

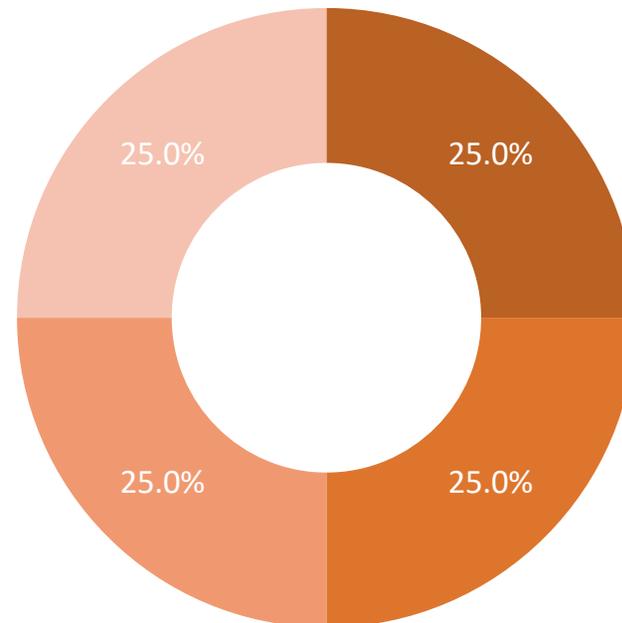
**Unlocking IP
Across Continents
Appendix 3
Survey Results
BY GENERATIONS**



This Appendix Compares Each Survey Question BY GENERATION

Q3. What year were you born?

- 1946-1964 Boomers
- 1965-1980 GenX
- 1981-1996 Millennials
- 1997-2005 GenZ



Four Generations Surveyed

N = 400 **Boomers (born between 1946-1964)**

N = 400 **GenX (born between 1965-1980)**

N = 400 **Millennials (born between 1981-1996)**

N = 400 **GenZ (born between 1997-2005)**

N = 1600 **Combined Total**

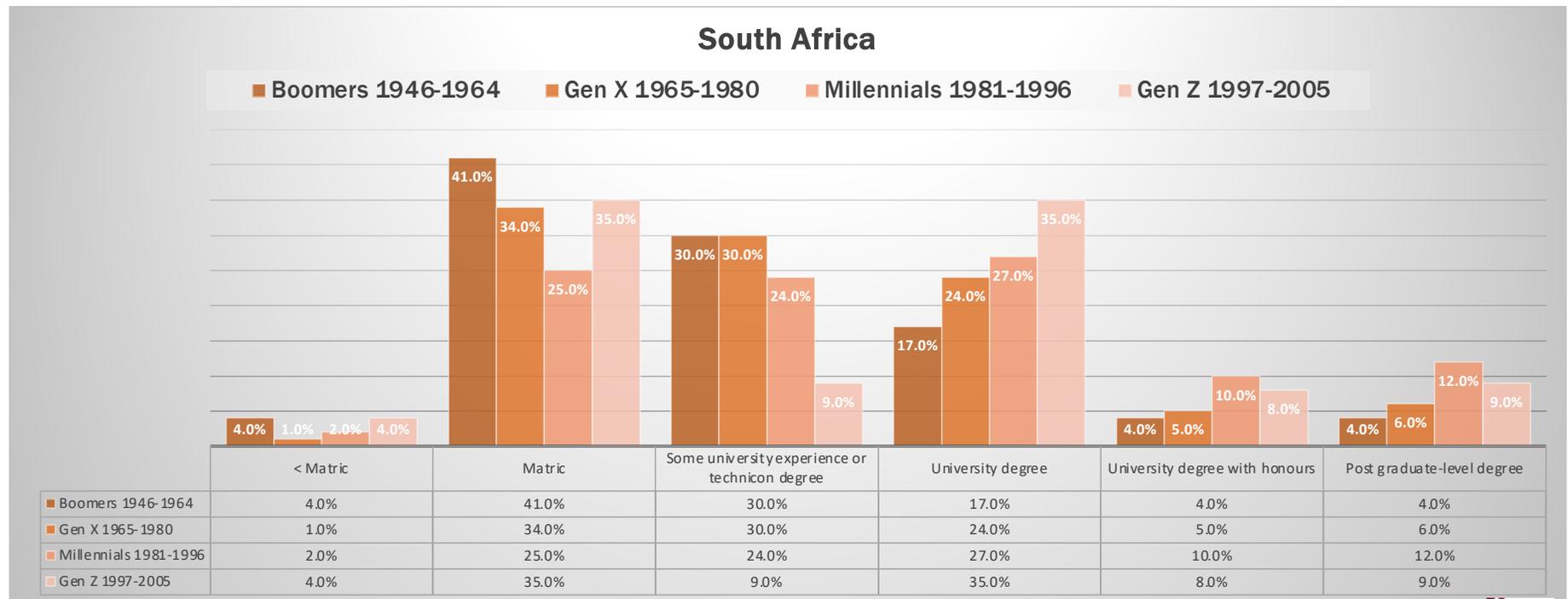
Q2. Gender BY GENERATION

Q2. What is your gender?

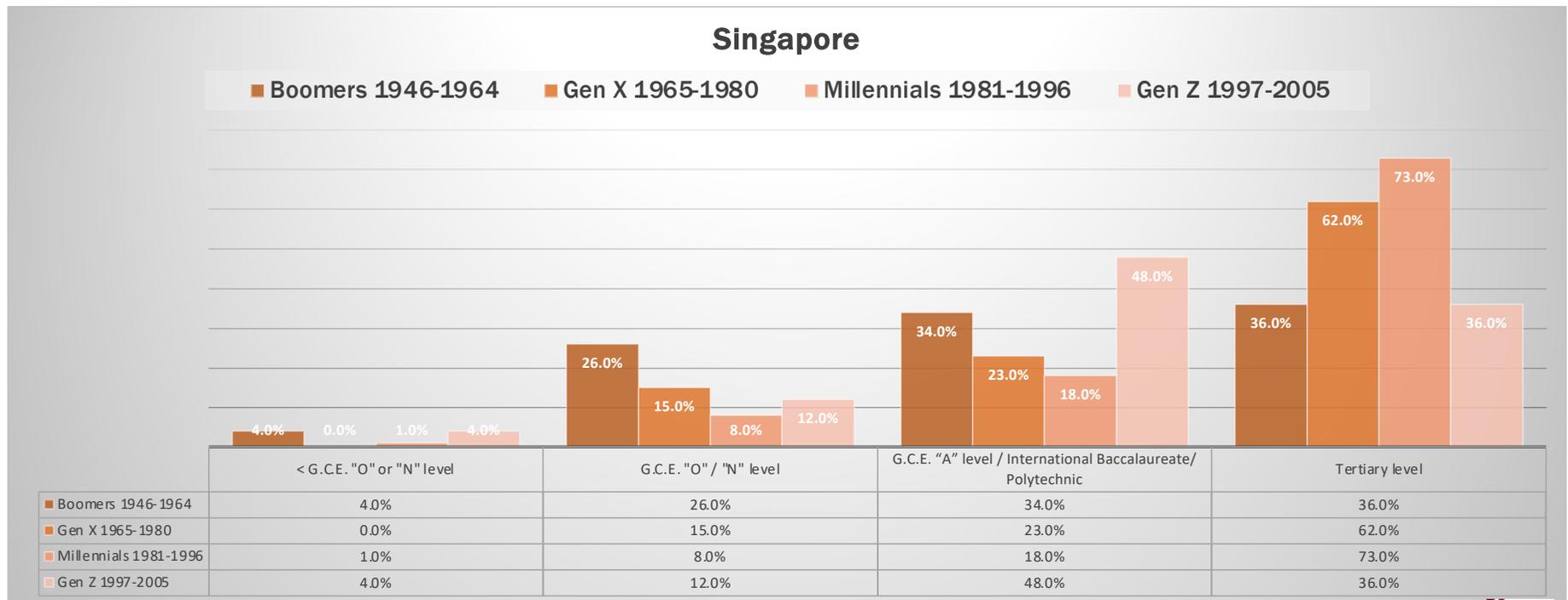
■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



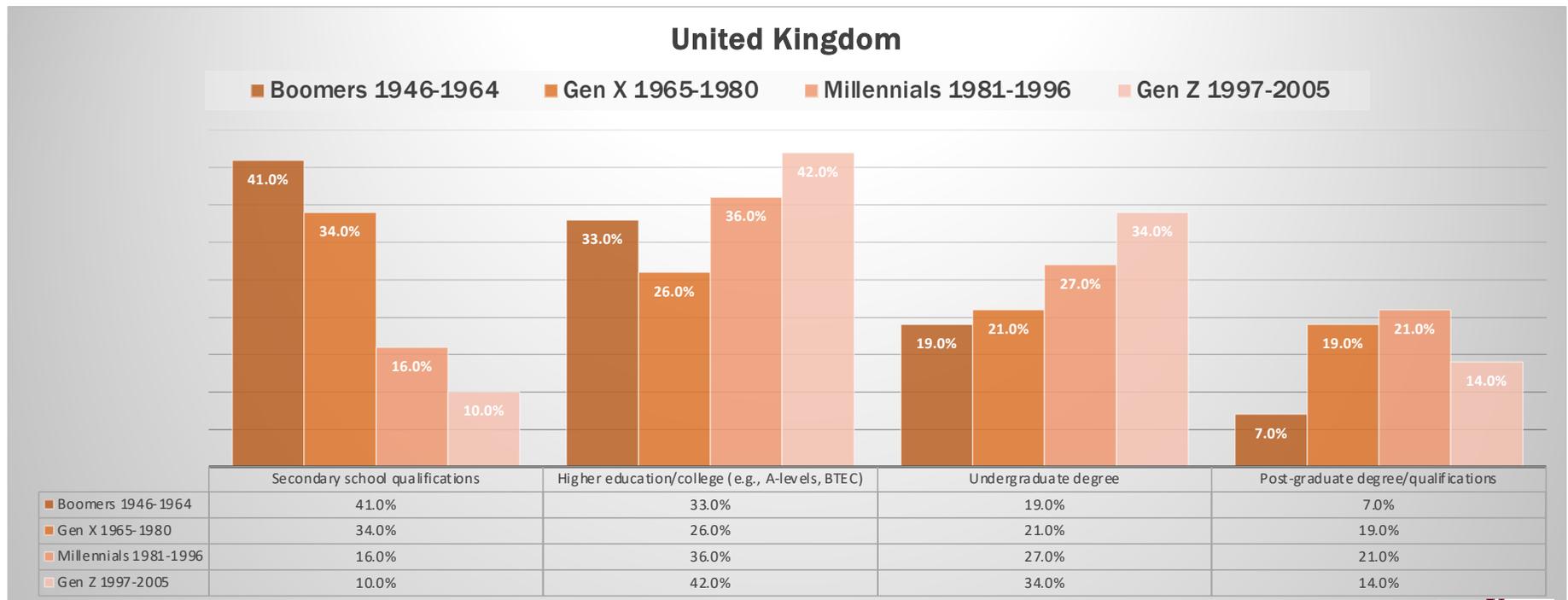
Q4. Education within Each Country by Generation



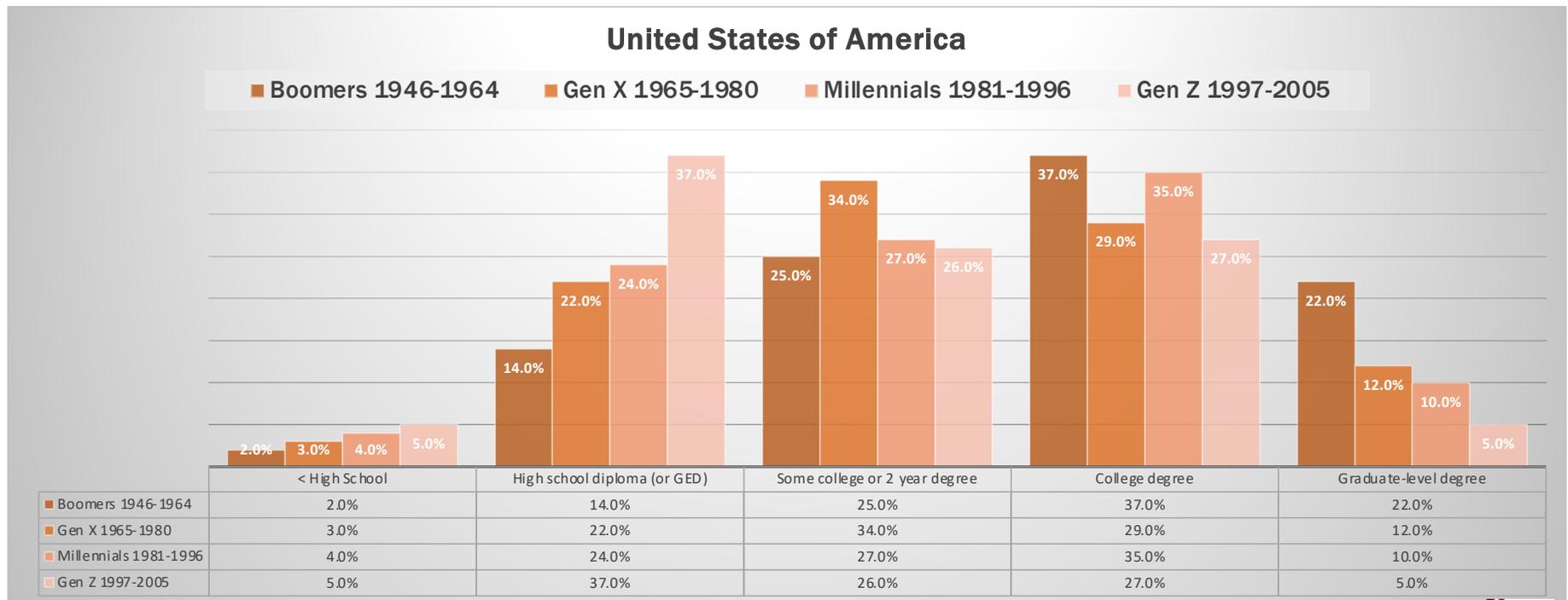
Q4. Education within Each Country by Generation



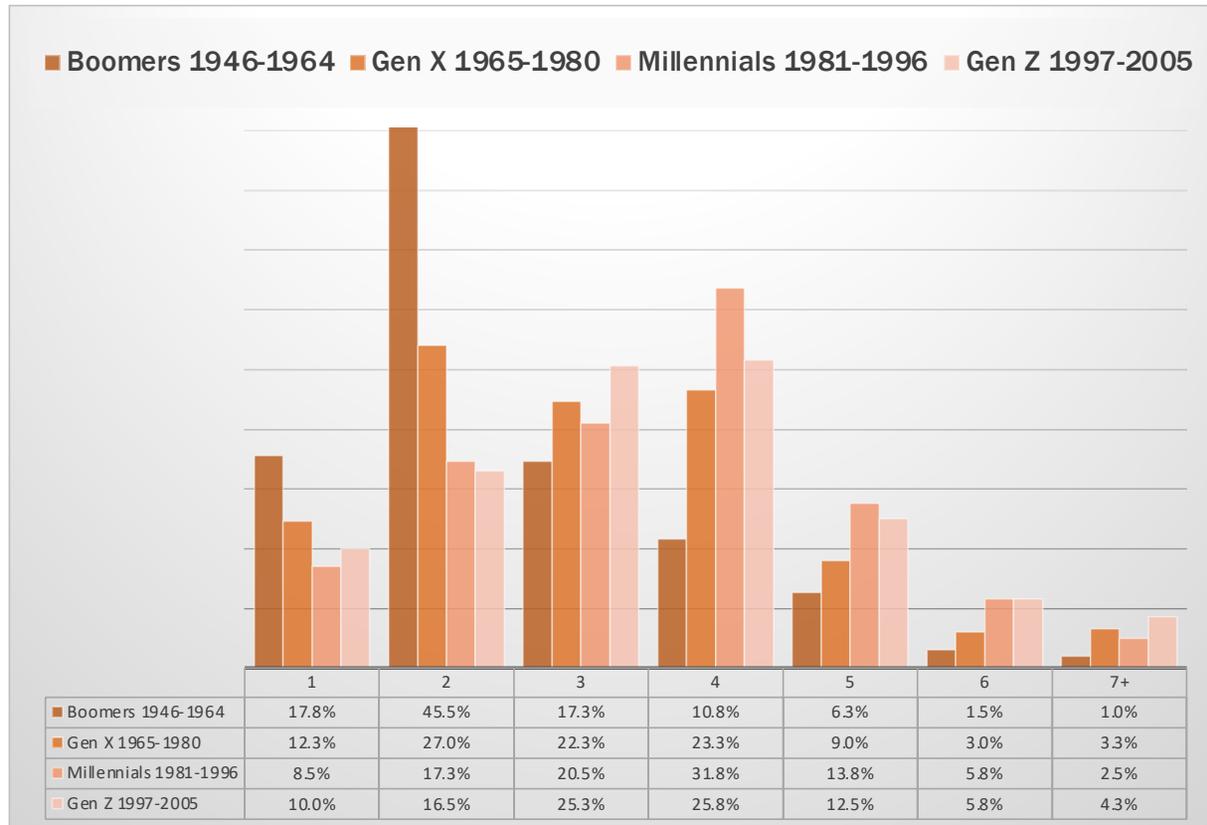
Q4. Education within Each Country by Generation



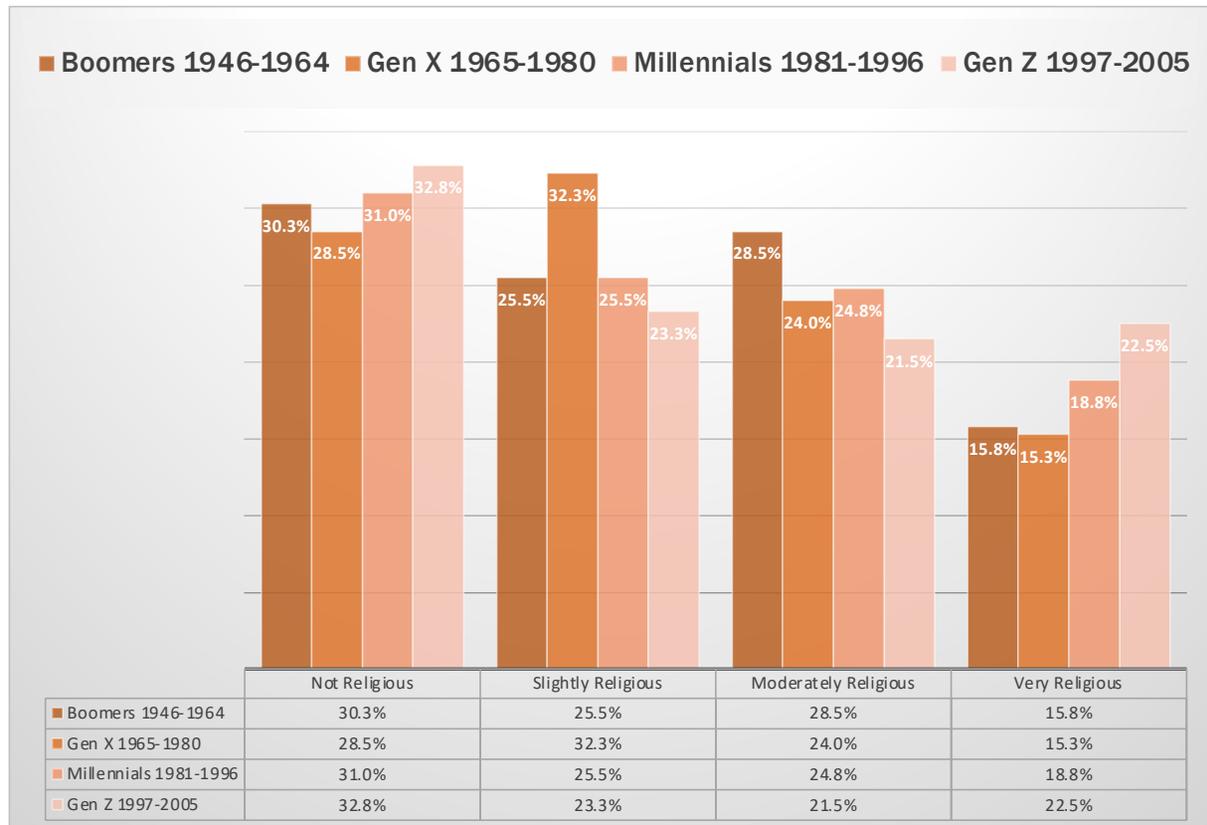
Q4. Education within Each Country by Generation



