narratives that will demonstrate the strengths and flaws of the existing IP system and media ecosystem. Given the empirical data and context, this study offers a compelling assessment of the extent to which the UAE's IP environment fosters innovation (Neves et al., 2021; Roh et al., 2021).

The current study will cautiously combine these methods and sources to provide an in-depth and critical review of the UAE's intellectual property and media landscape, with the goal of identifying strategic opportunities for improvement that will allow for the creation of a more robust environment for innovation ecosystems. This would be important in ensuring that the study's results are well-supported by data and thorough stakeholder viewpoints, resulting in educated media strategy recommendations.

### **3.5 The Survey**

The survey titled "A Comprehensive Study of the Extent of Public Knowledge and Awareness of the Current Situation on Intellectual Property in the Emirates and the Role in Promoting an Environment for Innovation and Attracting Inventors" was meticulously designed to assess the public's understanding of intellectual property (IP) in the United Arab Emirates. The major goal was to obtain information about the amount of IP knowledge and its perceived influence on encouraging innovation and recruiting inventors.

The survey was created and disseminated using Jot-form, an online form-building tool noted for its simple interface and powerful data gathering features. The target population comprised citizens and residents from all seven emirates of the UAE. The survey began with questions capturing demographic information such as full name, email, phone number, emirate of residence, citizenship status, age range, gender, employment status, job title, inventor status, and prior experience with IP registration to ensure a thorough understanding of the respondents' backgrounds. This information enabled a detailed study of the replies, ensuring that the data represented a diverse variety of opinions and backgrounds.

#### **3.5.1 Survey Structure and Question Details**

The study was built around five core aims, each addressing a unique element of intellectual property knowledge and its role in creativity:

1. Assessing Awareness of Intellectual Property (IP) Basics
2. Understanding Perceptions of IP Protection in the UAE
3. Exploring IP's Role in Daily Life
4. Identifying Challenges in IP Registration
5. Cross-Sector Comparison of IP Awareness

The first segment (Assessing Awareness of Intellectual Property (IP) Basics) sought to assess overall awareness of Intellectual Property (IP). Respondents were asked if they had heard of intellectual property (IP) and were familiar with its components, such as patents, copyrights, and trademarks. Additionally, questions were included to test if participants could identify examples of intellectual property, so measuring their practical comprehension of the issue.

The second segment (Understanding Perceptions of IP Protection in the UAE) examined perceptions about IP protection in the UAE. Respondents were asked if they considered IP rights successfully protect inventors and artists in the UAE, and if they thought the country's IP laws were strong enough or needed to be improved. The study also looked at public awareness campaigns and whether respondents thought media efforts had adequately informed the public about IP protection. Furthermore, it looked at whether people understood where and how to register their IP addresses and if they had come across IP-related content on social media sites.

The third portion (Exploring IP's Role in Daily Life) looked at how intellectual property is used in everyday life and how it influences innovation and creativity. Respondents were asked if they had seen any educational programs or commercials on intellectual property, if they had considered or attempted to register an IP, and if they felt that intellectual property protection promotes innovation. Participants were also questioned about their preferred sorts of educational resources (articles, websites, social media, workshops, and infographics) for learning more about intellectual property rights. The study also asked respondents whether media platforms play an important role in strengthening intellectual property protection and cultivating an innovative culture.

The fourth segment, "Identifying Challenges in IP Registration," discussed IP registration issues. Respondents were questioned about the key challenges they saw in the IP registration process, including high fees, complexity, a lack of knowledge, and long approval waits. Furthermore, the poll asked participants if they thought the UAE government provided appropriate assistance to persons wishing to register intellectual property, and it welcomed them to disclose any personal challenges they had faced throughout the process.

The survey's last segment (Cross-Sector Comparison of IP Awareness) examined sector-specific disparities in IP awareness. Participants were asked if they thought there was a difference in IP awareness between private-sector employees and those working in government agencies. This section sought to investigate if some industries or sectors had greater levels of IP knowledge, and how this would affect innovation and IP registration patterns in the UAE.

