

# EIP



## EIP join UWE's Business Advice Clinic

EIP has signed up to be mentors for the University of the West of England (UWE)'s pro bono initiative the Business Advice Clinic. Attorneys from EIP's office in Bath will assist UWE students working in the Business Advice Clinic and UWE IP supervisor Gill Ford.

The Business Advice Clinic provides advice to start-up businesses across a range of legal and business topics, such as businesses based at the Bristol Robotics Laboratory, the LaunchSpace incubator and the Network for Creative Industries.

Students take the lead in researching and presenting advice, whilst the mentors and supervisors provide support and ensure the advice is reflective of current practice. Gill Ford said: "IP is very important to start-up businesses and the Business Advice Clinic has received a range of queries from those involving confidential information to patent applications. Students value the opportunity to put their classroom knowledge to real world use."

Matt Lawman from EIP said: "EIP is delighted to be joining UWE's Business Advice Clinic initiative. Intellectual Property is widely misunderstood, yet is an essential consideration for many start-up businesses. And, it is often true that the time when a business needs the advice the most is in the early stage when they can afford it the least. So, the service provided by The Business Advice Clinic will prove invaluable for many businesses. EIP specialises in helping start-ups formulate an IP strategy and we love seeing clients use their IP to prosper and grow. We very much look forward to working with Marcus, Gill and the UWE students!"

EIP is an award-winning firm with offices in the UK, US and Germany giving specialist IP advice on patents, trademarks, designs and copyright. In 2018 EIP was named "UK Patent and Trademark Attorney Firm of the Year for Patent Litigation".

Marcus Keppel-Palmer, Director of the Business Advice Clinic, said: "We are delighted to welcome EIP as a mentor to the UWE Business Advice Clinic. We are very grateful for the time and assistance the firm is prepared to commit on a pro bono basis to the Clinic and to the students. We look forward to increasing opportunities with a prestigious international firm."