

Public Perception & Intellectual Property Research

Welcome, and Thank You for Participating!

We are Business Analytics master's students at Seattle University, and we're excited to have you participate in our survey! We're conducting a study to understand **Public Awareness and Perceptions of Intellectual Property (IP) law in the U.S.** Through this survey, we hope to get a clearer picture of the public's knowledge of IP law and uncover any common misunderstandings. This project is being carried out on behalf of our client, [Fellows and Associates](#), a recruitment firm dedicated to helping intellectual property professionals find fulfilling careers.

Your participation is completely voluntary, and the survey will only take about 5-10 minutes of your time. We value your input, and all responses will be kept strictly anonymous and confidential. Your information will only be used for research purposes.

We truly appreciate you helping us with this important research!

* Indicates required question

SECTION 1: DEMOGRAPHICS

1. 1. What is your age group? *

Mark only one oval.

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65+

2. 2. What is your gender? *

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to answer
- ☐ Other: _____

3. 3. What is your highest level of education? *

Mark only one oval.

- ☐ Less than high school
- ☐ High school graduate or GED
- ☐ Some college, no degree
- ☐ Associate's degree (2-year college degree)
- ☐ Bachelor's degree (4-year college degree)
- ☐ Master's degree
- ☐ Doctorate or professional degree (PhD, JD, MD, etc.)

4. 4. What is your current field of occupation or education? *

Mark only one oval.

- ☐ Business
- ☐ Education
- ☐ Engineering
- ☐ Healthcare
- ☐ Law
- ☐ Science
- ☐ Technology
- ☐ Arts
- ☐ Other: _____

5. 5. How do you identify your ethnicity? *

Mark only one oval.

- ☐ White
- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ Asian
- ☐ Native American or Alaska Native
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Mixed Race
- ☐ Other: _____

6. 6. Are you still attending college? *

Mark only one oval.

- ☐ Yes, full-time
- ☐ Yes, part-time
- ☐ No
- ☐ Prefer not to answer

7. 7. What is your state of residence? Please enter the full name of your state (e.g., 'California' instead of 'CA')

SECTION 2: UNDERSTANDING OF IP (COPYRIGHT, TRADEMARK, PATENT)**8. 7. Do you think having a general understanding of Intellectual Property (IP) law is necessary for people who don't work in law or technical fields?**

Mark only one oval.

- ☐ Yes, it is important
- ☐ No, it is not necessary
- ☐ Perhaps important to some extent, but not much
- ☐ I have no idea

9. **8. To what extent do you think you know about Intellectual Property (IP) law?** *

Mark only one oval.

- ☐ Not at all
- ☐ A little
- ☐ Moderately
- ☐ Very well
- ☐ Expert level

10. **9. Which of the following best describes a copyright?** (Select one) *

Mark only one oval.

- ☐ A protection for an invention or a new process
- ☐ A protection for a company's brand or logo
- ☐ A legal right granted to an author or creator of original work
- ☐ I have no idea

11. **10. Which of the following best describes a (utility) patent?** (select one) *

Mark only one oval.

- ☐ A legal right for creative works like movies and books
- ☐ A legal right given to an inventor to prevent others from making, using, or selling their invention
- ☐ A protection for company slogans and logos
- ☐ I have no idea

12. **11. Which of the following best describes a trademark?** *(Select one)* *

Mark only one oval.

- ☐ A legal right given to an author for creative work
- ☐ A symbol, word, or design that identifies a company or product
- ☐ A protection for an invention or process
- ☐ I have no idea

13. **12. Which of the following is the main purpose of intellectual property protections?** *(Select one)*

Mark only one oval.

- ☐ To let companies keep their business methods secret
- ☐ To protect the rights of creators, inventors, and businesses
- ☐ To allow creators and inventors to profit from their work
- ☐ To make sure everyone has access to creative works for free
- ☐ I have no idea

14. **13. If you download a song from the internet without paying for it, do you think this is:**

Mark only one oval.

- ☐ Legal
- ☐ Illegal
- ☐ Not sure
- ☐ It depends...

15. **14. If you invent a new type of motor engine, which type of IP protection would you seek?**

Mark only one oval.

