Appendix 1

Figure 2: Reasons to patent product innovation

![Figure 2: Reasons to patent product innovation](image)

*Reasons to patent product innovation*

- Enhance reputation: 47.9%
- Blocking: 81.8%
- Prevent copying: 95.8%
- Prevent suits: 58.8%
- For use in negotiations: 47.4%
- Licensing revenue: 28.3%
- Measure performance: 1.6%

% of respondents by reason (N=765) and standard errors

*Source: Cohen et al. (2000), Figure 7*

Figure 3: Reasons to patent process innovations

![Figure 3: Reasons to patent process innovations](image)

*Reasons to patent process innovations*

- Enhance reputation: 34%
- Blocking: 63.6%
- Prevent copying: 46.5%
- Prevent suits: 37%
- For use in negotiations: 23.3%
- Licensing revenue: 16.3%
- Measure performance: 5%

% of respondents by reason (N=674) and standard errors

*Source: Cohen et al. (2000), Figure 8*
Figure 4: For unpatented innovations, reasons not to patent

For unpatented innovations, reasons not to patent*

- Ease of inventing around: 1.45
- Defense cost: 1.33
- Application cost: 1.47
- Disclosure: 1.52
- Demonstration of novelty: 1.52

% of respondents by reason (N=1073)

*Source: Cohen et al. (2000), Figure 5