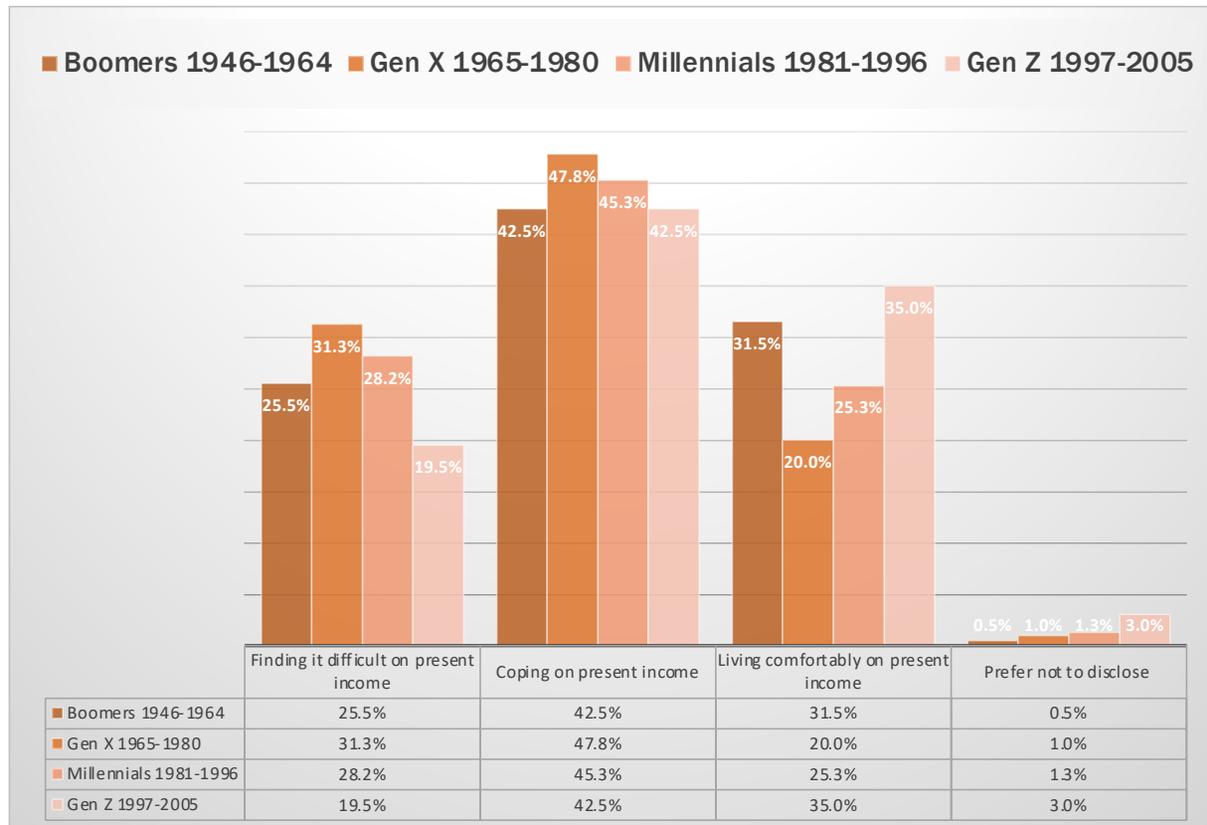
Q6. How many people, including yourself, live in your household?



Q7. Regarding religious practices, do you consider yourself . . .



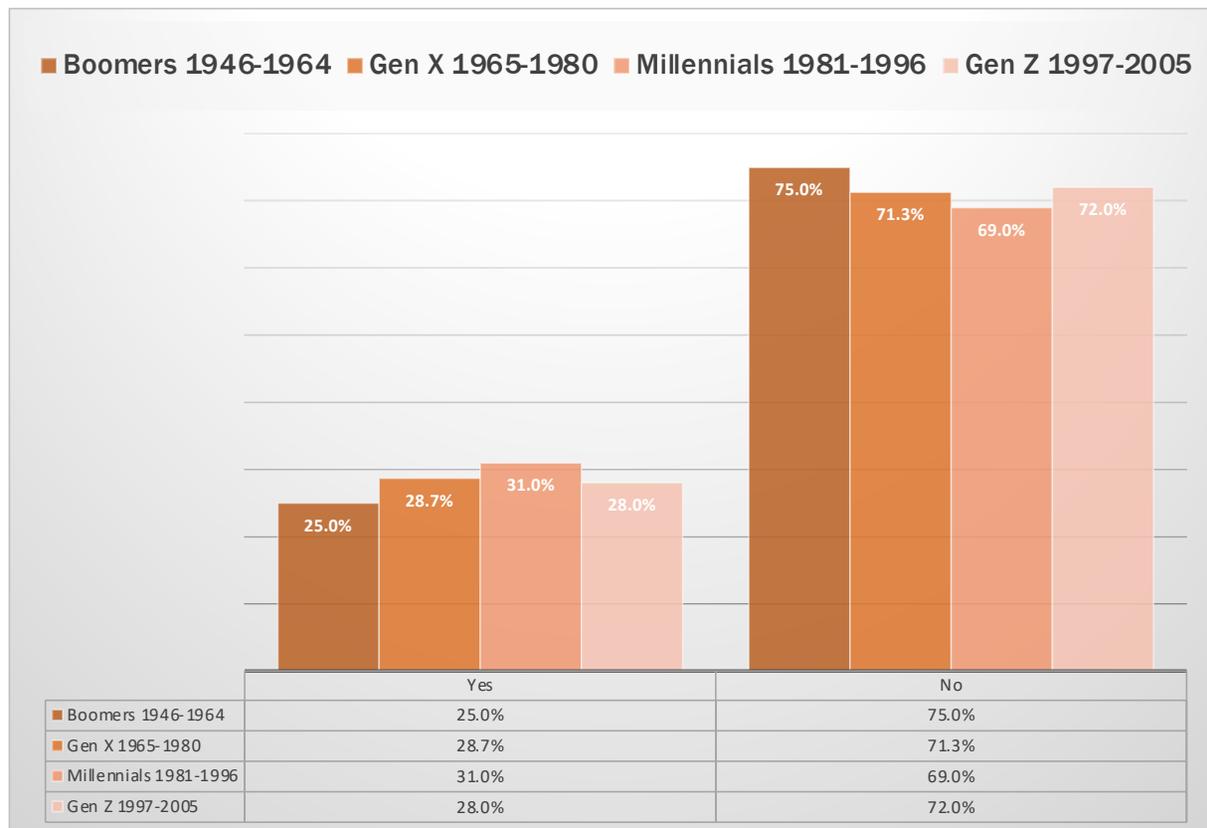
Q9. How do you feel about your household income?



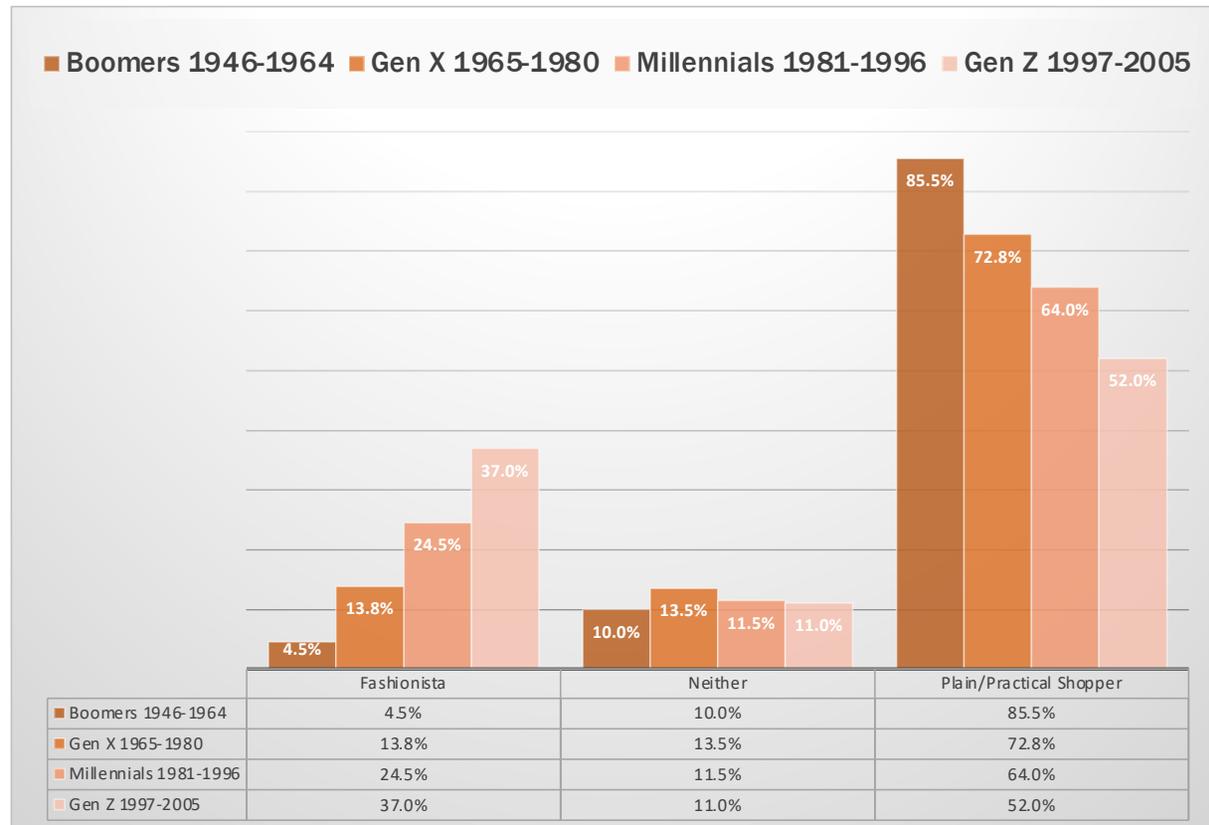
Q10. What
is your
occupation?

Warehouse assistant administrator Construction
Director Unemployed Engineer worker
Employed **manager** Civil servant
Retail Student **Retired** driver Teacher
Officer Full time sales Senior Healthcare

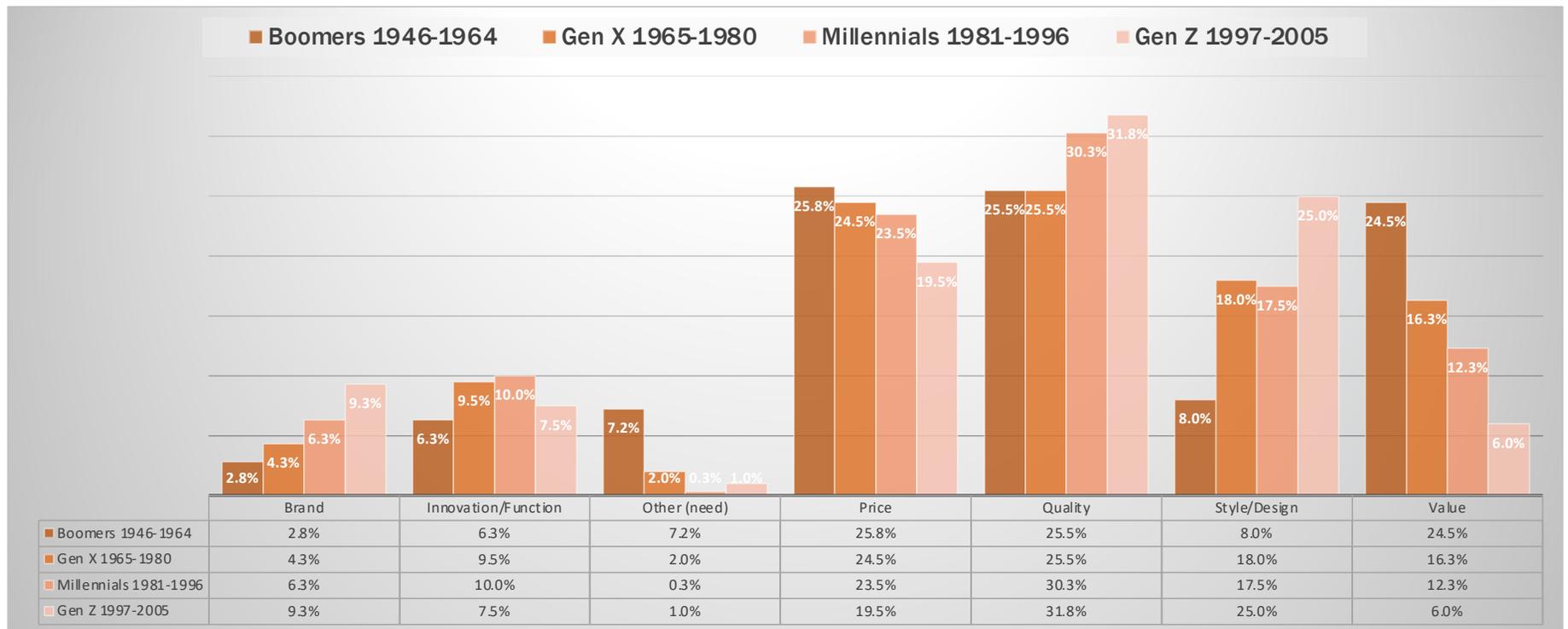
Q11. Have you ever been a business owner?



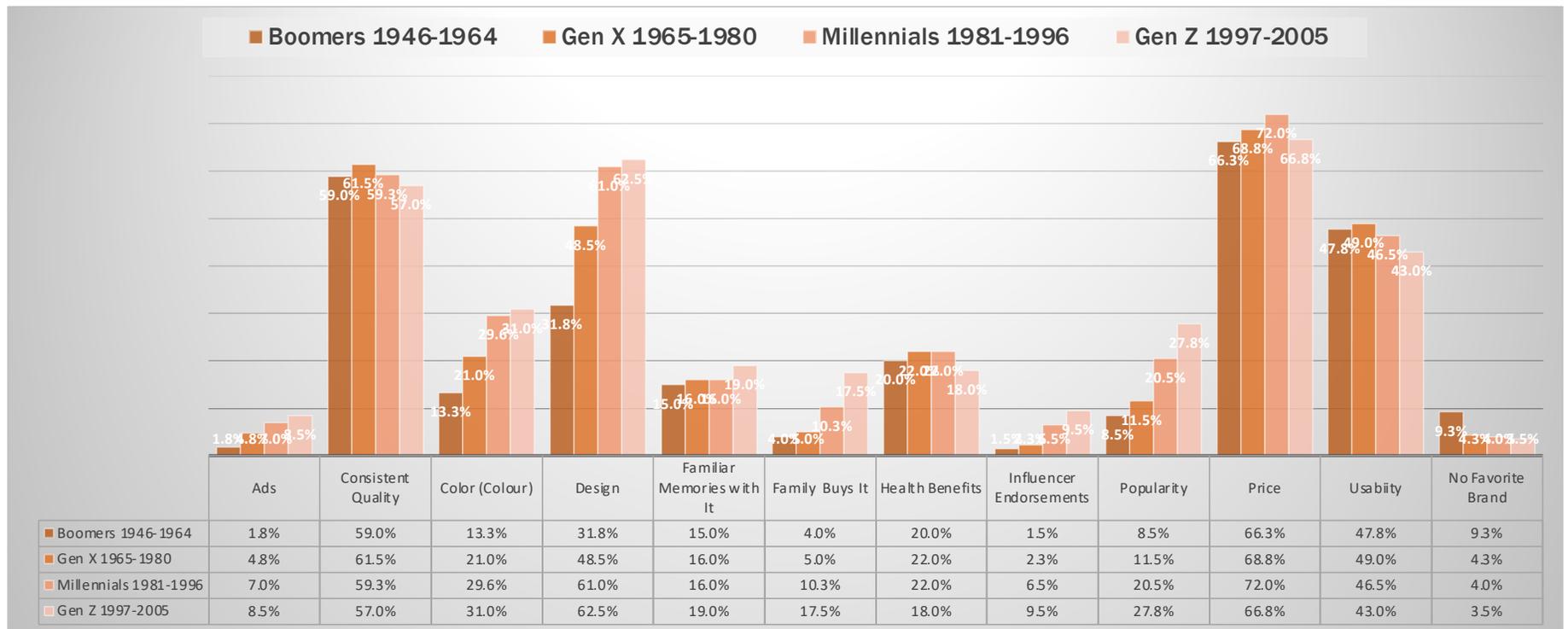
**Q12. Do
you
describe
yourself as
a**



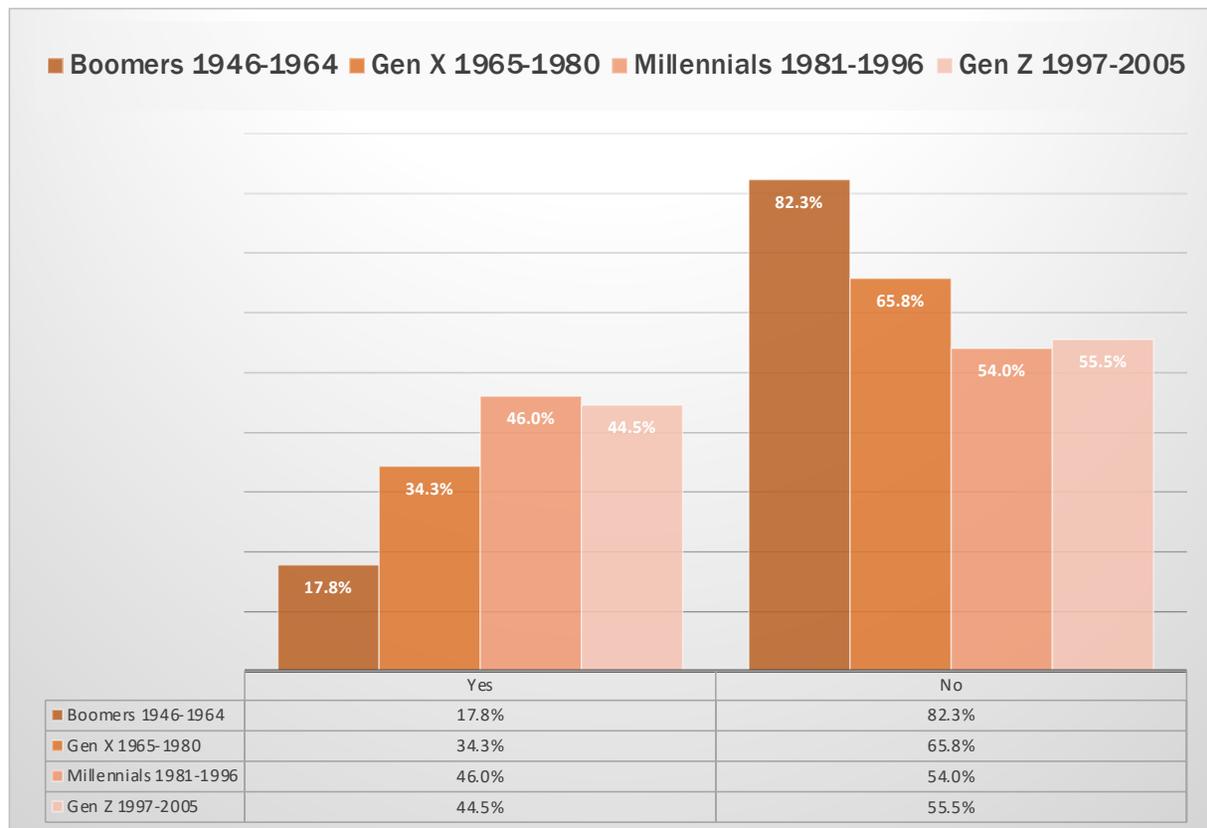
Q13. What is your top reason for purchasing a product?