- ☐ Copyright
- ☐ Patent
- ☐ Trademark
- ☐ Not sure

16. **15. If you write a novel and want to protect your rights, which type of IP protection would you seek?**

Mark only one oval.

- ☐ Copyright
- ☐ Patent
- ☐ Trademark
- ☐ Not sure

17. **16. If you create a new logo for your company, which type of IP protection would you seek?**

Mark only one oval.

- ☐ Copyright
- ☐ Patent
- ☐ Trademark
- ☐ Not sure

18. **17. Select the statements that you think are ACCURATE under U.S. INTELLECTUAL PROPERTY (IP) LAW:**

(Select all that apply)

Check all that apply.

- ☐ IP protection is global
- ☐ The TM symbol (™) identifies that a trademark has been registered
- ☐ You automatically own the copyright to your work as soon as it is created
- ☐ Content available on the internet can be freely used if no copyright notice is visible
- ☐ General ideas or concepts can be patented, even if they haven't been developed into an actual invention
- ☐ You can even trademark a color, sound, or smell.
- ☐ You can lose trademark protection if your trademark becomes generic ("Generic" means that the public starts using your brand name as the general word for a type of product, like "Aspirin" or "Escalator.")

Skip to question 19

SECTION 4.1 (OPTIONAL): FOR RESPONDENTS WHO HAVE APPLIED FOR IP PROTECTION

*** This section applies only to respondents who **HAVE APPLIED** for IP protection before.

*** Please **SKIP** to the next section if this does not apply to you!

19. **19. Which form of IP protection did you apply for?**

(Please skip this section if you have never applied IP protection before)

Mark only one oval.

- ☐ Copyright
- ☐ Trademark
- ☐ Utility Patent
- ☐ Design Patent
- ☐ Other: _____

20. **20. Did you apply for the IP protection through a third party (e.g., law firm)?**
(Please skip this section if you have never applied IP protection before)

Mark only one oval.

- ☐ No, I applied myself
- ☐ Yes, I used a third party (law firm, consultant, etc.)

21. **21. How would you describe the difficulty of the process of applying for IP protection (whether you applied yourself or used a third party)?**
(Please skip this section if you have never applied IP protection before)

Mark only one oval.

- ☐ Very easy
- ☐ Somewhat easy
- ☐ Neutral (neither easy nor difficult)
- ☐ Somewhat difficult
- ☐ Very difficult

22. **22. Do you think the process of applying for IP protection would have been easier if you had done it differently (e.g., hiring a third party or filing it yourself)?**

Mark only one oval.

- ☐ Yes, it would have been easier with a third party
- ☐ Yes, it would have been easier if I filed it myself
- ☐ No, the process was fine as it was
- ☐ I don't know

23. **23. If you had something that required IP protection again, which factors would most affect your decision to apply yourself or hire a third party?**

(Select all that apply)

Check all that apply.

- ☐ Cost of hiring a third party (money)
- ☐ Complexity of the legal procedure
- ☐ Time required to handle the process myself
- ☐ Desire to avoid legal risks or mistakes
- ☐ I'm not sure
- ☐ Other: _____

SECTION 4.2 (OPTIONAL): FOR RESPONDENTS WHO HAVE NOT APPLIED FOR IP PROTECTION

*** This section applies to respondents who have **NOT APPLIED** for IP protection before.

*** If you have completed the previous section, **SKIP** this one and submit your response.

24. **19. If you were to apply for IP protection, would you do it yourself or hire a third party?**

Mark only one oval.

- ☐ I would do it myself
- ☐ I would hire a third party
- ☐ I would consult with both options before deciding
- ☐ I'm not sure

25. **20. If you had something that required IP protection, which factors would most affect your decision to apply yourself or hire a third party?**

(Select all that apply)

Check all that apply.

- ☐ Cost of hiring a third party
- ☐ Complexity of the legal procedure
- ☐ Time required to handle the process yourself
- ☐ Desire to avoid legal risks
- ☐ I'm not sure
- ☐ Other: _____

26. **21. How confident are you in your ability to understand the IP application process (even if you haven't applied before)?**

Mark only one oval.

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Neutral
- ☐ Not very confident
- ☐ Not confident at all

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