The survey included a variety of question formats, such as multiple-choice questions, Likert-scale ratings, and open-ended questions, to collect both quantitative and qualitative information. This combination allows for a thorough examination of public perceptions of IP awareness and its role in innovation. Participation in the poll was fully optional, with pledges of anonymity and secrecy to promote candid and uncensored answers.

The collected data will be used to advise policymakers, educators, and business leaders on methods for increasing IP awareness, refining media campaigns, and creating an atmosphere that fosters innovation and draws inventors to the UAE. The insights collected will help shape national policies, improve intellectual property protection frameworks, and establish successful outreach activities to boost the country's IP culture.

## **Chapter 4. Survey Results and data analysis**

### **4.1 Survey Demographic Data**

The survey comprised 227 respondents from the UAE, and the respondents were distributed by gender, age, and innovation characteristics. The demographic data also offer insight into the level of awareness by the type of media used by different segments of the participant population across age groups, which could be used in educational awareness.

#### **1. Distribution of Participants in the Survey**

The participants came from all seven Emirates, making it possible to offer a comprehensive view of knowledge gaps across the UAE. 32% of the participants came from Sharjah, the most significant percentage. 20% of the participants came from Ajman, 19% from Abu Dhabi, and 15% from Dubai. Some of the lowest percentages of the participants, 7%,

came from Umm AL Quwain, and other emirates added 7% of the participants. The distribution of the participants offers insight into tailoring IP-related education and awareness.

The regions with the higher populations should be focused on first, such as Sharjah and Ajman. The other sections, mainly the northern region, should focus on creating awareness first on IP and developing education interventions as the awareness increases. The participation distribution on the survey reflects on the awareness as people were drawn to the awareness more based on their knowledge of what the survey was all about, and the majority of the regions with low participants demonstrated low awareness levels.

An essential element of the data demonstrated that a higher percentage of the participants were residents (53%), while only 47% were citizens of the UAE. As all the people reside in the UAE and the policies are developed to help all the groups, the need to focus intervention campaigns on both groups can offer better inputs as they contribute to the personal and professional growth of UAE regardless of nationality.

## **2. Participant's Gender Vs IP Awareness**

The gender distribution among the participants was 56% for males and 44% for females. The relationship between gender and IP awareness shows that Males have a higher understanding of IP, which is 58% of the male population. In comparison, only 42% of females knew the IP concept. The gender versus awareness shows that education awareness and campaigns should focus more on women, mainly those in networking and different professions, to improve their understanding of the importance of IP protection and how it can be used to improve innovation and creativity.

## **3. Age Groups and IP Awareness**

The contrast between age groups and IP awareness indicates that the participants aged 18-24 formed the highest age group of participants, with 66% of the population. However, familiarity with IP was very low due to a lack of experience in creativity and innovation. It created a need to develop intellectual property rights as part of the early education program. The second age group was between 25 and 34, forming 16% of the survey population. Those aged 35-44 years formed 11% of the



population. Lastly, those above 45 years were only 6%. The highest population that exhibited a high percentage of knowledge in intellectual property was those between the ages of 35 and above due to professional experience and exposure.

#### **4. Percentage of Inventors and IP Registration Trends**

Understanding personal perception as inventors or innovators was critical to establishing those who would utilize intellectual properties. The percentage that participated in the study was mainly 227; 49 respondents only perceived themselves as inventors, while the other 184 did not perceive themselves as innovators or inventors. The data presents a reality on the region of focus for UAE to actively engage the young generation and the population in general towards innovation practices, which will help create a better economy and match the investment in establishing an IP framework to be utilized (WIPO, 2021). UAE can only become a global leader in innovation if more participants perceive themselves as innovators and engage in the innovation process.

In cross-examination of the 49 participants who perceived themselves as innovators, 29 respondents had never tried registering any intellectual property, forming 60% of the entire population. The main reasons for not registering the intellectual properties include lack of awareness, which forms 55% of the population. The registration process was complex for 25% of the population, the high registration cost was 15%, and the time-consuming procedure was associated with 5% of the population.

