

# Executive summary

Intellectual property (IP) plays a crucial role in protecting technical, marketing, and organisational innovations. It facilitates the commercialisation of new products and services and helps consumers identify and distinguish them.

A robust IP protection strategy can enhance a company's ability to attract investors, thereby securing financial resources to further invest in innovation and its protection.

This study aims to elucidate the relationship between IP and private equity investments, focusing on how Private Equity (PE) and Venture Capital (VC) investments in Europe correlate with trade mark and patent filings of the recipient firms. Investment data is sourced from Invest Europe's comprehensive records on PE and VC across Europe, while IP data is retrieved from the EUIPO EU TM register and EPO's PATSTAT.