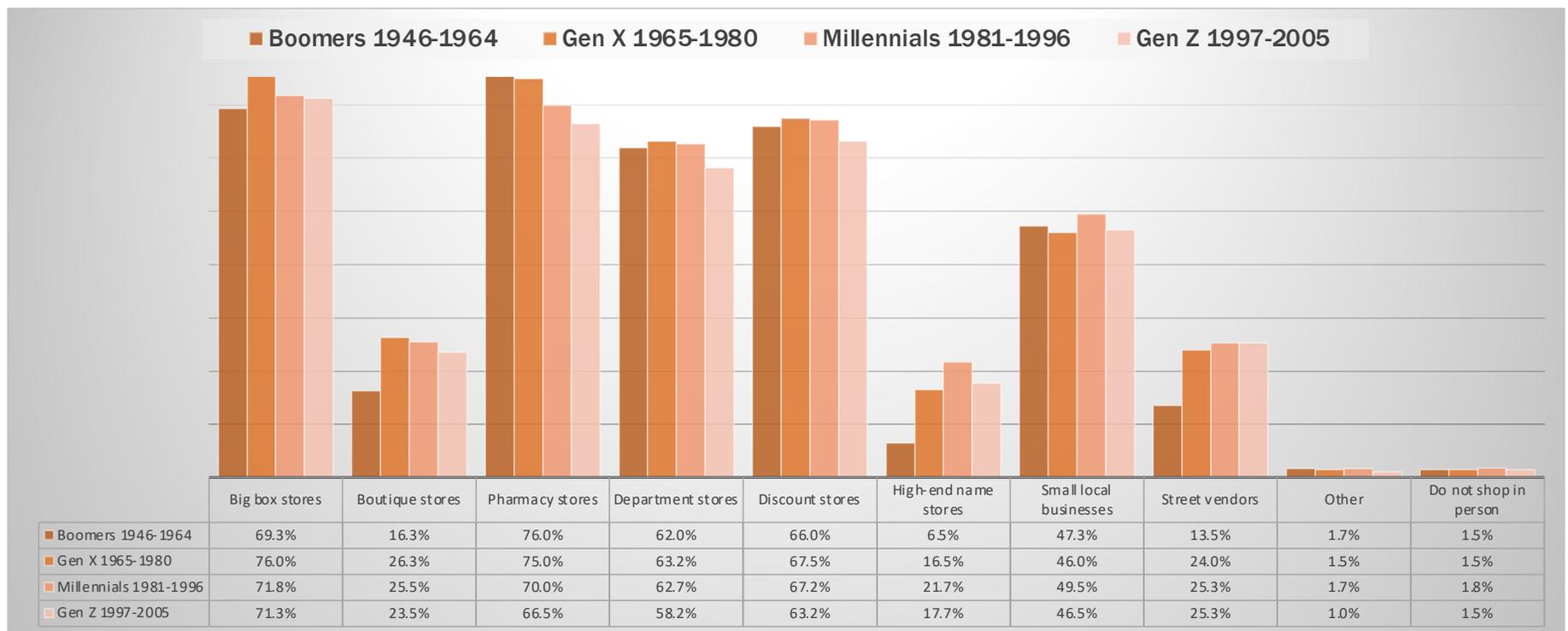
Q14. When choosing a favorite brand, what makes you prefer it? Check all that apply.



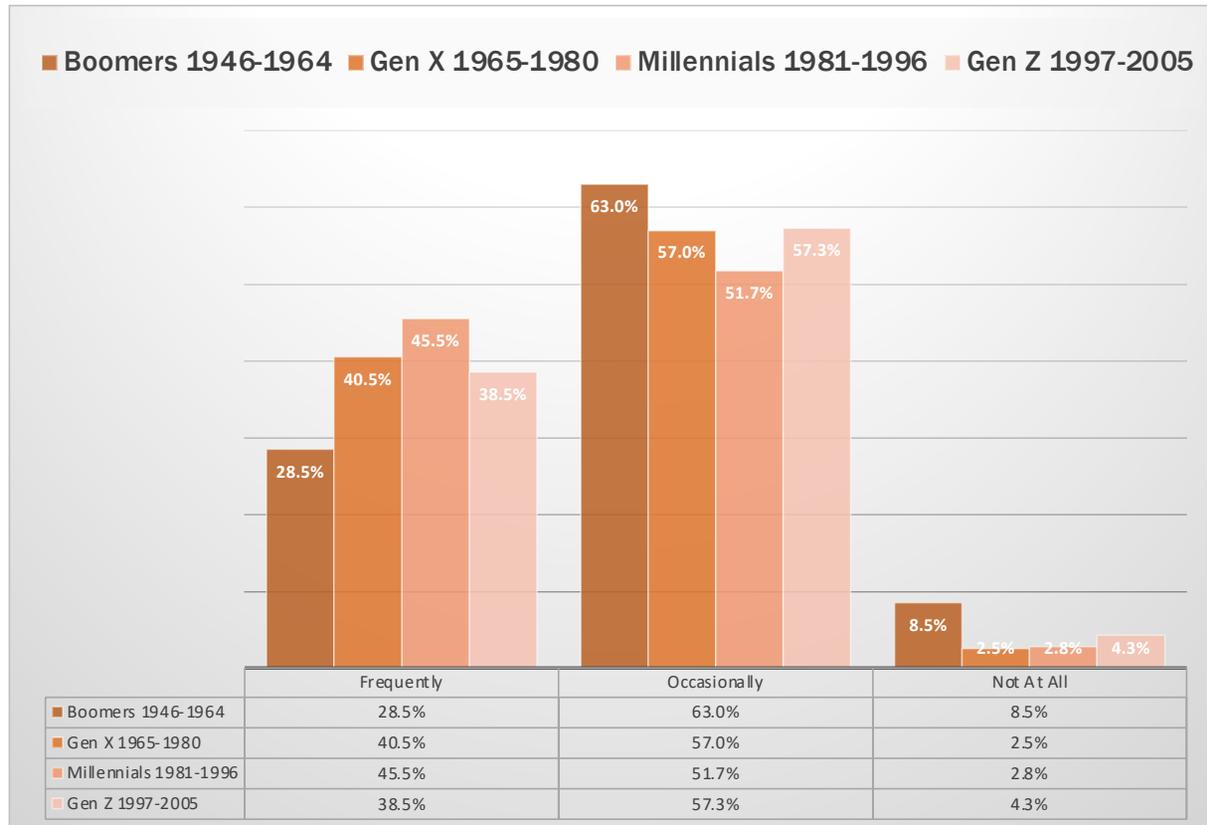
Q15. Are you likely to be first to buy when a brand reveals a new product?



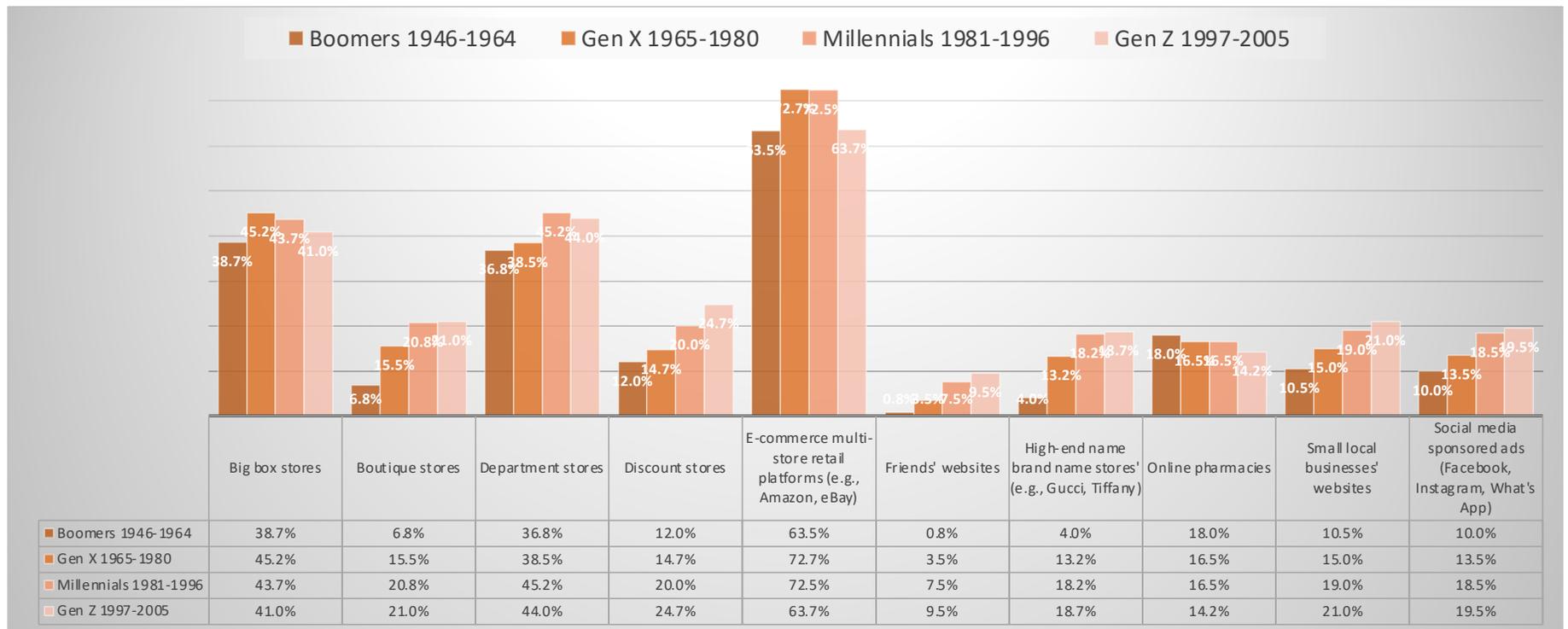
Q16. When shopping in person, do you purchase from any of these entities?



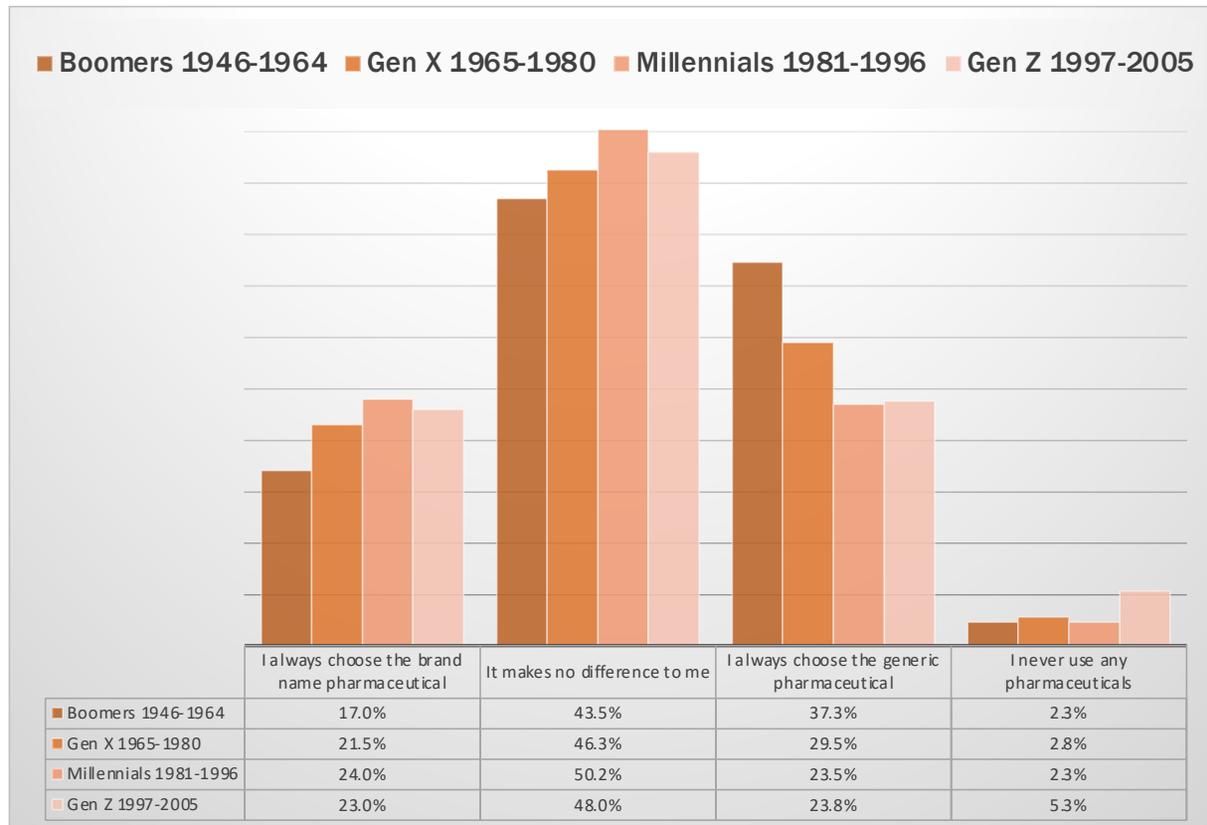
Q17. How often do you shop online?



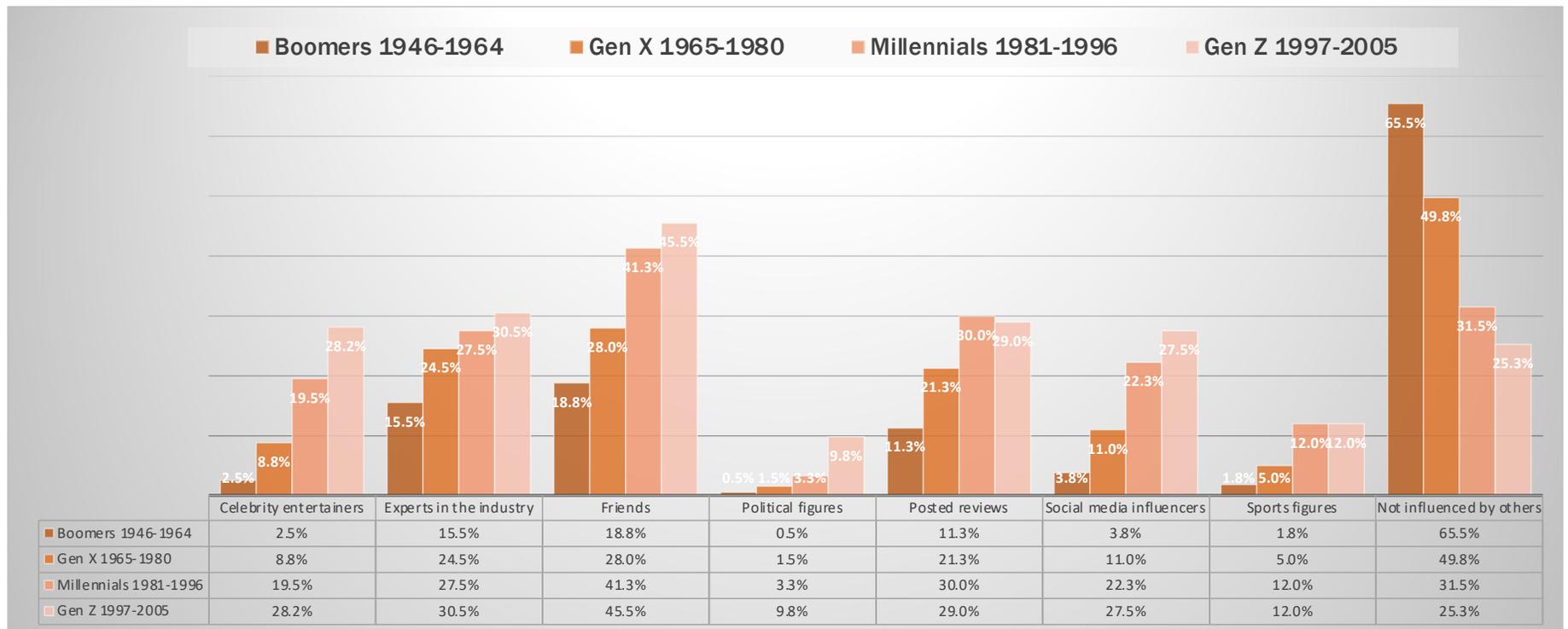
Q18. When shopping online, do you purchase from any of the following e-commerce platforms?



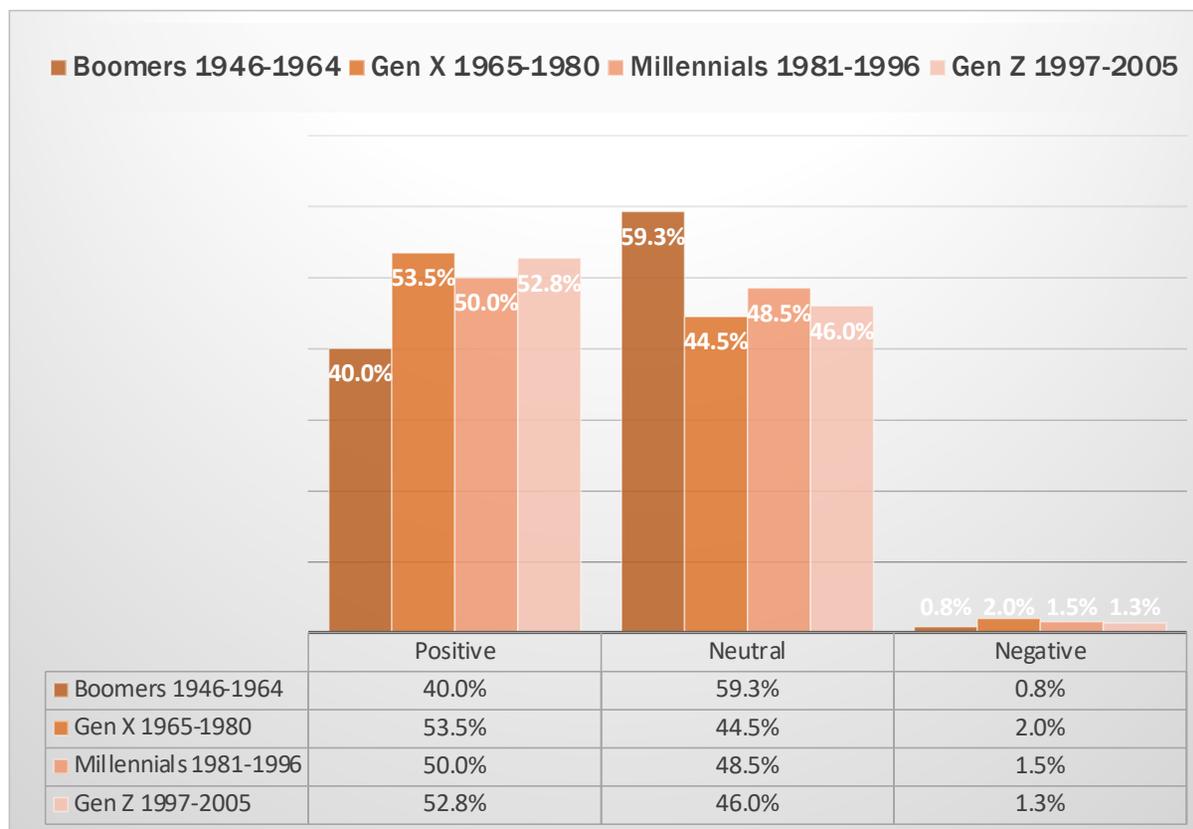
Q19. If you have a choice between a generic pharmaceutical and a brand name pharmaceutical . . .



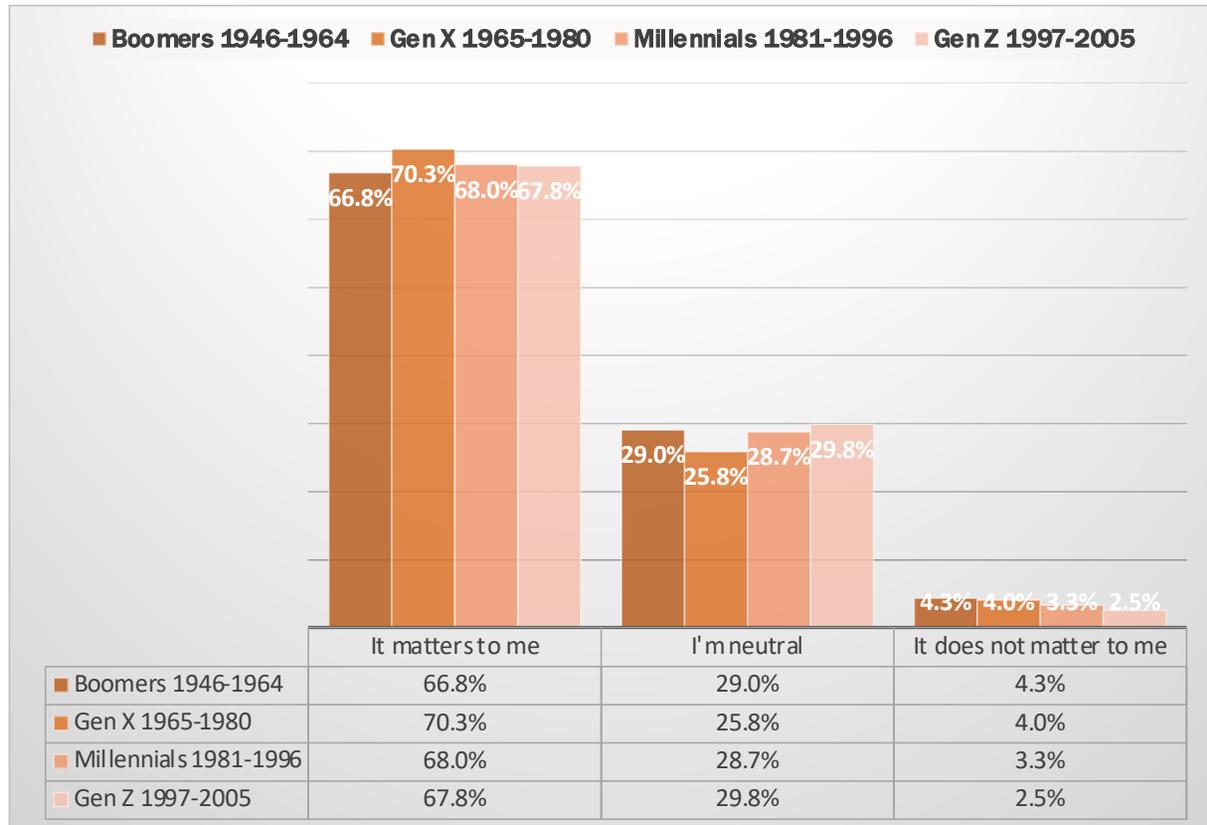
Q20. Are your purchases influenced by endorsements from anyone?