In an examination of the entire survey population, when asked if they have registered an IP, 17% indicated having previously registered an IP. In comparison, 79% stated that they had never engaged in registering intellectual property. For this population sample, 50% showed a lack of awareness of the barriers to registering, 23% stated the registration process was complex, the cost of registration as a barrier was 17%, and the process being time-consuming was perceived by 9%. The data shows the need to review the IP registration process to attract a broader population range.

## **5. Enhancing Media's Role in IP Awareness Across Demographic Needs**

The role of media in creating intellectual property awareness among the people is very critical in UAE as there is a very low margin of people who perceive themselves as innovators, hold intellectual properties, and are aware of the process of registering IP. Developing a targeted media campaign is critical to managing the disparity. UAE can tailor existing interactive campaigns that are carried out through social media and digital content to be more strategic and effective in bridging the gap in knowledge and utilization of IP and improving a culture where IP is celebrated and embraced across all levels of creativity and innovation. The campaign should be focused on three main elements.

- Engaging the young professionals between ages 18-24 through IP education
- Engage more women with innovation and creativity to benefit from IP protection
- Expand the outreach programs mainly in the Northern areas of the Emirates and manage small business communities.

### **4.2 The Role of Media in Increasing IP Awareness**

#### **1. Low Public Awareness of Intellectual Property (IP)**

The IP awareness level in the UAE is very low, as evidenced by the survey results. For instance, the data indicates that 55% of the population had never even heard of the name intellectual property in the UAE, and 45% were unfamiliar with it (FCSC, 2024). The data indicates that a broader population lacks basic intellectual property knowledge. Public awareness of Intellectual property rights drives innovation and entrepreneurship in any society and calls for targeted awareness campaigns (WIPO, 2021). The issue becomes apparent when people and businesses do not see the need to engage in intellectual creation, impacting the nation's ability to remain innovative.

Concepts of intellectual property like patents, copyrights, and trademarks had different responses, with 24 % of the participants being very familiar with the concepts, 56% somewhat aware, and 20% unfamiliar with the concepts. The level of knowledge is demonstrated as uneven across

different populations. No intellectual rights exposure is significant because most young innovators and entrepreneurs can have missed opportunities to safeguard and commercialize ideas (EPO, 2021). The educational focus should be tailored towards tech and business communities where innovation needs protection outcomes.

The lack of awareness of IP rights contradicts the organizational goal of becoming a knowledge-based economy (UAE Cabinet, 2024). Research data indicates that nations that have a higher understanding of intellectual property are better geared to innovation and create an environment where creators are motivated to seek protection for their work than nations without such knowledge, as there is not great competition for ideas and even commercialization of the same (Global Innovation Index, 2024).

## **2. The Role of Media in Educating the Public on IP**

The perception of people on the performance of the media in educating people is different, with 59% of the people feeling that it is doing enough while 41% disagree with the opinion. The gap in opinion stems from a section of people feeling well-informed through media while the other significant group feeling not informed, which calls for developing a media-driven IP education. Media campaigns can influence people's perception of IP when the message is carefully tailored to reach diverse audiences (WIPO, 2023). The participants' differences in opinions indicate inefficiencies in the current system of education that the media has been using to reach people across different segments and generate a broad spread understanding.

Of people who had encountered intellectual property rights information in social media, 44%, while the other population, 56 %, indicated that they had never encountered information in social media related to IP. Media campaigns were also deemed ineffective, with 60% of the survey population indicating never learning about IP rights in media campaigns or advertisements. The survey results indicate a gap that can be utilized to reach a vast population of youths who rely on social media as the primary source of news and information, overcoming other tools being used as primary sources of information (WIPO, 2023). Research indicates that the effectiveness of a well-executed social media campaign can reach many people and increase public knowledge on topics like

intellectual property rights for innovators. (European Commission, 2022). Media utilization in the UAE for IP education is required.

