

# EIP



## EIP partners with London Design Festival

EIP is proud to be partnering with the prestigious London Design Festival 2014.

EIP will host an interactive talk with Cambridge-based innovation consultants Innovia Technology and a leading London designer to explore the role of IP in design.

Using examples from industry, the presenters will explore the role patents can and can't play in protecting ideas, and highlight the essential considerations for designers wishing to protect their IP.

The event takes place in seminar room 1 at the Victoria & Albert Museum at 11.30am on 16 September. The event is free and pre-registration is not required.