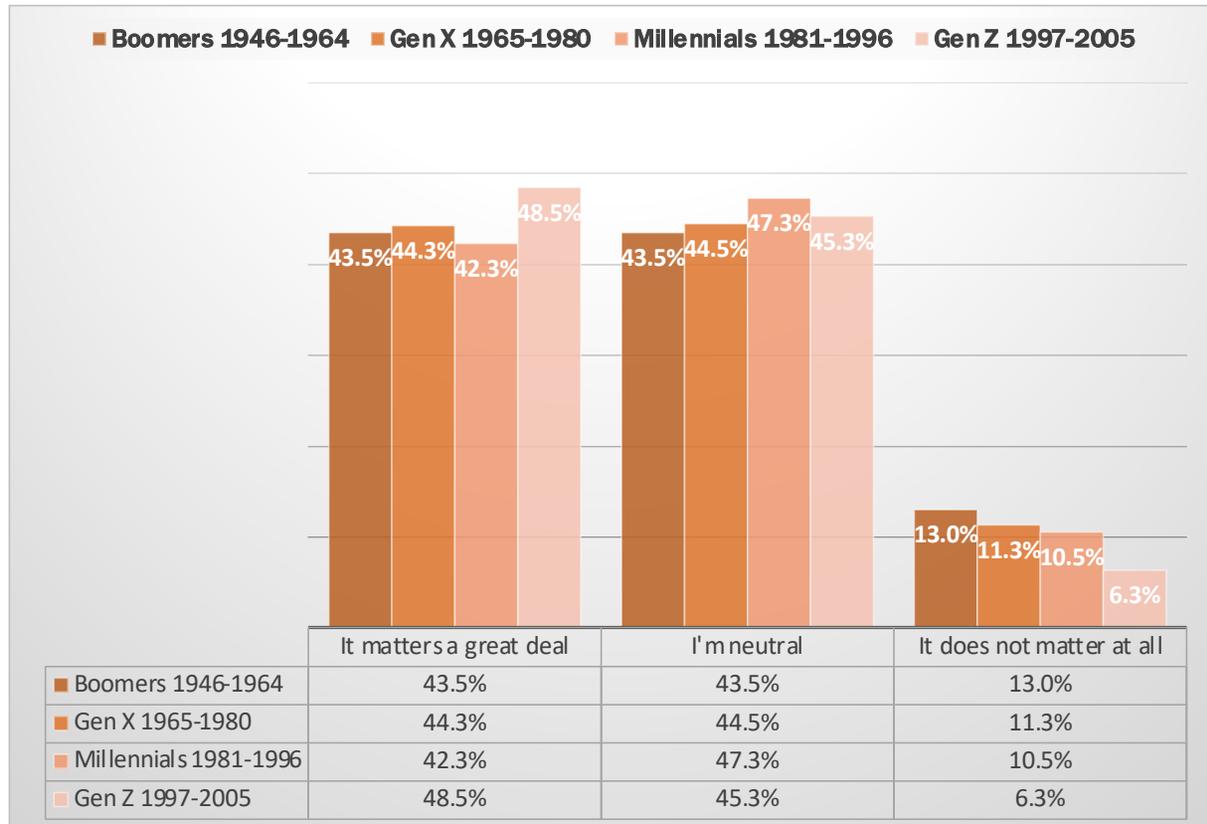
**Q21. My view
of
trademarks/
brands is . . .**



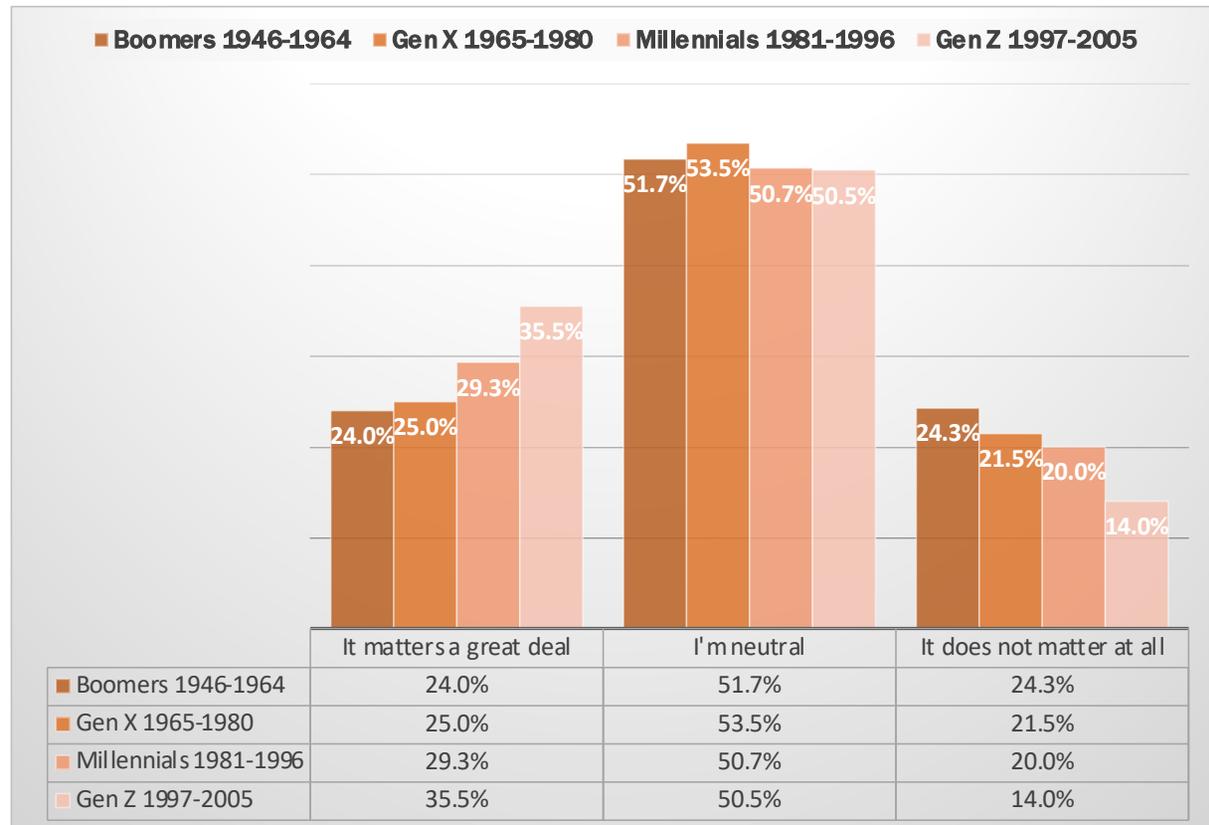
Q22. I care whether brand-name products are authentic and safe.



Q23. I care whether brand-name businesses are environmentally conscious.



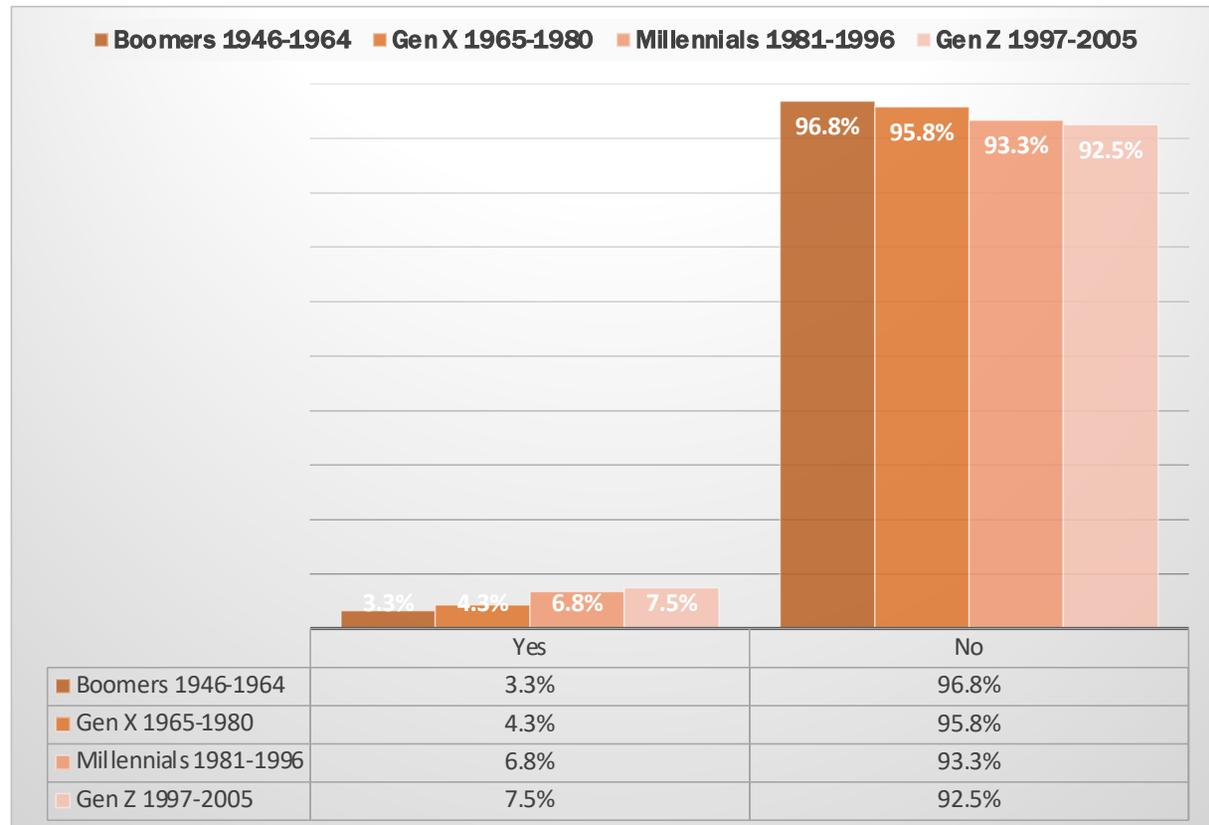
Q24. I care whether brand-name businesses are politically correct.



Q25. What do you like to hear about brands?

promotion reviews interested value friendly
quality products customers really
discounts hear **good prices** consistent
positive brand quality employees
new products products new
offers Nothing made sure service
value money care quality

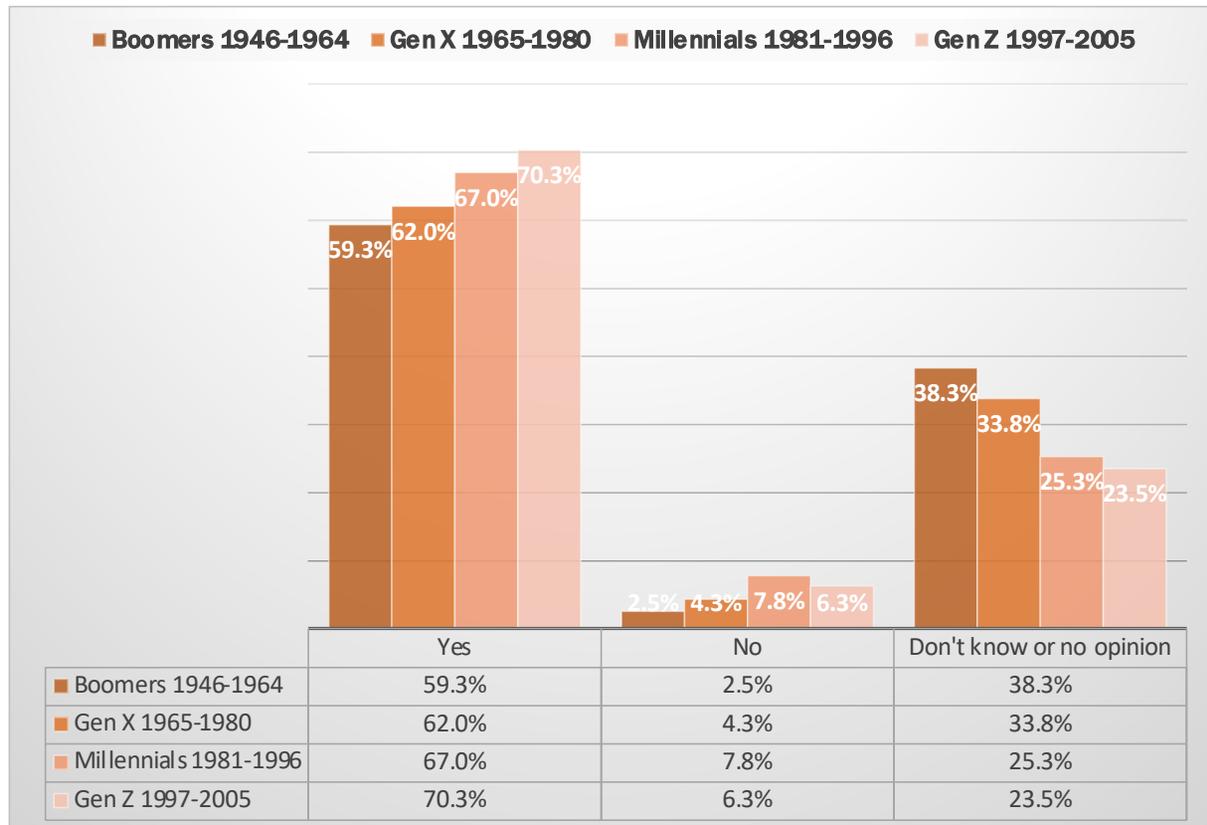
Q26. Did you ever try to protect the name of a business, products or services by applying for a trademark registration?



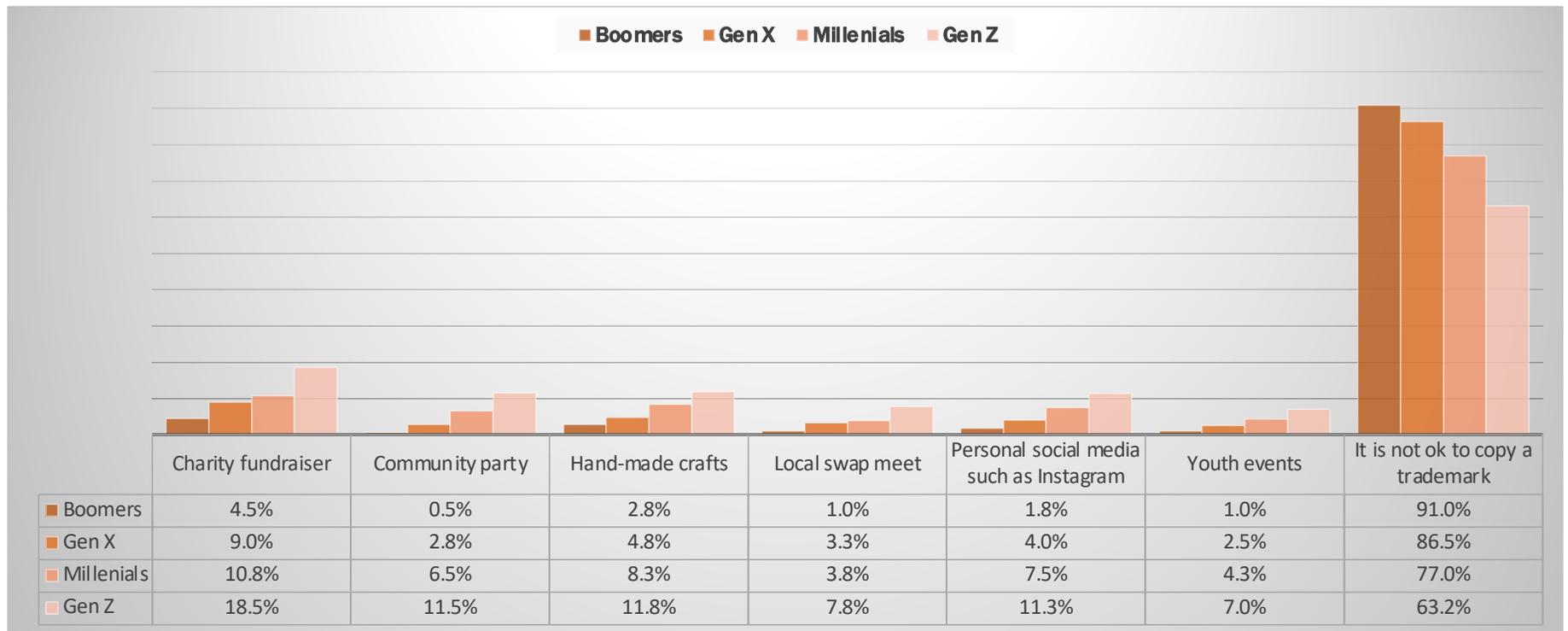
Q27. If yes,
please
describe?

business
good name
protect

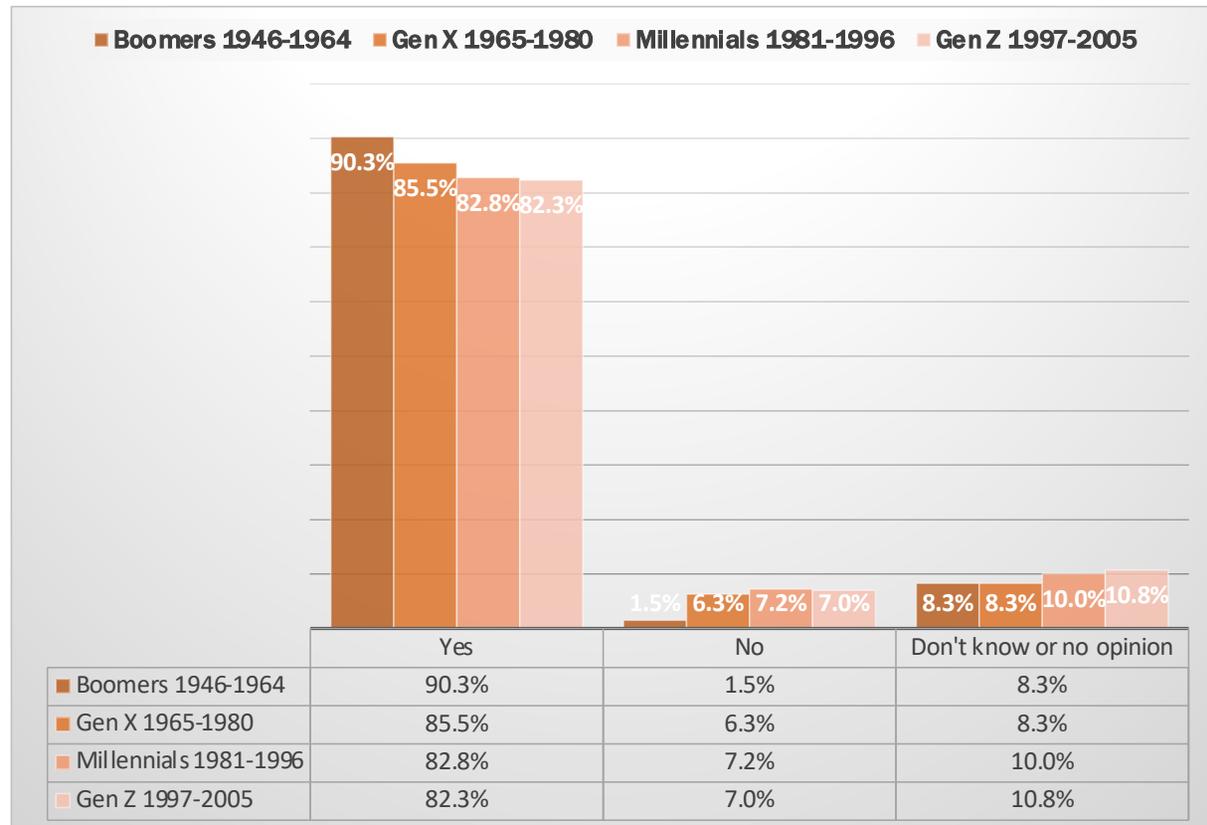
Q28. Do business owners do the right thing by getting trademark registration(s) for the brand names of goods or services they offer?