The tools that should be used in the media innovation strategy include developing short-promotional videos, infographics, and interactive content to enable a diversified reach to many people (Griffiths, 2010). People in creative fields, such as influencers, can be contracted to share IP-related information effectively and relatable to the audience. Influencers have drawn good awareness on topics like legal rights and personal development among the young populations (European Commission, 2022).

Supporting information on how social media has been used to create awareness of IP can be seen in Australia, where an IP awareness campaign significantly increases the public understanding of IP. Some tools used include social media, online videos, and television (WIPO, 2023). The campaign has been a massive success due to its simple messages and utilization of real-world examples, which resonated well with the target audience (IPA, 2021). The same case was evident in the UK, where the registration rates for IP have been higher after social media were used to develop strategic measures, mainly in small businesses (UK IPO, 2020).

### **3. The critical Role and Demand for Media-Based Education**

The most preferred medium for sharing intellectual information is social media among the survey participants, with 33%, while other channels, such as workshops, were 22%; websites, 18%; articles, 13%; and infographics, 10% while another medium made 5%. As the population is pushing for using social media as the most preferred choice of knowledge and information, it is critical to examine its usefulness in the UAE.

### **4. Social Media as Primary Source of Information**

Current sources of information have been surpassed by social media due to its ability to disseminate information, offering very instant accessibility and reaching a massive population interactively. Such capabilities allow it to simplify complex topics into simplified content that most people can resonate with (WIPO, 2023). Other studies indicate that social media is the most preferred method of information sharpening

due to its use of infographics, videos, and influencers who attract a vast young audience (European Commission, 2022). However, the situation is very different in the UAE, where social media has not been effectively used to leverage public awareness of intellectual property.

### **5. Bridging the Awareness Gap through Social Media**

One significant factor in using social media to bridge the gap in IP knowledge and awareness is that although 81% of the survey participants indicated social media as the most preferred way of receiving IP rights information and traditional methods only sharing the rest, there is a survey question on if they have ever followed and interacted with social media accounts, or websites that focus in IP awareness or innovation and 61% indicate they have never done that. It creates a need to create awareness so people would feel attracted to innovation and IP rights information while using social media. The data indicates that, even with other platforms, the need to make intellectual property information available to the public has not been actualized efficiently, creating a loop of opportunity. The survey participants also explained that when encountering IP data on social media, the rate was 44% for those who had experienced the information and 56% for those who had not. There is an uneven spread of educational awareness across all platforms that should be optimized.

It is very critical to optimize how IP information is shared across different digital platforms to make it more accessible to audiences and match the platform's trends. For instance, platforms like Instagram, TikTok, and LinkedIn have been used for educational purposes through short videos and interactive posts rather than heavy text formats (European Commission, 2022). Similarly, WIPO (2021) indicated that an increased digital awareness for nations that develop strong IP campaigns leads to a higher registration process.

### **6. Innovation and Creativity Through social media**

The real-world applications of intellectual property benefits can be best applied through social media, which can increase the culture of innovation much better than just spreading awareness. The survey results indicated that 90% of all participants believed in social media's ability to promote creativity and innovation to the public if a higher engagement of

IP-related information and discussion feeds was available. Existing case studies, such as in Australia and the UK (IP Australia, 2021; UK IPO, 2020), showed high public awareness when targeted digital strategies are used to address the issue of intellectual property awareness. An excellent example was a 20% increase in IP registration from the UK's 'Think IP' campaign within just one year of the advertisement (UK IPO, 2020).

### **7. Maximizing Potential of Social Media IP Awareness**

UAE must take a strategic approach to increase educational awareness by making it available across different digital platforms. Some of the options available that can be leveraged include:

- Engaging thought leaders and influencers on different platforms, such as entrepreneurs, content creators, and industry experts, to make IP rights information simpler for all people and also explain the registration process (European Commission, 2022).
- Using digital platforms to create interactive and visual content, such as animations, infographics, and short videos, can explain IP rights concepts more simply (WIPO, 2023).
- Real-time engagement can be achieved through webinars and live Q&A sessions hosted through social media platforms, free and adequately advertised to reach more significant audiences (IPA, 2021).
- A gamification approach and challenges can be created in the awareness process, where contests and quizzes can create awareness with an added incentive of winning a gift, which can draw in more people (UK IPO, 2020).
- Expanding Content in Arabic to engage more significant audiences can increase visibility and absorption in the UAE, which has a higher resident population (WIPO, 2021).

