

# EIP



## EIP hires highly experienced partner Mark Lubbock to provide commercial advice

EIP has announced the appointment of Mark Lubbock from Brown Rudnick where he was a partner for four years in the Intellectual Property group based in London.

Prior to joining Brown Rudnick Mark spent over 20 years at Ashurst. During his time at Ashurst Mark was a senior corporate partner and headed up the IP and Technology Group. Mark is recognised as a leading individual in several legal directories. Mark is a commercial technology and privacy lawyer who advises clients on a wide variety of both contentious and non-contentious matters. He has extensive experience in intellectual property, data protection, information technology, healthcare, e-commerce, outsourcing, and commercial contracts.

Mark advises clients in a wide variety of industry sectors and on commercial contracts, technology transfer and IP licensing agreements, trademark licences and co-existence agreements, outsourcing and other contracts, development and procurement agreements with a technology focus, and on the IP, regulatory and data protection aspects arising in in corporate and corporate finance transactions. He also has considerable experience of advising on disputes from mediation to arbitration and in litigation.

### **Mark Lubbock, partner at EIP, said:**

“I am delighted to have joined EIP and to have the opportunity to provide commercial IP advice to EIP’s clients. I am really looking forward to joining forces with EIP’s patent attorneys and litigators to provide EIP’s clients, including both start-ups and global

players, with strategic IP advice to help them achieve their commercial objectives.”

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**Magnus Hallin, CEO at EIP, said:**

“Mark is a highly experienced commercial IP lawyer and has extensive experience advising clients on a range of contentious and non-contentious IP matters. His commercial experience complements the high-value patent advice we already provide to our clients. I am excited to share this new service offering with our clients.”