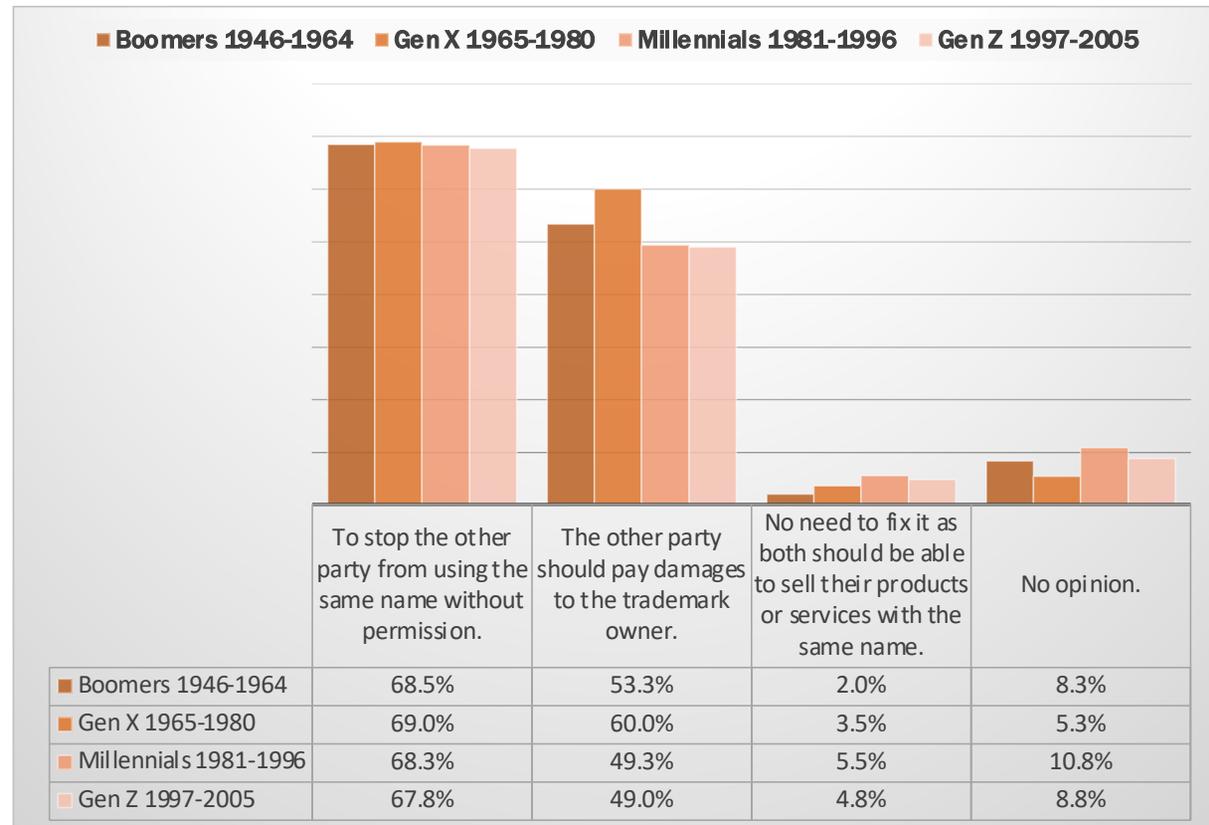
Q29. I feel it is ok to copy or use someone else's trademark/brand name without permission, if it is used in . . .



Q30. Should trademark / brand owners be able to stop someone from using their brand name without permission?

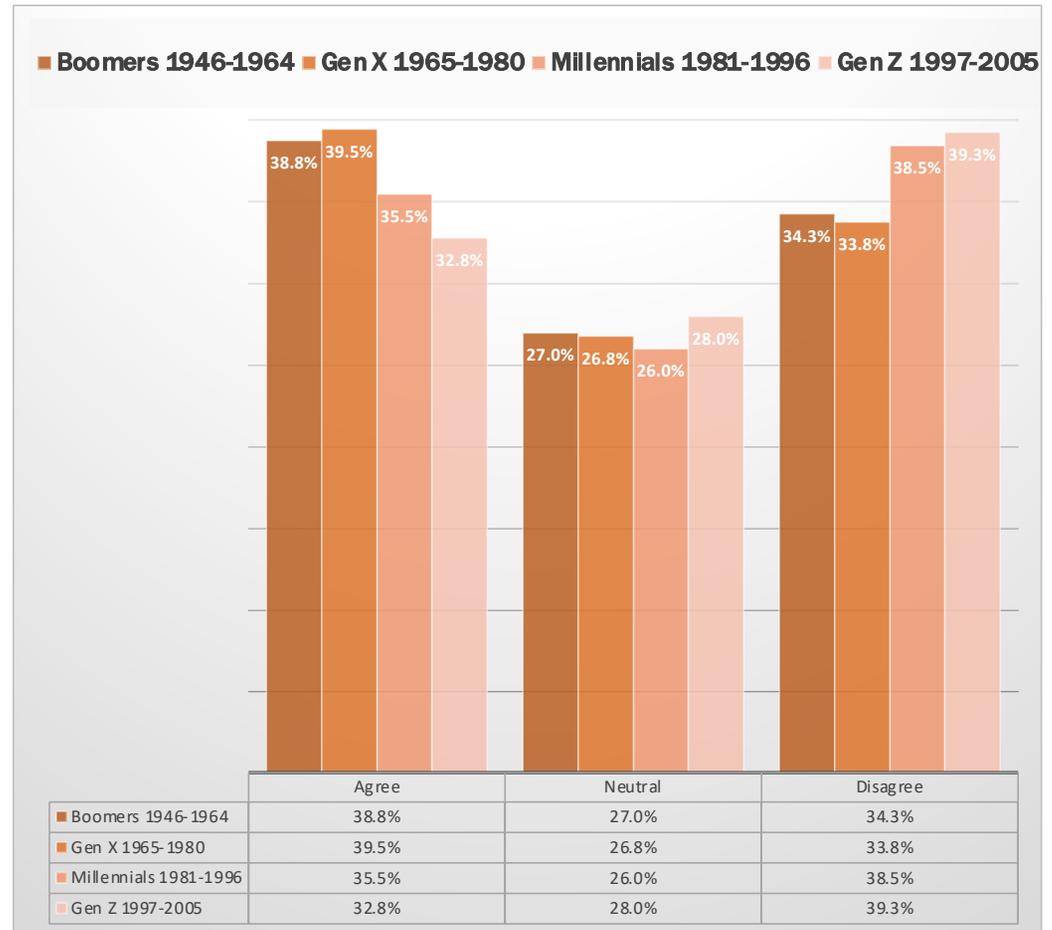


**Q31. If a trademark/
brand name is used without permission, the appropriate way to fix it is . . .**



A large international company owns the registered trademark "TEQUILA TUESDAY" and built a following for the brand. The corporation's lawyer sent a letter to a local community Mexican style bar, requesting it stop promoting a Tuesday night special called "Tequila Tuesday" where they sell tequila for half price.

Q32. Do you agree or disagree that the Mexican style bar should have to stop using the "Tequila Tuesday" term?

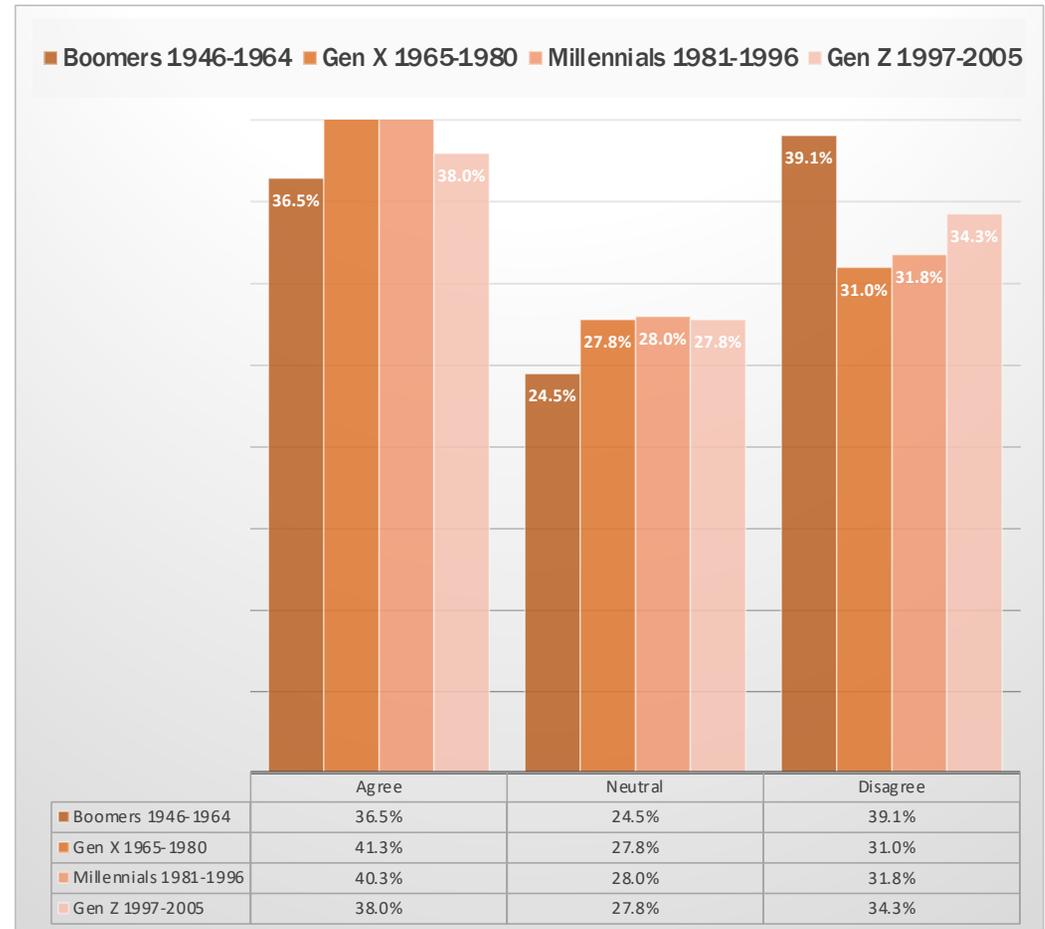


Q33. Why do you say that?

advertising infringement nothing night two
Yes different company name using name phrase first
good day week business know drink company term really
dont opinion Tequila Tuesday ok
copying small event **brand** name right selling
specific Tequila s product generic local promotion
rather Tuesday using **trademark** one reason Don t
matter local bar bar sure words thinktrade mark already
saying someone day registered trademark registered Mexican bar
harming registered trademark copyright big company

A local manufacturer employs a lot of people in your hometown. It has been making “SUPER STRONG” glue for the last 20 years. Recently this local manufacturer registered “SUPER STRONG” as a trademark for glue. Now it is the only one who can sell glue called “SUPER STRONG”. The company's lawyer is sending letters requiring other businesses to stop selling “SUPER STRONG” glue.

Q34. Do you agree or disagree that this company should stop others from selling "Super Strong" glue to consumers?

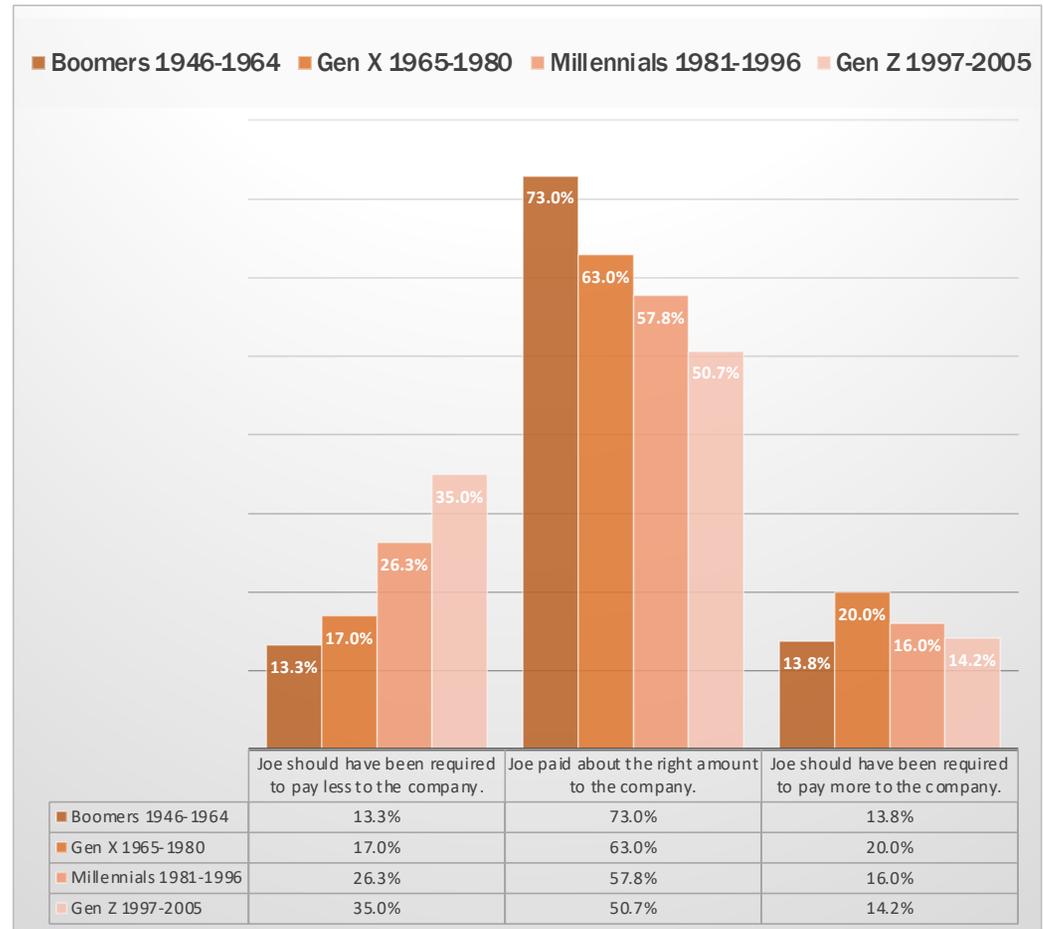


Q35. Why do you say that?

don't manufacturer shouldn't applied don't know
trade brand name super think
specific **super strong** company's description law
enough business brand **glue** name good really
called know product **trademark** say trade mark
able selling using **trademark** made change
sounds words generic registered
Anyone opinion stop generic term right sure
another common

Q36. Joe selling counterfeit shoes. Which response do you feel is the most correct?

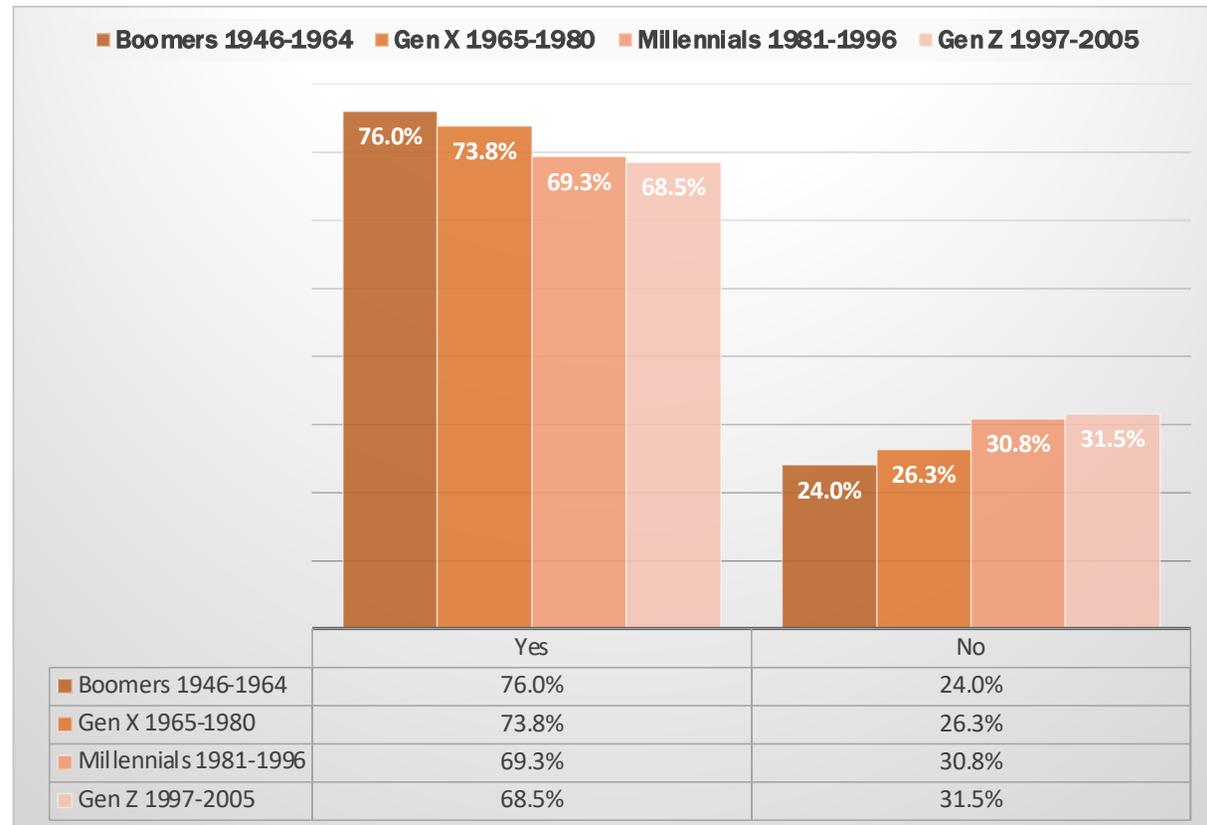
Joe is selling counterfeit basketball (running) shoes at the local swap meet. The company that makes the real shoes took Joe to Court. During the Court case, Joe said, "I didn't know I was doing anything 'that' wrong." The judge threw the book at him. Joe had to pay the shoe company all the profit made from selling these fake shoes. Plus, Joe had to pay all the company lawyers' court fees. It almost bankrupted Joe.