Social media plays a critical role in creating and adopting the creativity process. The flexibility and effectiveness of the platform make it easy to reach many people of diverse ethnicities and engage them meaningfully. Strategic utilization of different platforms leveraging educational awareness can be critical to empowering a wide range of the population

and increasing a better understanding of Intellectual property rights (WIPO, 2023).

### **8. Challenges in IP Registration and Lack of Public Knowledge**

UAE experiences some barriers to IP utilization. One of the barriers is lack of awareness, as evident in the survey response, which showed that 37% (85 participants) cited lack of awareness, 26% (58 participants) complex registration, 27% (61 participants) high cost of registration, and 10% (23 participants) the duration for approval was significantly high. As the data shows a wide range of challenges to utilizing IP, it also shows the gaps that need to be filled to boost public awareness. The same results have been cited as a global issue in IP awareness among many nations, and a strategic approach is required to manage the outcomes (Roberts, 2021).

#### **a. Lack of Awareness**

Lack of awareness means people and businesses do not see the significance of IP registration for creativity and innovation, which hinders actions towards the registration process. In many emerging economies, the application of awareness campaigns does not reach all population segments, creating gaps in knowledge and inconsistencies in utilizing IP rights and benefits (European Commission, 2022). The same effect was evident in the survey data, where 59% of the respondents had not heard of IP, others were unaware of where to register, and some left most of the questions unanswered.

Thus, the data shows a need to develop educational content on IP rights that is very applicable to the public. It means that, despite having many achievements in UAE on Intellectual property initiatives, such as IP sport, IP School, and Qetaaf, there is still limited awareness of IP, which media platforms could leverage to reach a vast population and create an informed population. The power of social media complements the existing platforms.

#### **b. Complexity of the Registration Process**

The level of complexity in the registration process also plays a critical role in IP utilization and the complexity of the data. Global research

indicates that when legal frameworks are challenging to navigate, they discourage investors from securing their rights (UK IPO, 2020). The main issue with the registration process is the technicalities of the process and the need to include legal assistance. The high cost of the legal process and details required mainly in writing patent claims discourage participants from requesting IP claims registration and claims (WIPO, 2023). The simplification of the IP registration process attracts more people. The results can be seen in countries like Australia and Singapore, which have developed AI-driven portals, chatbots, and step-by-step guidance on navigating the registration process's technicalities, which can be applied in UAE (Intellectual Property Australia, 2021).

#### **c. High Cost of Registration Process**

The high registration process cost has been an issue with small independent inventors, startups, and business owners (UK IPO, 2020). Evidence from research indicates that high filing and maintenance fees prevent people from securing IP rights, mainly in the UK and Europe (European Commission, 2022). The best approach to overcome this issue is creating government subsidies, making offers for first-time applicants, and offering an installment-based payment structure to encourage more involvement in IP registration (WIPO, 2024). The same approaches could be used to reduce the cost of utilization of the service as currently, the UAE system for SME's application to IP with the new law, which offers a 50% reduction, is high to consumers, which offers a financial challenge requiring additional support to innovate and protect IP for small business (Roberts, 2021).

#### **d. Length of Approval Time**

While a smaller portion of respondents (10%) cited approval delays as a challenge, the impact of long wait times should not be underestimated. For instance, in UAE, the waiting time for examination and certification is more than one year, making it a lengthy process. Studies show that delayed IP approvals can create uncertainty for businesses and deter investment in innovation (Roberts, 2021). Countries like South Korea and Singapore have successfully addressed this challenge through AI-driven review systems, reducing processing times and improving efficiency by cutting time (Intellectual Property Australia, 2021).



