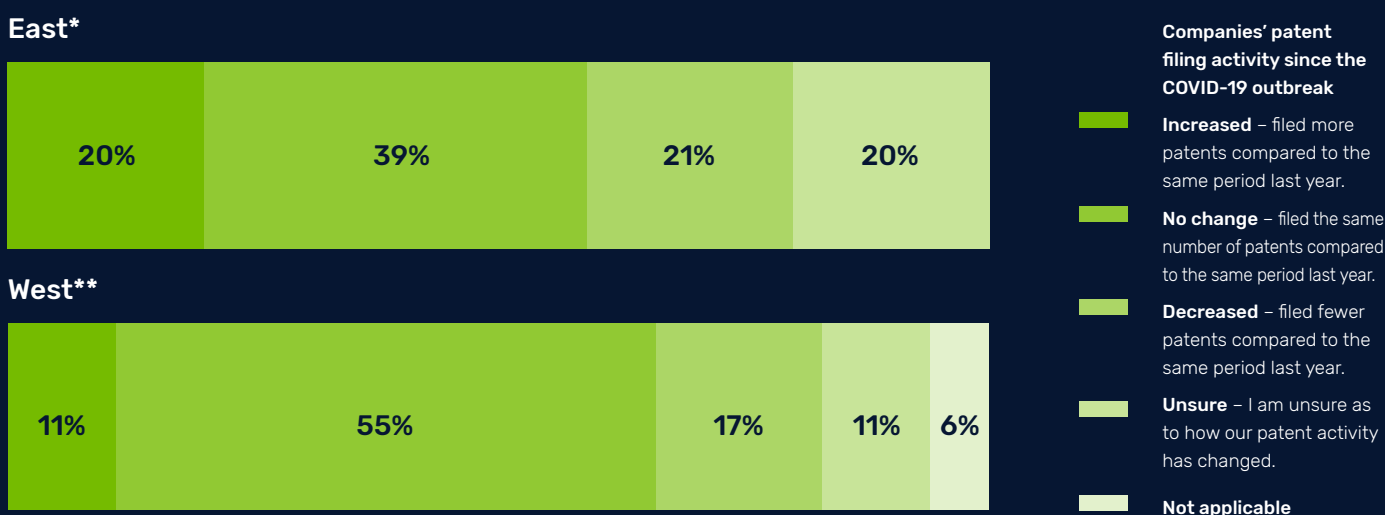


The impacts of COVID-19 on global innovation

There is no denying that COVID-19 has shifted the innovation landscape. To further understand this shift, we surveyed IP, R&D and Innovation professionals from around the world to see how sentiment towards innovation has changed from East to West. Here's what they told us:

Global innovation is holding steady

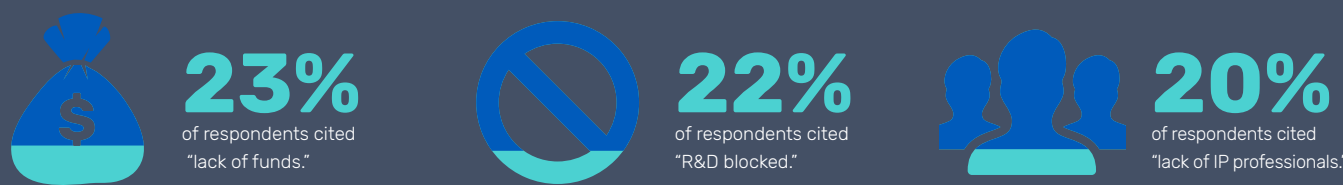


Globally, lack of funds is the primary obstacle to current IP activity

Top 3 obstacles to current IP activity in the West



Top 3 obstacles to current IP activity in the East



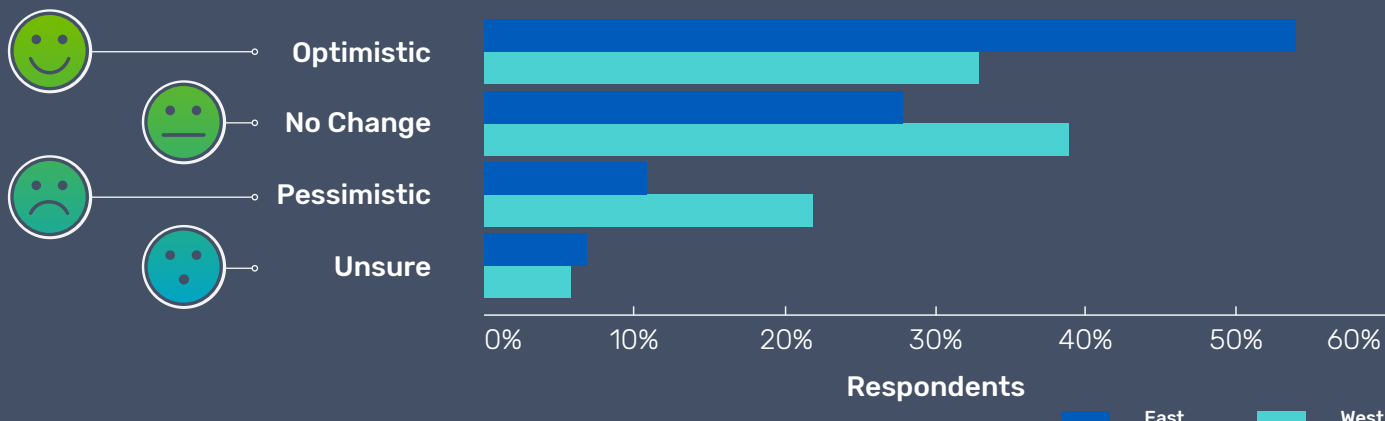
R&D is a top priority in the West

How respondents ranked R&D as a current corporate priority within their companies on a scale of 1 to 5 (with 1 being low priority and 5 being high priority).