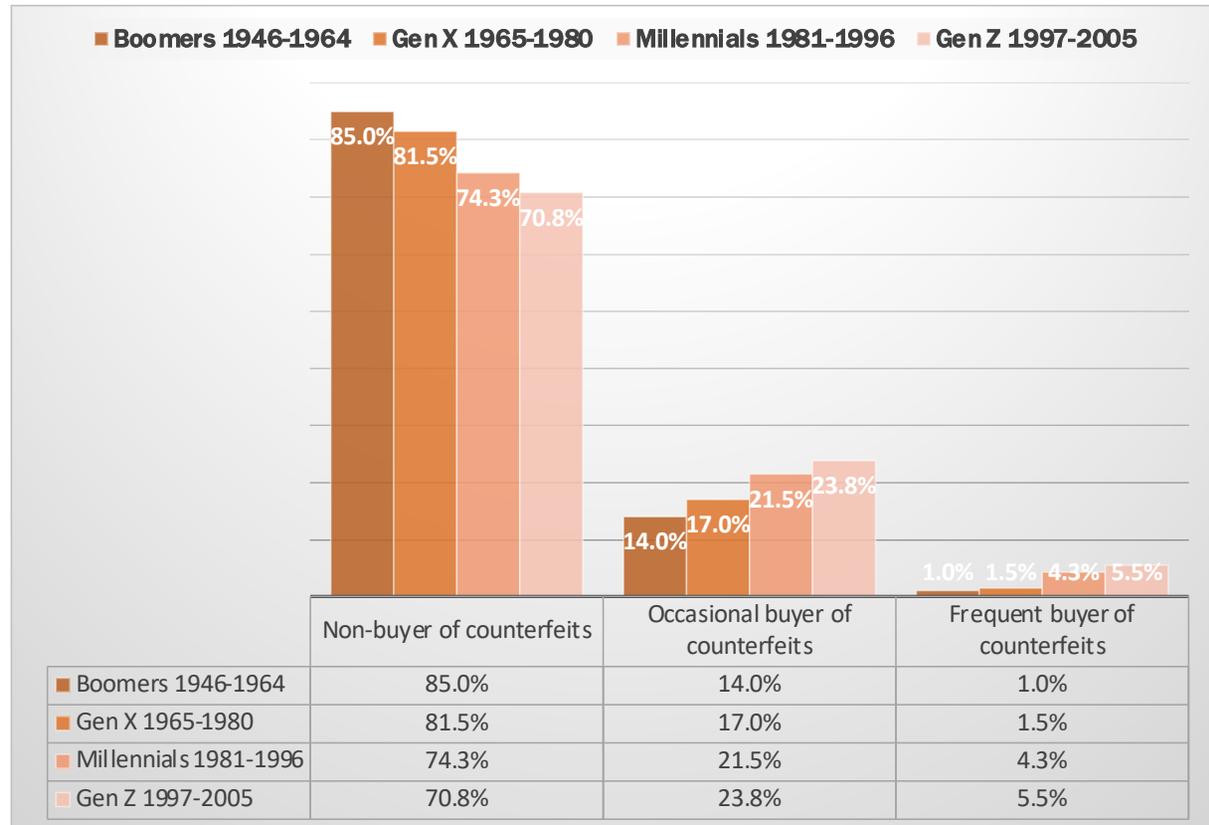
Q37. Why do you say that?

shouldn't
right amount
consequences
selling counterfeit
business broke
compensation
profits
think
selling fake
damage people opinion
buying aware
right
knew
goods
company
law
one
brand
judge
fake
made
Joe pay
selling
court
action
counterfeits
real
lawyer products
wrong
go's
shoes
fair
copy
used
trademark took
knew wrong
breaking law
illegal
will
Yes
selling counterfeit goods
money
stole
must
known
wrong
customers
thing
reputation

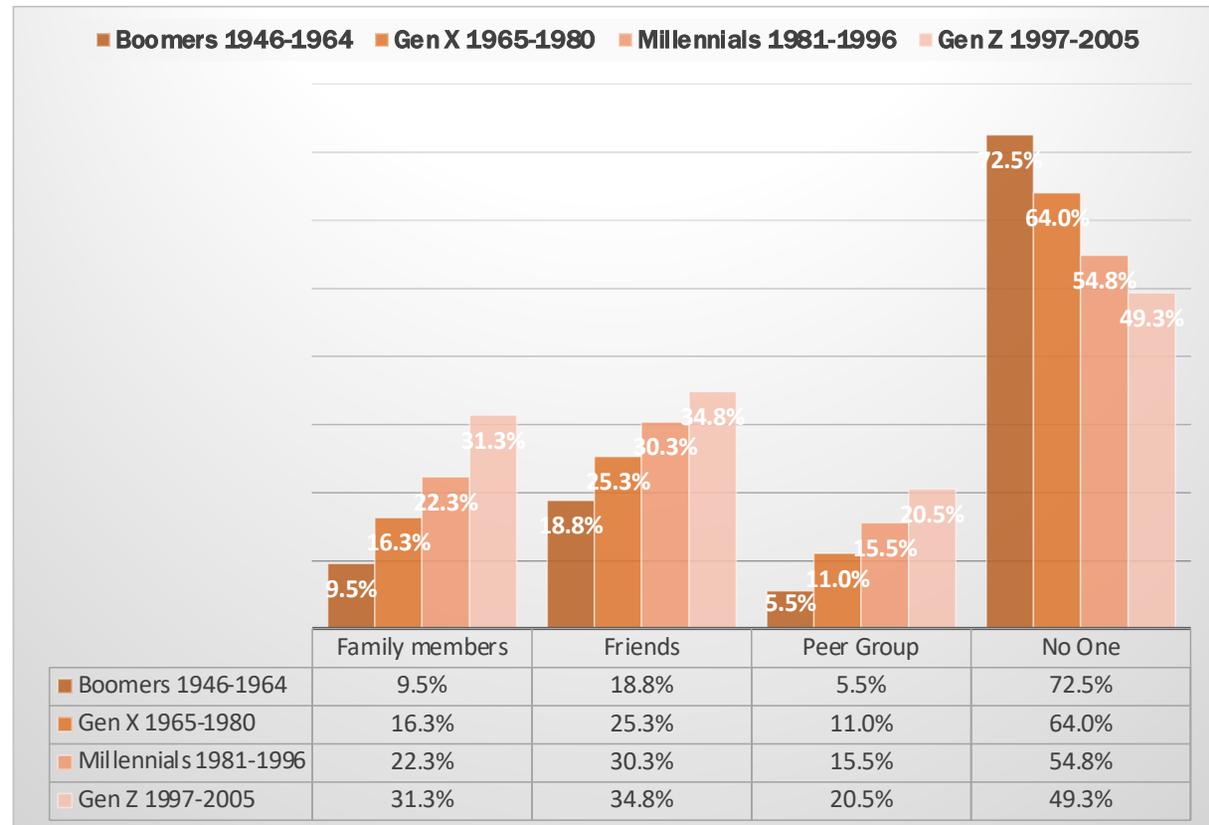
Q38. Are you upset if someone makes fakes or counterfeits of your favorite brand?



Q39. Which of these best describes your purchasing habits?

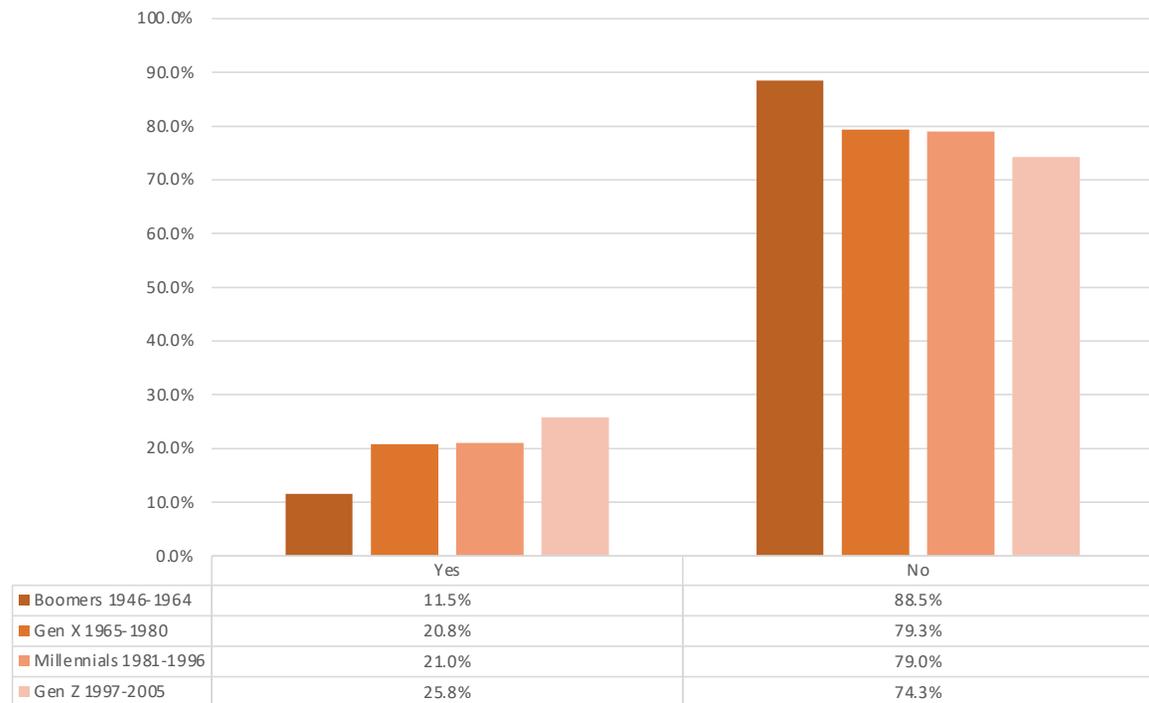


Q40. Others around me are ok with purchasing fakes or counterfeits.



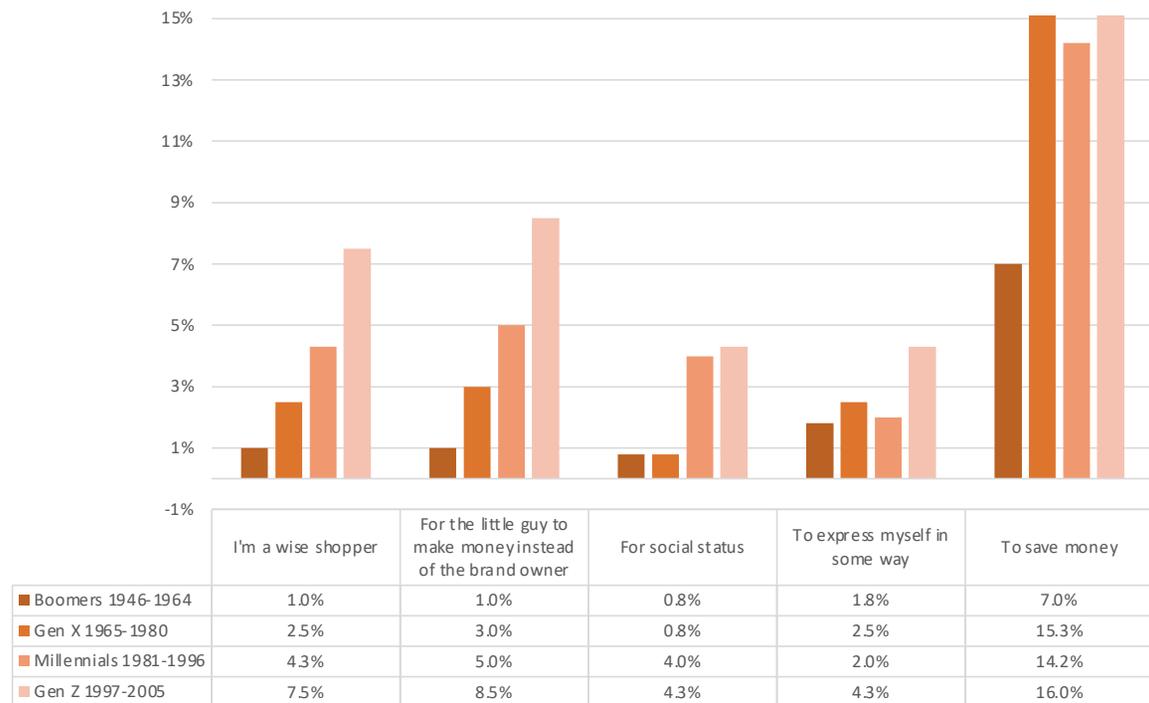
Q41. Have you ever purchased an item on purpose, knowing it was a fake or counterfeit item?

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



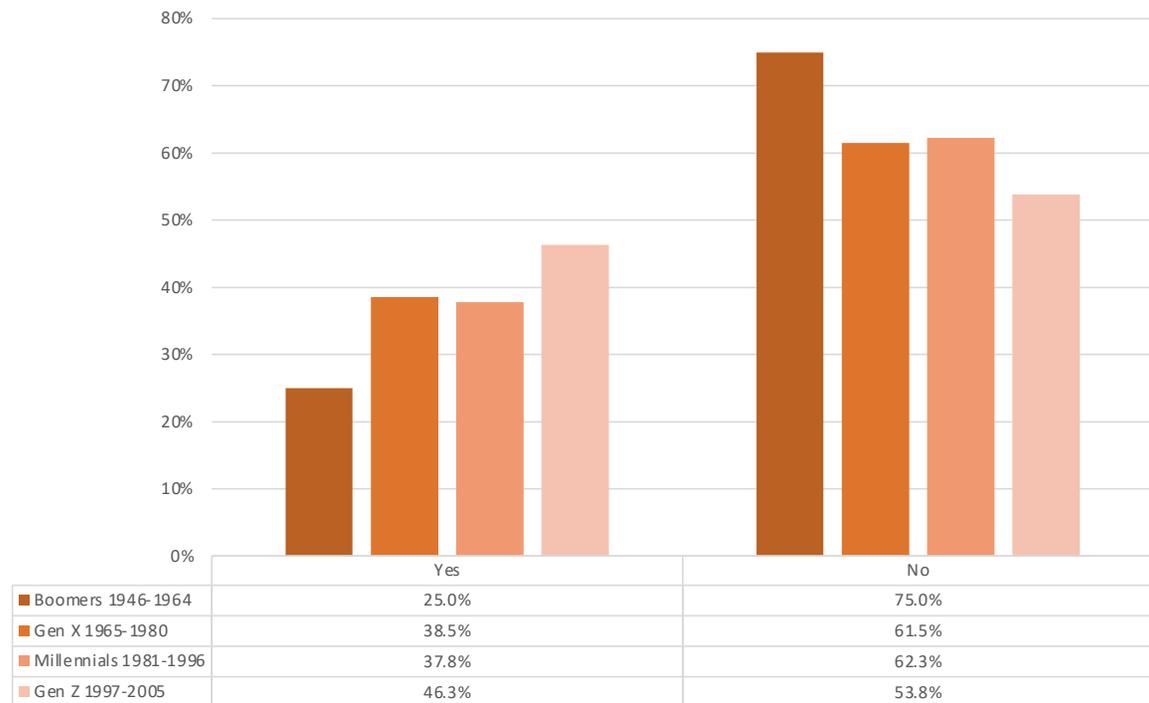
Q42. Why did you purchase the fake or counterfeit item?

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



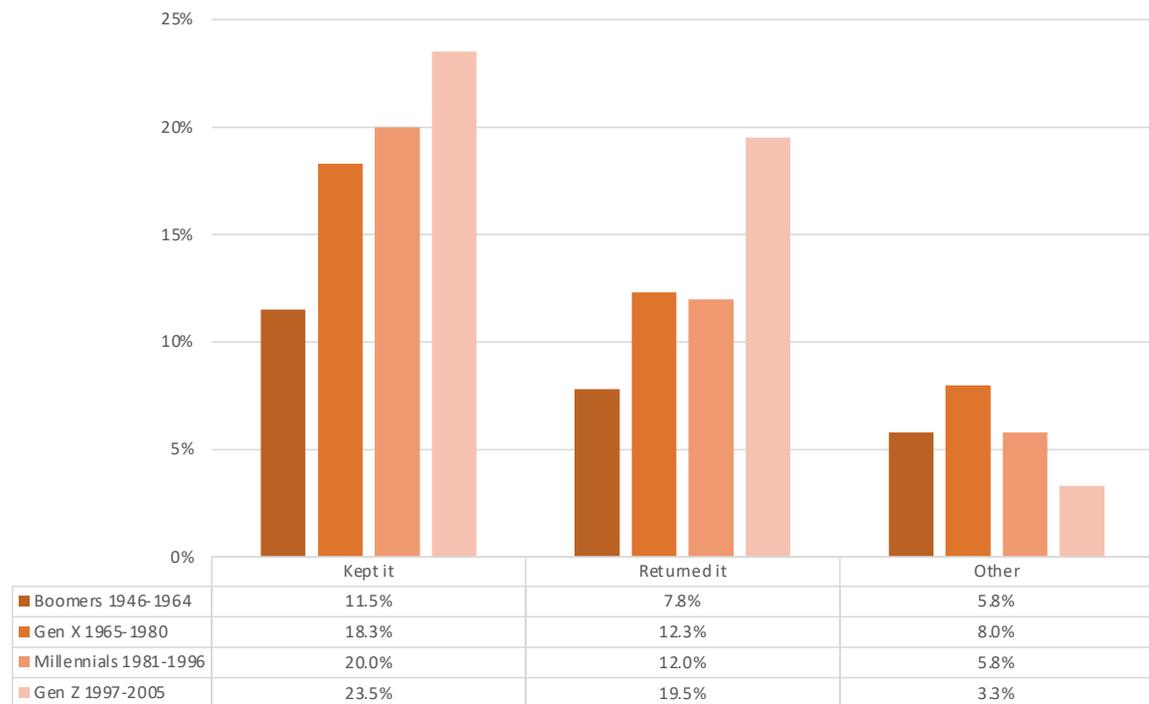
Q43. Have you ever accidentally purchased a fake or counterfeit item?

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



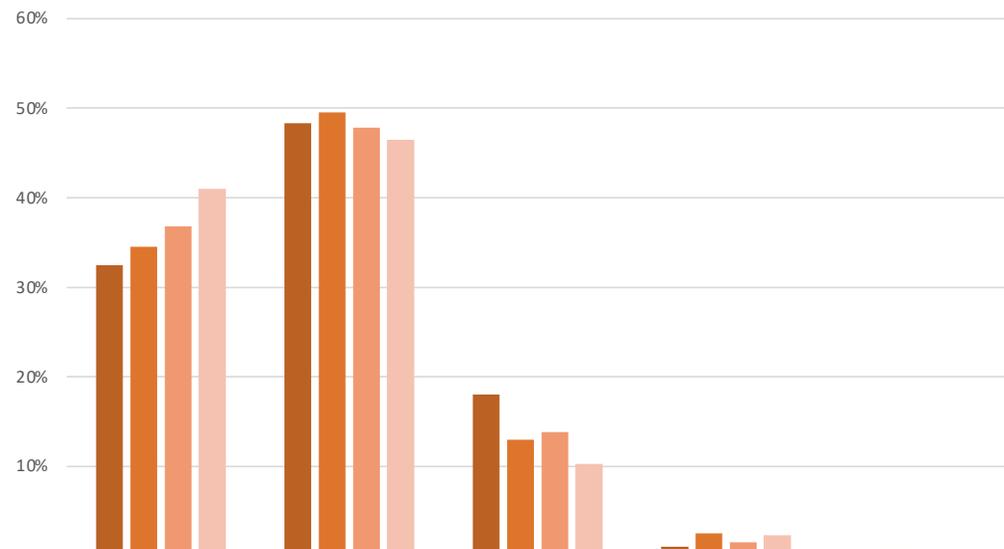
Q44. What did you do with the fake or counterfeit item?

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



Q45. There are a lot of counterfeit products in the marketplace.