### 8.5 Addressing the Challenges:

UAE has a lot of programs and online workshop sessions that can be leveraged to promote the utilization of intellectual property rights among all citizens but lacks greatly in marketing and spreading the importance of IP rights; most of the youths creating content are not aware, and there is need for universities to focus on the change in the education system to cover all the people. **Media and Digital innovation can offer solutions for spreading and creating awareness.**

### 9. The Role of Media and Digital Innovation

The findings indicate that a media-driven and technology-supported approach is critical in addressing these barriers. Key solutions include:

- **Leveraging social media for IP Awareness:** With 81% of respondents citing social media as their preferred source of information on IP rights, digital platforms present a crucial opportunity for awareness campaigns. Targeted initiatives on Instagram, LinkedIn, and TikTok could significantly enhance public understanding, particularly among younger audiences and entrepreneurs (WIPO, 2023). Studies show that interactive content, short-form educational videos, and influencer partnerships can boost engagement and retention of IP-related information (European Commission, 2022). Given the widespread use of social media in the UAE, strategically leveraging these platforms can bridge the knowledge gap and make IP education more accessible to the public (Intellectual Property Australia, 2021). The government can set up **a complete media strategy or create a department that can work on awareness of IP and innovation specifically**. It can also entail offering a **new Media academy** as a solution to the incentives in IP.
- **Developing User-Friendly Digital Registration Portals:** Simplified online platforms with AI-powered assistants and multilingual support can make the process more accessible (UK IPO, 2020). UAE launched the Dubai Intellectual Property Platform in cooperation with the Dubai Future Foundation, but it needs more publicity and promotion. (Dubai Intellectual Property Platform, n.d.)

- Offering Financial Incentives and Fee Reductions: Introducing zero's or lower-cost filing options for startups and independent inventors can significantly boost participation (European Commission, 2022).
- Expanding Government-Led IP Workshops: With 22% of respondents preferring workshops, in-person and online sessions led by IP professionals could provide practical knowledge (Intellectual Property Australia, 2021).

The survey results confirm the urgent need for improved public education, financial accessibility, and process simplification in the UAE's IP system. By adopting best practices from leading IP economies such as the UK, Australia, and Singapore, the UAE can enhance its IP framework, encourage innovation, and make IP registration more accessible (UK IPO, 2020).

### **1. The Need to Engage IP Awareness Campaigns**

The survey results indicate a great need to create engaging media-driven awareness for intellectual property rights. Approximately 47% of the survey population strongly agreed that utilizing social media influencers, interactive content, and a video-based education system could leverage the sustainability of the awareness program. Most participants are confident that traditional methods, such as government notices and legal documents, may not reach a broad audience.

A study on the impact of visually appealing content showed that the higher the information is visually attractive, the more it increases public engagement (WIPO, 2023). developed countries institutionalizing IP literacy indicate they rely on digital storytelling, explainer videos, and social media in the campaign strategy (UK IPO, 2020; IP Australia, 2021). The same techniques can be used to enhance IP awareness and engagement with the creators and innovators of the UAE through the navigation of the legal process in a more accessible method (WIPO, 2020). **UAE needs to collaborate with universities and institutions that can help students who innovate in school projects and senior projects to seek IP help and benefits.**

## **2. Impact of Media on Innovation and UAE Global Innovation Index Ranking (GII)**

The national innovation performance and the media coverage for IP are directly linked based on the survey data. For instance, 90% of the survey respondents agreed that strong IP protection drives innovation and creativity among people in the UAE. The data matches global research, showing that robust awareness creates an innovation culture and ecosystem, increasing research, development, and patents (European Commission, 2022).

The knowledge gap between private and government employees is high, with 67% of the population holding that narrative. It calls for targeted campaigns to different populations to meet the gap. An excellent example can utilize entrepreneurs who may access webinars and regulatory updates, which are industry-specific, to increase awareness across social media and through corporate organizational frameworks (Goggin, 2013). A case study specific to South Korea and Singapore indicated that using customized IP awareness was a direct way of developing a rise in global innovation ranking awareness (WIPO, 2022). It implies that the UAE can leverage the same interventions to raise its GII and achieve its goal of becoming a knowledge-based economy (UAE Government, 2021).

