19 June 2012 <u>eip.com/e/uacqz</u>

<sup>p1</sup> **EIP** 



## 23andMe's first patent causes a rift with customers

A recent <u>IPKat</u> post by Darren Smyth highlights the adverse consumer reaction to the issuance of a patent to a US company <u>23andMe</u> which offers to sequence your genome and tell you about its implications for your ancestry and health.