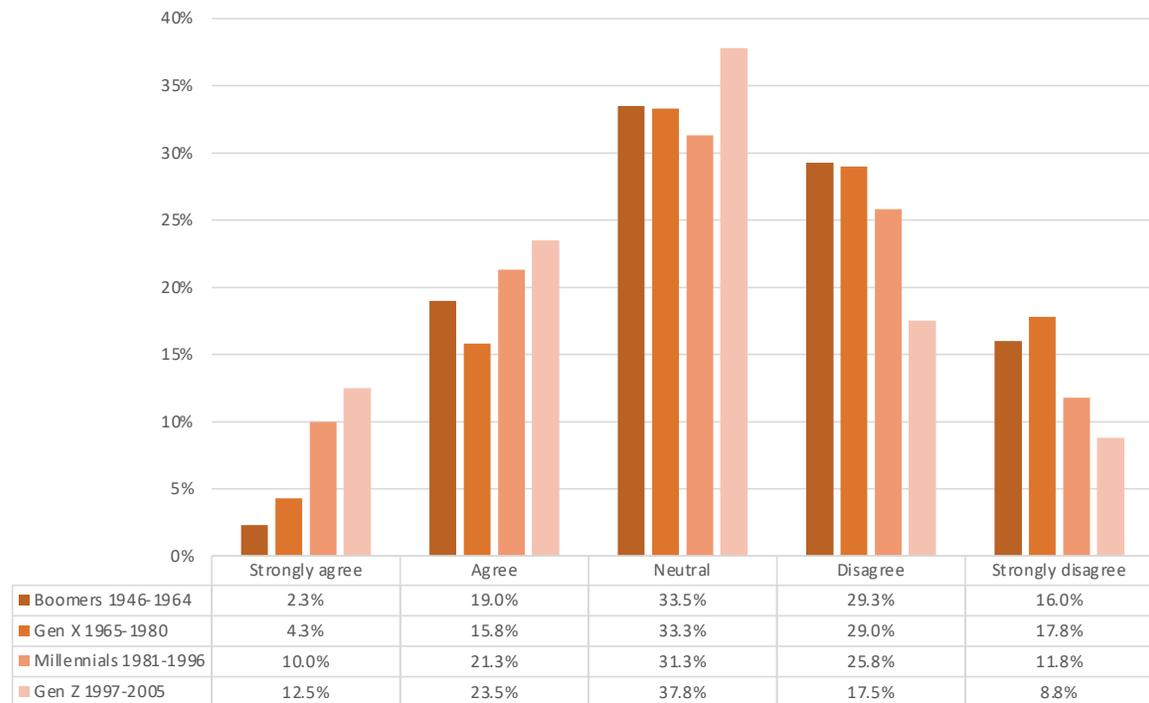
■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
■ Boomers 1946-1964	32.5%	48.3%	18.0%	1.0%	0.3%
■ Gen X 1965-1980	34.5%	49.5%	13.0%	2.5%	0.5%
■ Millennials 1981-1996	36.8%	47.8%	13.8%	1.5%	0.3%
■ Gen Z 1997-2005	41.0%	46.5%	10.3%	2.3%	0.0%

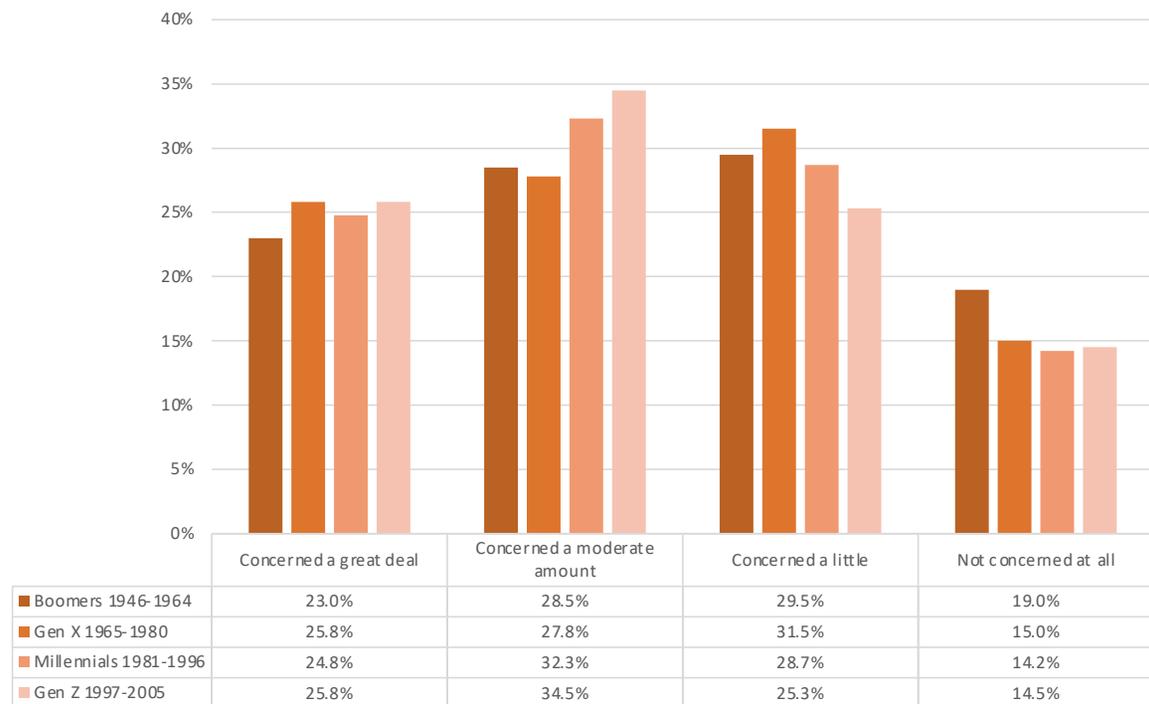
Q46. Buying counterfeit products generally benefits the consumers.

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005

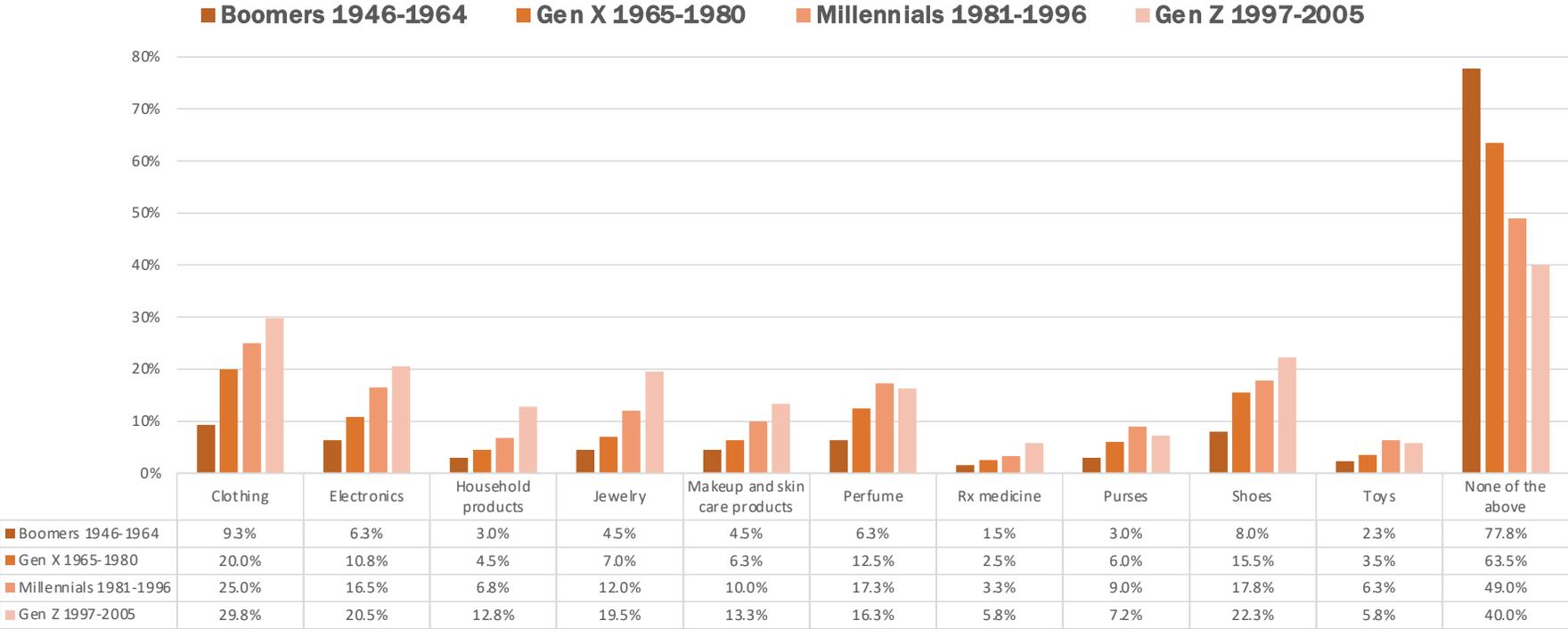


Q47. How concerned are you that you might be buying a counterfeit product.

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005

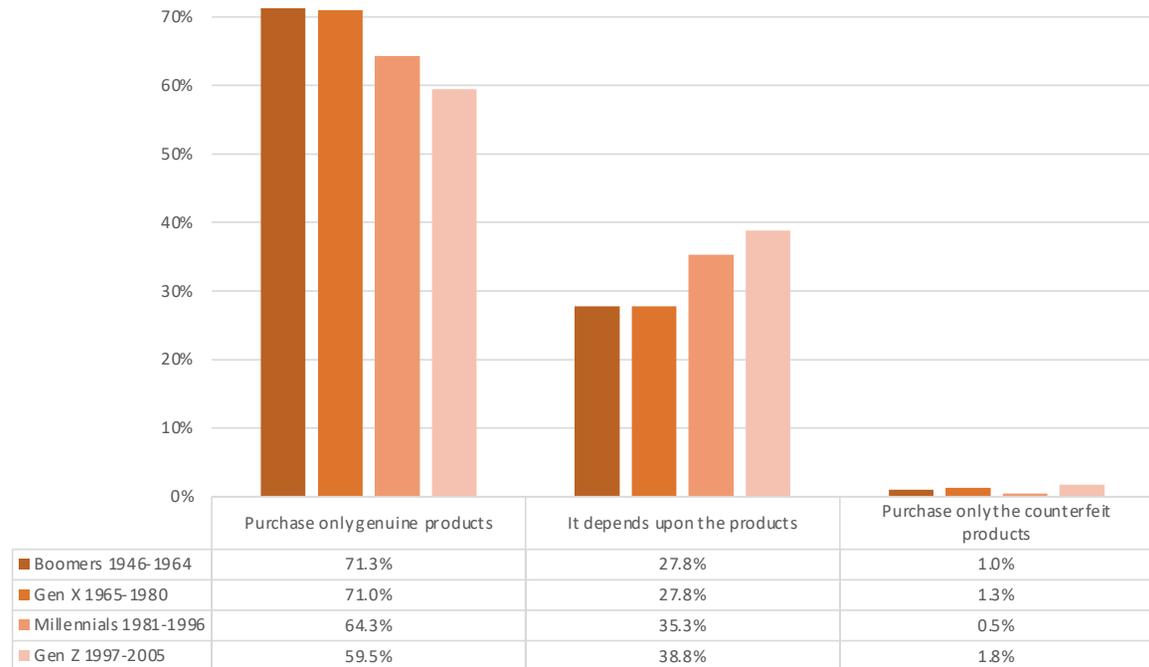


Q48. In the past 12 months, have you suspected that any products you bought online were counterfeit goods?



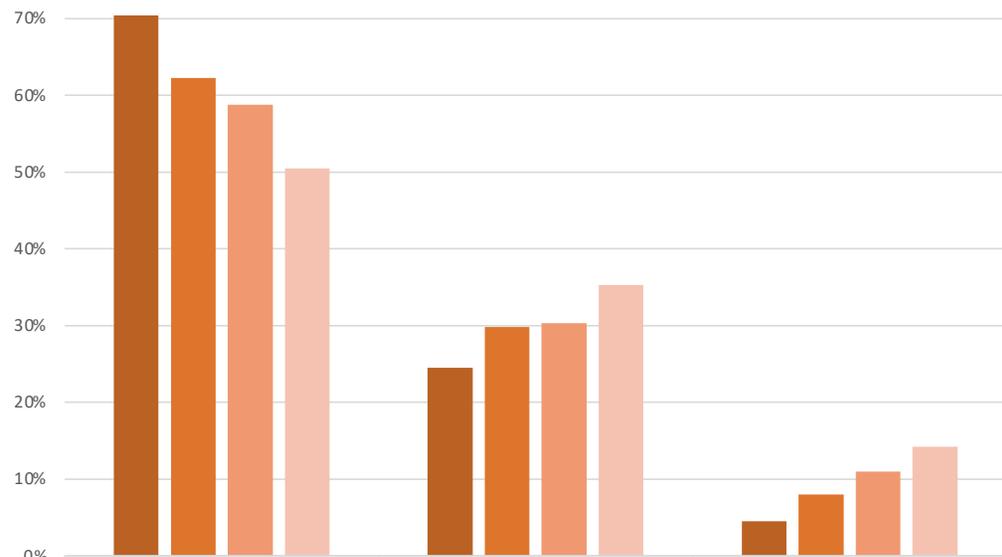
Q49. If I had a choice between a genuine product and a counterfeit that cost less, I would

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



Q50. It matters that counterfeit goods make brands lose profits.

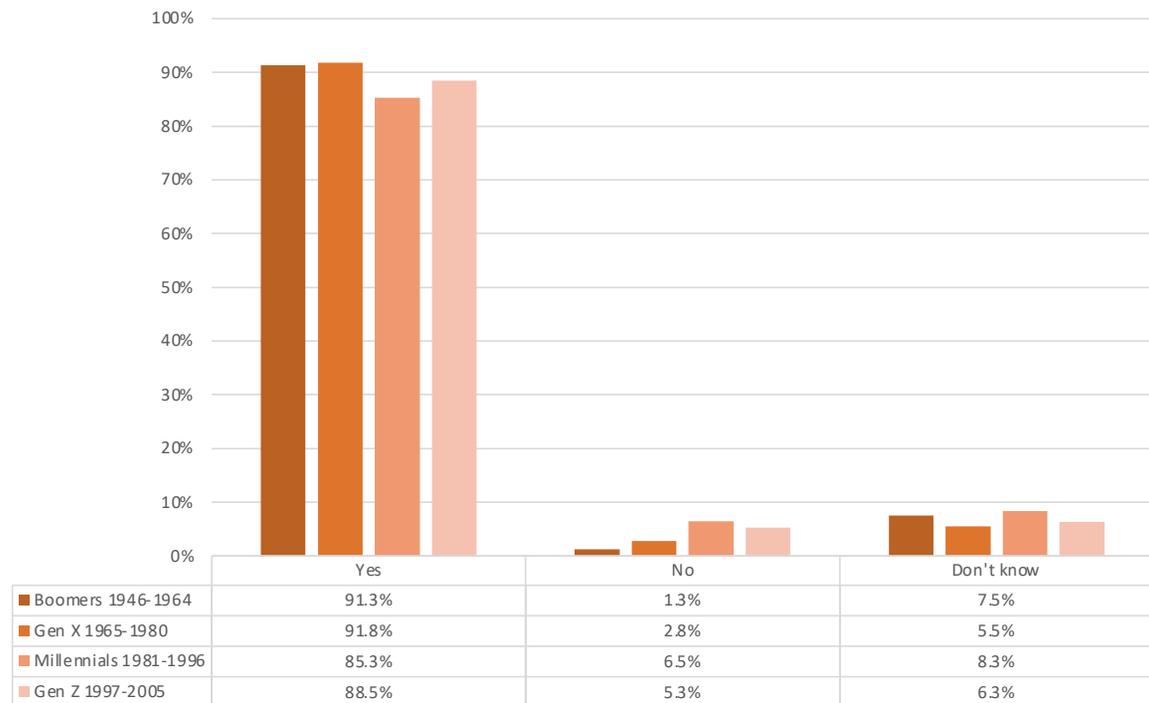
■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



	Matters a great deal	Matters a little	Does not matter
Boomers 1946-1964	71.0%	24.5%	4.5%
Gen X 1965-1980	62.3%	29.8%	8.0%
Millennials 1981-1996	58.8%	30.3%	11.0%
Gen Z 1997-2005	50.5%	35.3%	14.2%

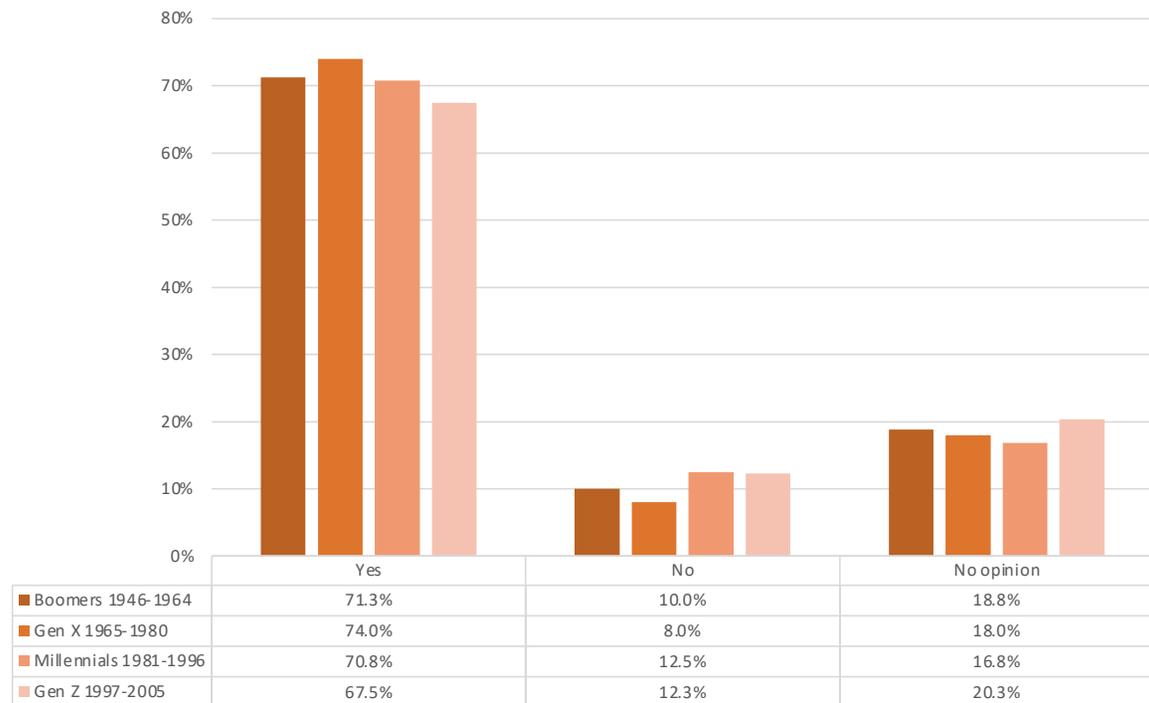
Q52. Do you believe that counterfeit medicines may be dangerous or deadly?

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



Q53. Are you bothered by online ads that sell fake or counterfeit products?

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005

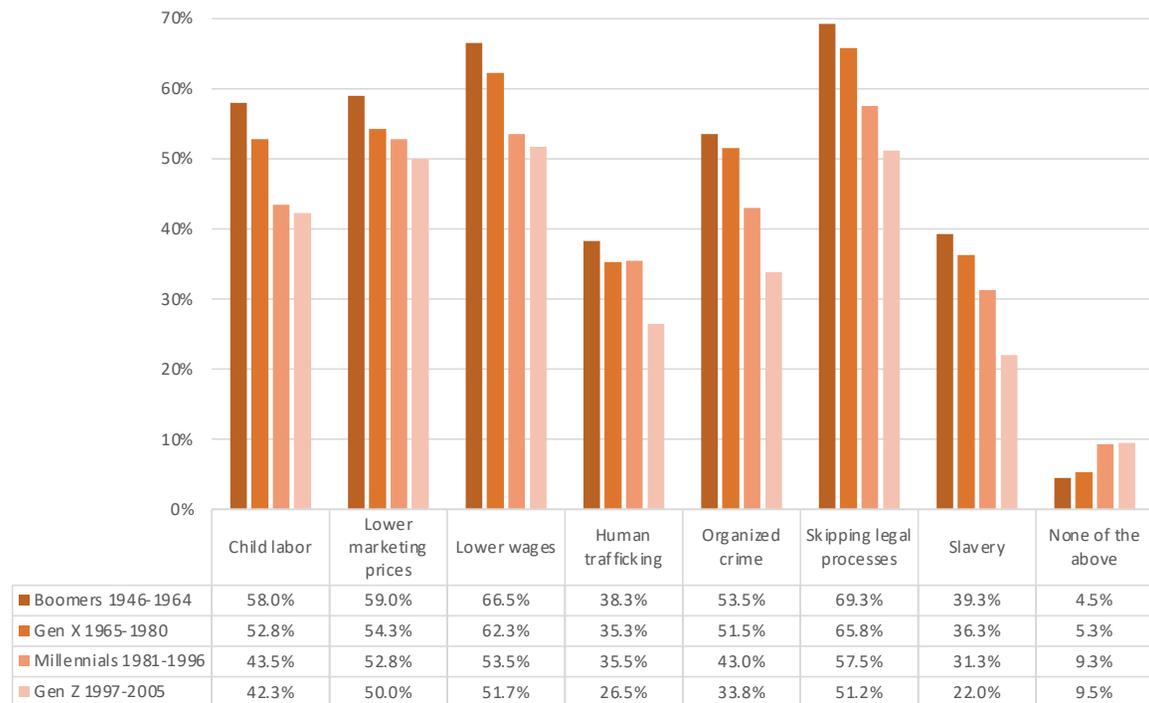


**Q54. Why
are you
bothered or
not by ... ?**

shouldn't online ads people ill don't know
don't sell real may paying will sell fake
interested items goods might medicines know online
cause make **opinion** buy product
allowed ads bad s think things
harm money genuine quality harmful kill problem
right advertise fake product counterfeit goods