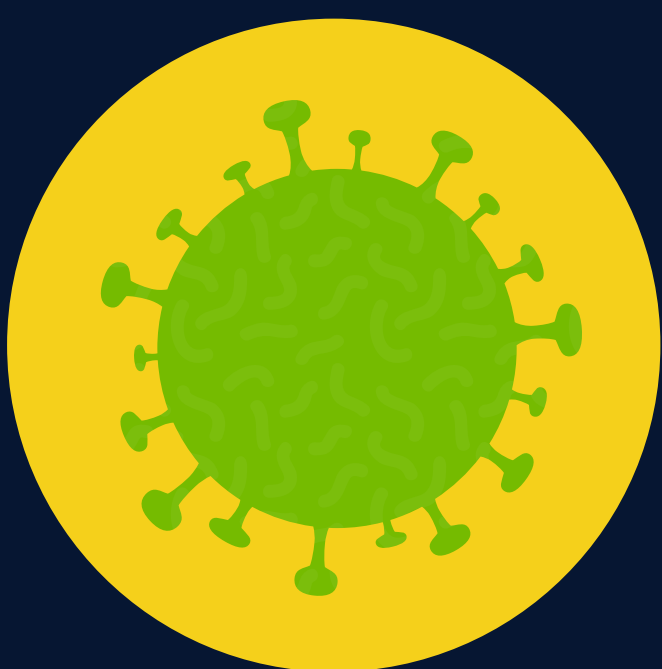
63% of respondents from western companies ranked R&D a 4 or higher, in comparison to 45% of respondents from eastern companies that ranked R&D a 4 or higher.



The East is more optimistic about the future of R&D investments

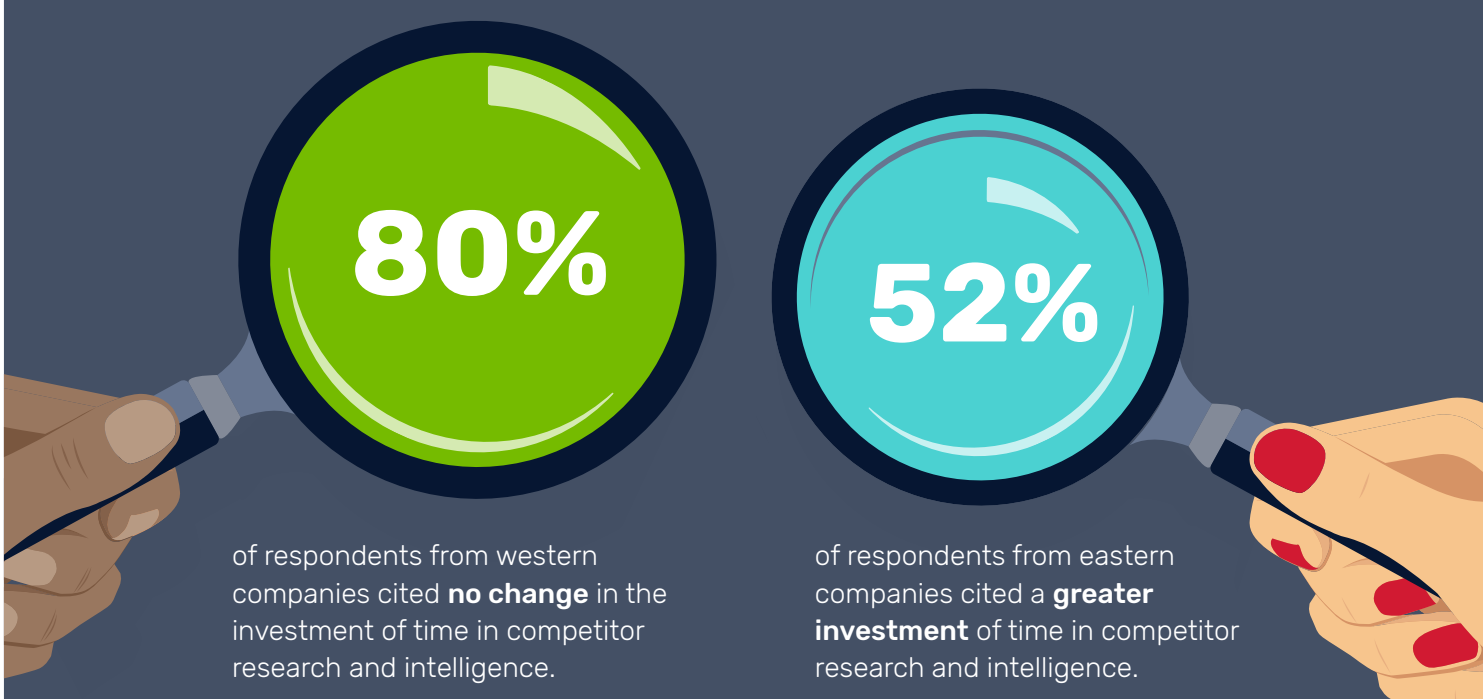


COVID-19 has caused a world-wide shift in innovation strategies



55% of respondents attributed their company's recent innovation strategy shift to COVID-19.

The East is keeping competitors in close view



** West refers to locations in the western hemisphere (i.e. North America, Western Europe, etc.).

* East refers to locations in the eastern hemisphere (i.e. Asia, Australia, etc.).