

# EIP



## EIP attend Cardiff University Innovate and Protect event

Representatives from EIP's regional office in Cardiff attended an event hosted by Cardiff University's Innovation Network.

The networking seminar on 16 March was entitled Safeguarding Your Intellectual Property.

Topics included protecting the IP in your innovation, and how patents and trademarks can safeguard your ideas. Speakers included Dr Mark Lewney, a patent examiner at the IPO, and directors of SportFit Ltd, winners of the World Intellectual Property Organisation Gold Medal for Best Inventors 2010 for their Sports Injury Rehab Assistant.

EIP senior associate Chris Price said: "There was an entertaining talk from the patent examiner and an interesting case study from SportFit about their experiences of bringing a product to market. The Innovate and Protect events are a useful means of connecting with inventors in Wales."