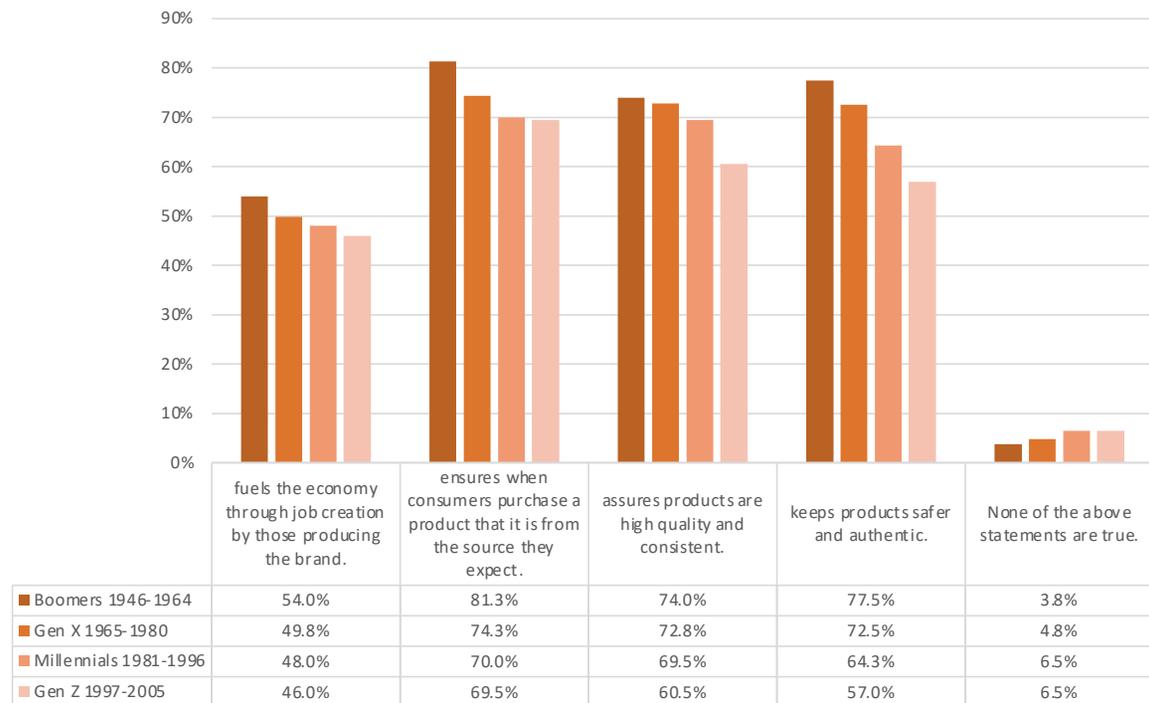
**Q55.
Counterfeit
products are
made cheaper
by ...**

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



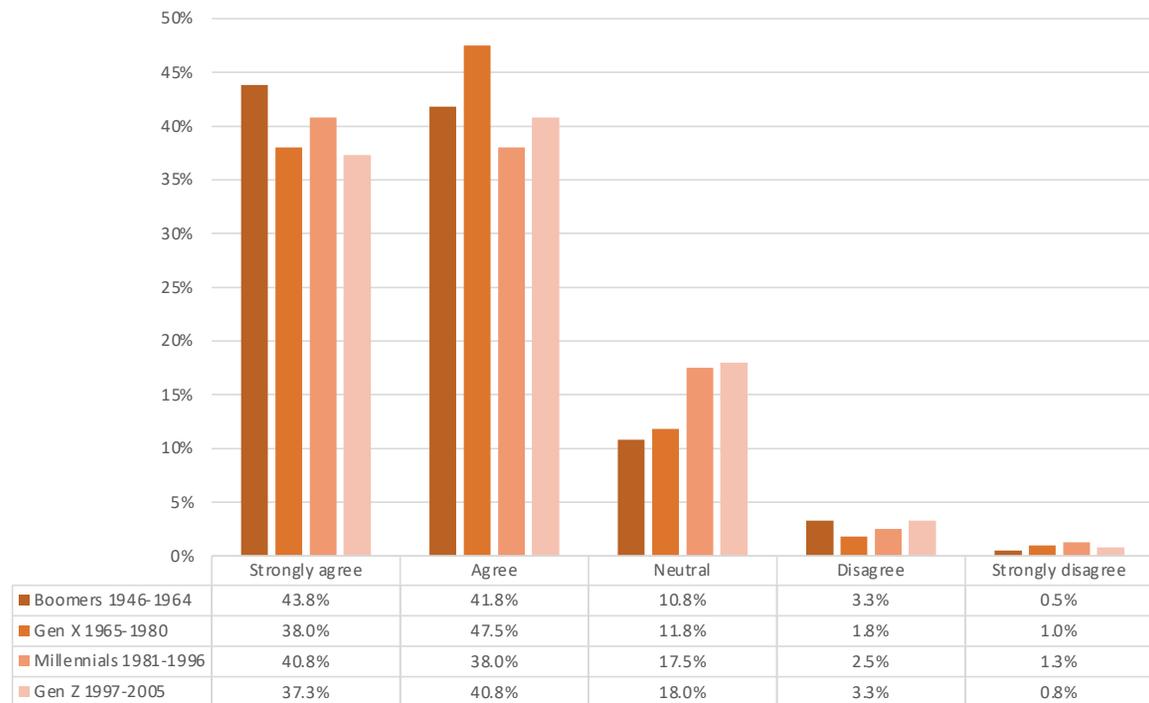
Q56. Which statements do you believe are true? Protection of a brand through enforcing trademarks . . .

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



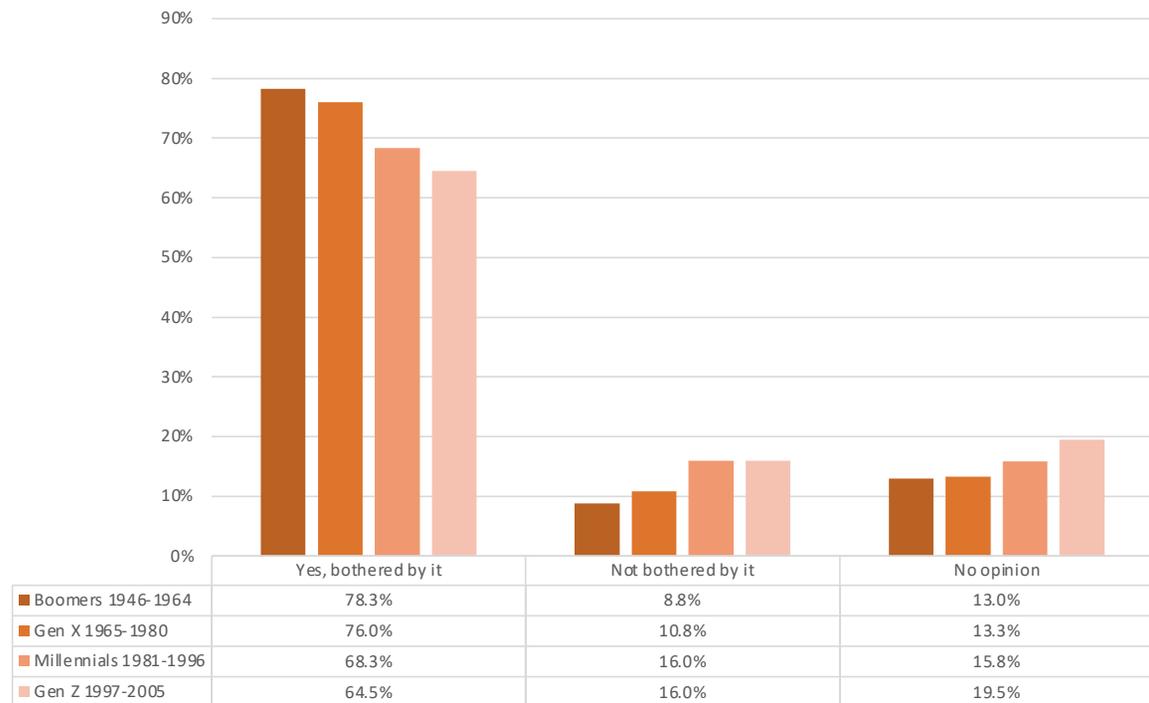
Q57. Stolen goods sold in the marketplace are a problem for the companies that make them.

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



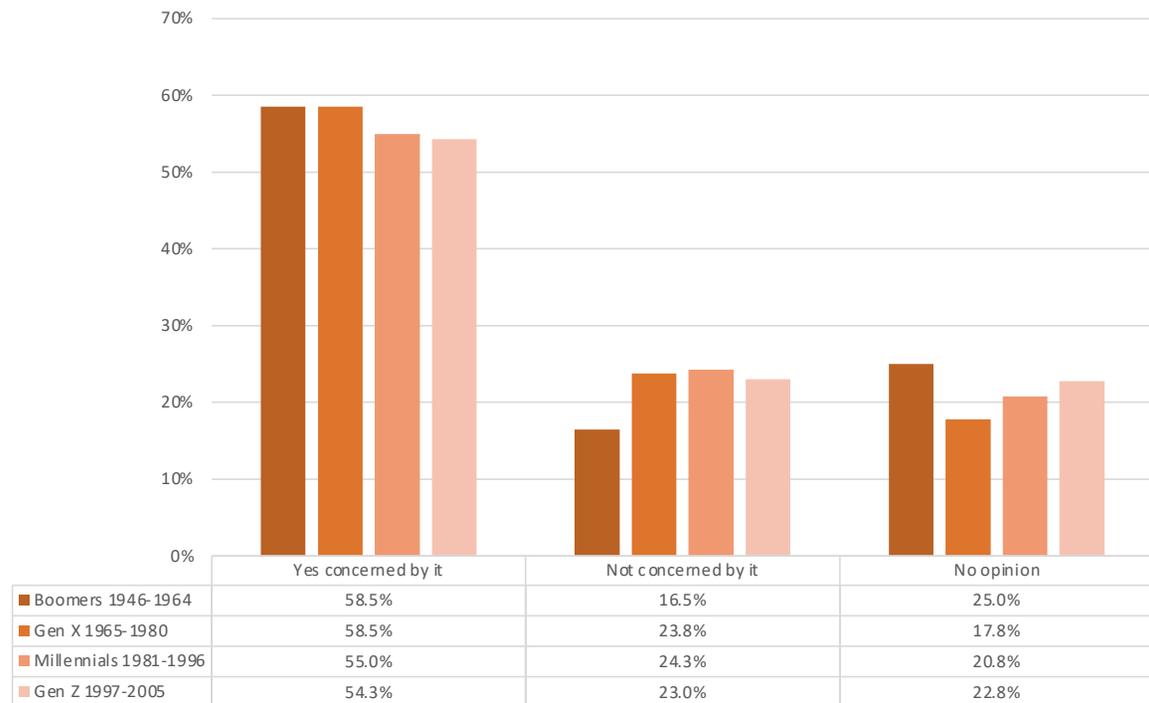
Q58. Are you bothered by stolen goods sold in the marketplace?

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



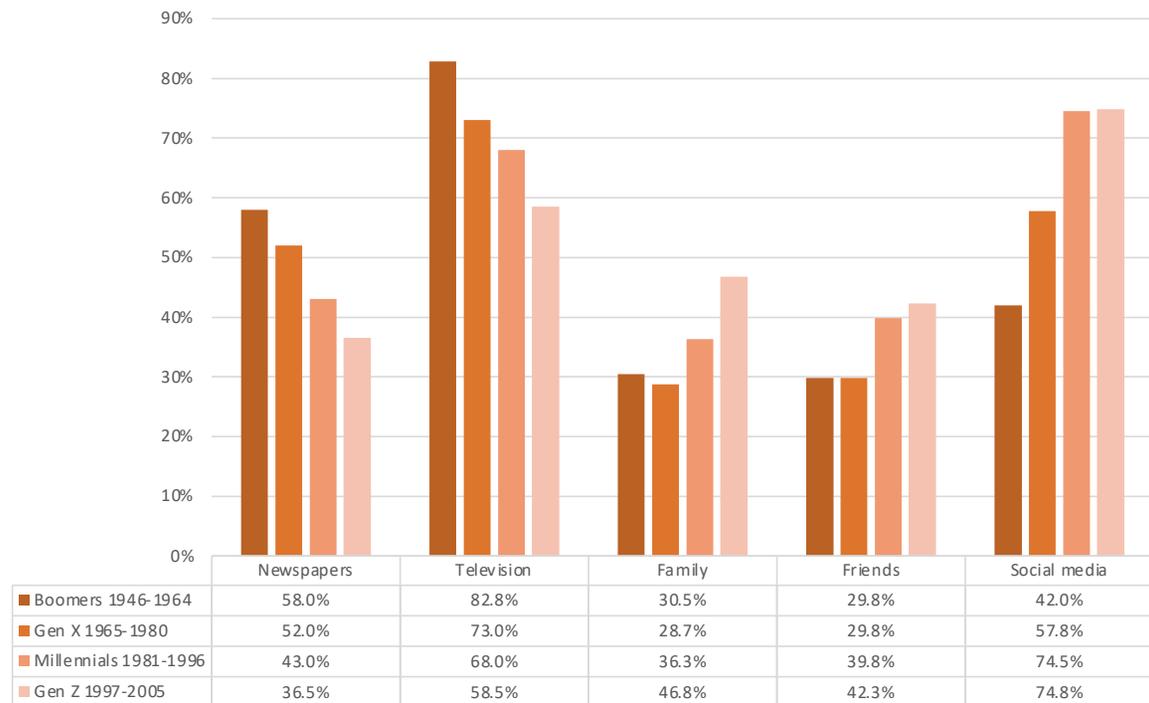
Q59. If purchasing a brand-name item on eBay or Craig's List, are you concerned if it is a stolen item?

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



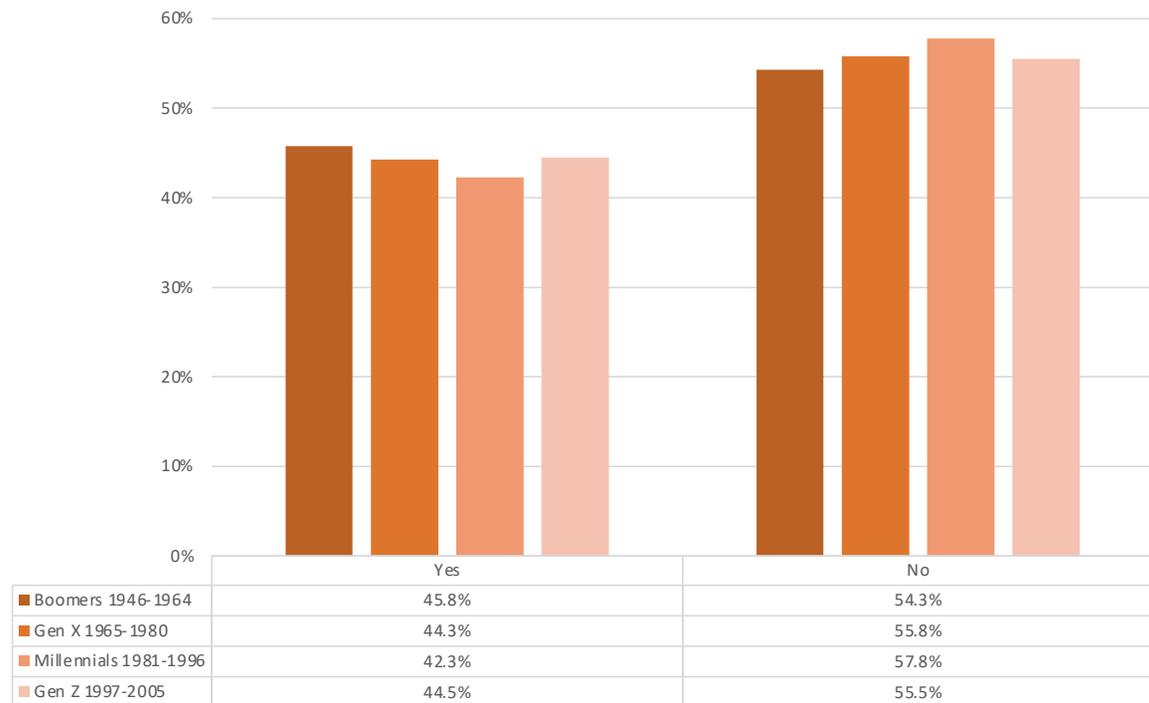
Q60. From where do you get your news?

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



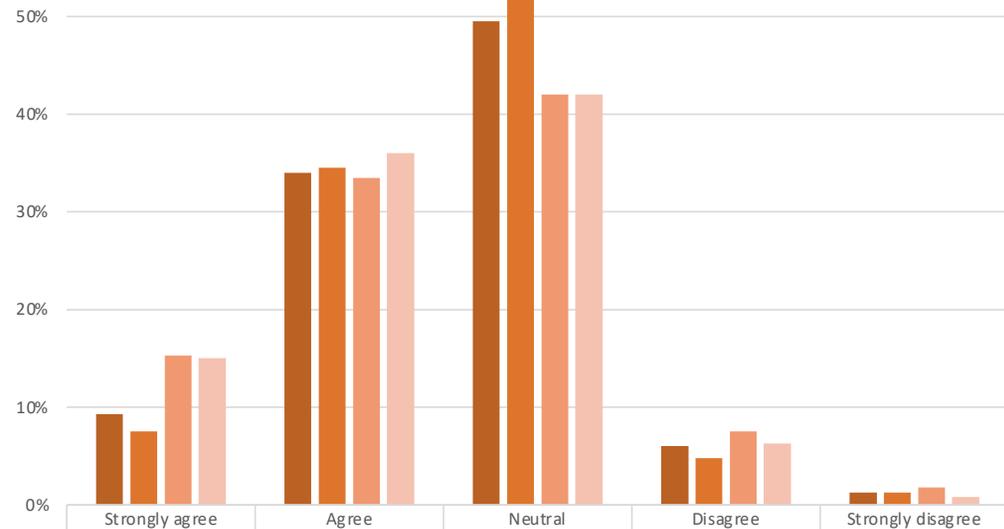
Q61. Have you heard media stories of smash and grab of name brand items?

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



Q62. The media usually gets it right when talking about brands/trademarks?

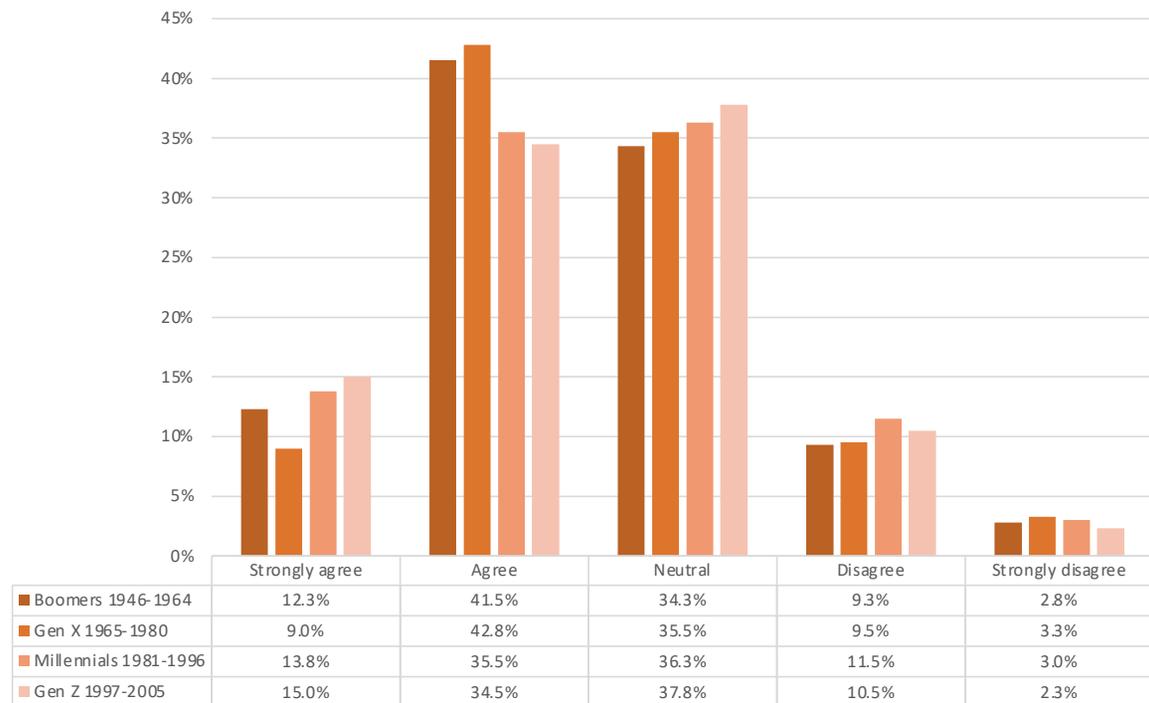
■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Boomers 1946-1964	9.3%	34.0%	49.5%	6.0%	1.3%
Gen X 1965-1980	7.5%	34.5%	52.0%	4.8%	1.3%
Millennials 1981-1996	15.3%	33.5%	42.0%	7.5%	1.8%
Gen Z 1997-2005	15.0%	36.0%	42.0%	6.3%	0.8%

Q63. I rely on the media to get it right when talking about brands/trademarks?

■ Boomers 1946-1964 ■ Gen X 1965-1980 ■ Millennials 1981-1996 ■ Gen Z 1997-2005



Q64. What do you like to hear on the news or read in news articles about trademarks?

companiesfakes stories making
interested trademarks new truth protected
anything know **Nothing** products
hear brand news Good sure businesses
counterfeit n don t t things opinion
Positive news trade