

# EIP



## EIP launches six new practice groups

Patent firm EIP celebrates its tenth anniversary this week with the launch of six new practice groups.

The various areas of expertise of the patent and trademark attorneys, and professionals, will now be recognised by a new structure which is designed to clearly represent to clients the firm's areas of expertise and services.

EIP is a firm of patent and trademark attorneys providing intellectual property services from its offices in London, Bath, and Cardiff.

The new practice groups are: EIP Digital, EIP Life, EIP Green, EIP Brands, EIP Search, and EIP Strategy.

EIP founding partner Jerome Spaargaren said: "We organised the practice groups in order to reflect the expectations of modern industry and technology. Having just celebrated our tenth anniversary, we felt the new branding was a succinct way of communicating our areas of expertise and the services we offer.

"These new practice groups have been made possible as a result of a number of new appointments at EIP, including attorneys with specialist knowledge of trademarks, life sciences, and green technology."

Strength in digital technology has been the vanguard for the growth and continued success of EIP over the last ten years. A breadth of knowledge in the mobile technology, computing, and high tech optics sectors is at the core of EIP Digital.

The EIP Brands team, headed by Alice Mastrovito, act on all aspects of trademark law and practice, including clearance of new marks, registration, watching and enforcement.

EIP Life is a completely new area of specialism for the company, and is managed by Andy Sharples. EIP Life provides advice in relation to all aspects of life sciences and medical device technology, and advises on patent aspects to a broad spectrum of companies, from top-ten pharma, to bio-tech start-ups.

EIP Green is the clean-tech practice group, managed by Neil Forsyth. Their experience in the green technology sector includes future vehicle technologies, solar power systems, wind turbines, electronic device power minimisation and carbon footprint profiling.

Additional services offered by EIP include patent searching and patent portfolio management. EIP Search provides a high value contribution to the services offered by EIP, with Andrew Samm managing this area of the business as a specialist in-house search professional.

A coherent strategy is central to successfully managing a company's IP portfolio. EIP Strategy, managed by partner Matt Lawman, enables clients to make decisions in order to achieve effective business outcomes in relation to their IP, including successful licensing, strong protection of product ranges, and supporting a range of corporate activities.