

EIP



New attorney joins Bath office

Patent and trademark attorneys EIP have hired an experienced attorney to join their Bath office.

Ben Hoyle specialises in advising clients on the patentability of software and computer-implemented inventions in the UK, Europe and the US. He will be based at the EIP office in Circus Mews and started work on 1 December 2010.

Ben joined EIP after five years at a firm of patent attorneys in London. He has advised a wide range of clients from large multinational companies to private inventors and small start-up businesses, both in the UK and abroad.

From working in a range of businesses, including a university spin-out developing nanofabricated chemical gas sensors, a multinational corporation in the Far East and local industry in the South West of England, Ben has gained valuable insight into the commercial realities that lie behind the management of intellectual property.

Ben's appointment brings the number of attorneys based at the Bath office to four. EIP partner and head of the Bath office, Matt Lawman, said: "Ben's experience of working with a range of clients from small businesses to large multinationals, as well as his expertise in software, electronics and telecommunications will be a great asset to EIP.

"Ben's appointment continues EIP's steady growth in the South West region and demonstrates our commitment to our local client base in this area."

EIP provides intellectual property services for customers looking to secure protection for their invention or brand and is highly-respected for its expertise in software, computing,

telecommunications and optics. EIP also has offices in London and Cardiff.