## **3. Strengthening Media's Role in IP Awareness and Innovation**

The role of social media in creating public awareness and enhancing public awareness to support intellectual property utilization is critical for the sustainability of UAE intellectual rights (Arundel, 2001).

However, currently, the way media manages the awareness campaigns is insufficient, and most of the public demonstrates a lack of knowledge among the survey respondents. The region can leverage social media, as 81% of the participants indicated using different social media platforms. Such actions can increase accessibility and engagement levels for IP rights (WIPO, 2023).

Lastly, interactive methods of social media utilization can be used to make the information more accessible and relatable to the public. By leveraging digital platforms, the UAE can overcome the challenges of IP

illiteracy and create a culture of innovation and creativity, strengthening its global position in technological advancements.

### **Chapter 5. Conclusion**

The need to develop strategic measures in using social media to create awareness among the public regarding IP and innovation is significantly high. The government and professionals in the field can take the initiative to collaborate with digital platforms to create more interactive advertisements, educational awareness campaigns, and webinars that are targeted to a specific target audience. The young generation with low awareness of the topic can benefit from the government's incorporation of intellectual property information as part of the educational curriculum, which can help people gain awareness and become competent. Collaboration can be done with institutions of higher learning and schools to identify talent and creativity and motivate registering for IP rights to such content.

The need to engage the region with low intellectual property awareness, such as the northern part of the country, can tailor incentive strategies to focus on the needs of the people. It involves expanding on the Arabic-based content to accommodate the people in the area who are not Arabic speakers. The connection between IP awareness and innovation is very high as it offers protection to creators and more benefits for commercializing creativity and fair use of creations for work done on intellectual property.

The UAE's goal of becoming a global leader in innovation technology can be achieved as the government has developed a robust framework for people to benefit. However, as few people are aware of the application of IP rights, the entire framework has become under-utilized. Strategic measures required investing in educational awareness targeting small businesses, innovators, students and entrepreneurs to utilize the services entirely.

The barriers experienced in IP awareness and utilization are lack of awareness, a high registration cost, complex procedures, and duration taken to complete the registration process. The factors initiate inconsistencies, which should be managed by working with stakeholders

in the professional field using technology to simplify the process, such as chatbots.

## **Chapter 6. Recommendations and Limitations**

The research can explore all areas that give the study a full review of knowledge and IP awareness. The measure can be attained by examining region-specific data. For instance, due that Sharjah had a higher response in the survey; it could be critical to determine if it also had the same rate of IP knowledge awareness, as people they know or not. This strategy can present valuable insight on suitable measures to focus areas rather than concentrating on the northern region as the data indicates uncertainty on the relationship between the distribution of respondents and its contribution to awareness.

Secondly, the level of awareness needs a more profound analysis based on age group. The study indicates that adults have more experience and exposure to intellectual property rights than those in a work environment where IP rights can be widespread. Lastly, gender-based analysis could be critical in measuring if the awareness levels contrast with gender-specific rations, which can help tailor incentives with accurate data.

A different aspect is the barriers to IP awareness that have been developed. A deep dive is needed to create a clearer picture of the complexity of the regulations in contrast to other countries. It can help evaluate if it is an issue of exposure or an existing problem that causes complexity issues. The existing government regulations to address the issue must be reviewed regarding effectiveness and recommendations to improve the services.

Lastly, the people who identified as innovators could be interviewed about their perception of government approaches to mitigating obstacles compared to those who identified as non-innovators. People who classify themselves as inventors and do not have a registration should be reviewed and the classification should be considered based on what has been determined.

The effect of media exposure could be examined to identify how it relates to IP awareness. This effect can be achieved by studying those who experienced IP-related data on social media and had a higher level of understanding than those who did not view any IP-related information

on social media. The data can be critical in ensuring that the recommendations focus more on social media and its interactive aspects in a region-specific like the UAE.

