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# EIP



## EIP celebrate ten years of success

Guests and staff toasted a decade of success at EIP at the company's tenth birthday celebrations.

The party held at the Institute of Contemporary Arts off The Mall in London on 3 November not only marked the first ten years of the firm, but also the launch of the new face of EIP with its dynamic new branding.

Despite a 24-hour Tube strike causing travel chaos in London, around 100 EIP clients joined in the festivities at the ICA with EIP staff from their London, Bath and Cardiff offices.

EIP's new approach sees the creation of six practice groups which reflect the firm's areas of specialism: EIP Digital, EIP Green, EIP Life, EIP Brands, EIP Strategy, and EIP Search.

The new branding is reflected in the creation of a revised website and promotional material, which is designed to clearly represent to clients the firm's areas of expertise and services, which now includes life sciences, trademarks, green technology and patent searching.

Non-executive director John Williams welcomed guests to the party and introduced partners Jerome Spaargaren, Heather McCann, and Matt Lawman. Jerome and Heather spoke about their excitement at the prospect of a new direction for EIP, as well as paying tribute to the efforts of staff.

Jerome said afterwards: "With many of our clients having been with us since the early years, we felt the EIP 10 celebration was a perfect way to thank them for their loyalty.

"What better way to mark our tenth anniversary than with the launch of our six new practice groups, which reflect our new areas of expertise in trademarks, life sciences, and green technology, alongside our leading practice in mobile technology, computing, software, and high-technology optics.

"This expansion continues to prove that EIP is one of the most dynamic firms of patent and trademark attorneys."

Guests took the opportunity to meet staff over drinks and canapés and network with fellow professionals long into the evening.

At the end of the event, guest Mark Godley, of Grosvenor Contracts, said what a success the EIP 10 party had been. "At Grosvenor Contracts we love like minded firms. EIP came highly recommended as experts in their field, customer focused and pro-active. For two and a half years we have worked closely with Paula, Alan, Alice and their support team. From design stage to patent and trademark grants we have received nothing other than first class service and advice.

"Wednesday saw EIP reach the dynamic age of ten, just like Grosvenor. We were privileged to be present at their birthday party, held at the ICA, just off the Mall. A magnificent event, full house, fun professional people, what a team."

Sami Saru, IPR director for CVON Innovations, Finland, added: "Having attended IP firm events for many years when responsible for outside counsels for a major telecom company it was a pleasure to be part of the EIP 10 year anniversary this week. A great event with a top venue and people. Again it confirms how EIP stands out as one of the best IP firms around."

To view a gallery of photographs taken at the EIP 10 party, click [here](#).