The area's unique characteristics can affect how the available demographic perceives information from social media. The media has immense power to create awareness and manage the sustainability process in utilizing IP rights, registering, and filing claims. Government incentives can improve media use by investing more in different platforms.

Lastly, it is critical to examine how each population's demographic characteristics relate to the consumption of media-related data, as that can guide how interventions will be guided in the future.

A further analysis of the difference in participant perception of social media having the power to influence IP awareness was that 56% of the people agreed while 44% had different opinions; it can be examined to identify the trends required for the decision and make interventions for change. A quest on the type of information that could be used in the intervention process, such as infographics, short videos, and webinars, could be examined and offer more profound insight into the future strategies that could be used to manage the intervention with sustainable measures by government agencies.

Targeted media campaigns can highly leverage awareness to a broader population in UAE if people with different demographics, such as students, business owners, entrepreneurs, and professionals, with tailored information, can help extensively reach a wider population. Various social media platforms can be used for each group, such as LinkedIn for professionals and TikTok for students can be effective.

Lastly, simplifying the registration process can be an effective strategy to motivate people to engage in creative innovation and seek the benefits of the legal process. The government can streamline the process by increasing information and policy-driven media initiatives, creating a higher level of engagement with the people.

### **1. Negative Impact of Media and IP on Innovation**

A possible danger that can come with media exposure of protected innovation could have a negative impact, such as copyright infringement, mainly when information is shredded when the protection takes effect. Using media at some time could jeopardize the protection by violating the confidentiality of IP rights, which may take time before being fully covered and implemented. The disclosure of IP rights before registering when it happens, there is only one year window to acquire the protection of the law, leaving the innovators vulnerable.

The pressure for time among SMEs can impact the availability of resources. Improving media-driven education on the risk of exposure and registration timelines can help overcome delays, leading to the forfeiture of innovation rights.

Example: Startups in the tech industry can be vulnerable to premature media exposure. If a startup reveals an innovative product before securing its IP rights (e.g., patent applications), competitors could use the media coverage to develop similar products without the original creator's consent. It can undermine the value of the IP and discourage further innovation.

### **2. Limited Depth of Public Engagement**

While the study focuses on awareness, it may lack a deep understanding of how various population segments engage with IP in practice. All people need to register and increase the support and number of people with IP protection, which can move the UAE to global innovations. For example, how involved are businesses, educators, or students in IP innovation processes? Exploring these engagement levels could provide insights into how awareness translates into action.

### **3. Differences in Awareness Across Key Sectors**

The study might overlook the distinction between awareness in the private sector (business owners, inventors, and entrepreneurs) versus the public sector (general population, students, etc.). Understanding sector-specific needs could help tailor targeted awareness campaigns.

#### **4. Impact of IP Education and Training Programs**

Despite having outstanding achievements in developing IP rights utilization, creativity, and innovation, the main challenge posed by the education system is that there is a limitation in workshops, and a few universities are joining IP rights programs to support UAE's initiatives. A detailed exploration of education systems related to IP could provide valuable insights for more universities.

#### **5. Role of Media in IP Awareness**

Although it already examines media exposure, it may not fully explore how the media's role can be optimized for broader reach and deeper understanding. It would be helpful to understand the effectiveness of different types of media content (for instance, social media campaigns, TV programs, or printed articles and how they reach specific audiences).

#### **6. Long-Term Impact of IP Awareness on Innovation**

The study might not fully address the long-term impact of increased awareness on fostering a culture of innovation. It could benefit from investigating whether improved knowledge of IP leads to increased patent filings, business innovations, or a more vibrant startup ecosystem in the UAE. Addressing these potential gaps can offer a more nuanced and actionable analysis of IP awareness and its role in fostering innovation and attracting inventors in the UAE.

The main issue in the long-term Impact of IP rights mainly relies on innovation and creativity. The study focuses on a population that is already innovating and creating. The need to improve the rate of innovation should be given more significant input to complement IP rights later. The government can create innovation empowerment programs to ensure great potential is reached in Innovation milestones.



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