

INTRODUCING  
THE MEMBERS OF

# IP THE asset

 PARTNERSHIP



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## IP Asset LLP

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### Ian Bingham • Senior Partner • IP Asset

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Both a European & British patent attorney and Registered Trade Mark Attorney as well as a Rolls-Royce trained mechanical engineer Ian has some twenty five years experience in diverse technologies ranging from Aerospace materials to Medical Equipment.

Ian's strength is helping his clients to extract value from their intellectual property, through managing and creating highly commercial IP portfolios and commercialisation of the rights. This is done through the advanced techniques and methods which Ian has developed for identifying and valuing key patents, and for gathering infringement data prior to licence discussions or litigation.

A keen lover of all things sporty, Ian enjoys windsurfing, skiing, cycling and running as well as a love of classic cars. Ian is also a keen explorer having travelled to many places both far and near including the Far East, New Zealand and extensively in Europe and the USA.

### Vicki Salmon • Partner • IP Asset

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Vicki is a partner in IP Asset having joined in 2009, from the International law firm Eversheds LLP.

Both a European & British patent attorney and a patent attorney litigator, she has over twenty five years' experience of working as a patent attorney & a solicitor, particularly in relation to intellectual property litigation and corporate transactions. A biochemist by training, she has experience in advising clients on a wide range of intellectual property issues and technologies, from obtaining patent, trade mark & design protection, through to commercialisation and enforcement.

Vicki is a member of the Council of the Chartered Institute of Patent Attorneys and chairs its Litigation Committee, as well as sitting on a number of other committees. She is also a contributor to practitioner level patent text books : the Modern of Law of Patents (Butterworths) and the CIPA Guide to the Patents Act 1977 (Sweet & Maxwell).

Vicki is listed in the Who's Who Legal listings 2011.

Vicki is more commonly known for her conservative loves of golf, yoga and melodic opera. However she has, on occasion, been known to throw caution to the wind and take her sporty Honda S2000 on exhilarating track days

## **Carole Burne • Senior Associate • IP Asset**

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Carole is a senior associate of IP Asset and has worked with the firm since its establishment in October 2005.

Both European patent attorney and experienced Trade Mark practitioner, she has worked in both private practice and industry and has some twenty five years experience in advising clients on obtaining patents, trade mark and design portfolios and drafting, filing and prosecuting them. She also advises in relation to the enforcement of IP rights and defence against infringement actions. With a PhD in organic chemistry, Carole works across a range of mechanical and chemical subject matters, including medical instrumentation, roof tile machinery, skis and ice skates; animal health and reproduction devices; automotive parts; pharmaceuticals; consumer and industrial specialty chemicals, such as detergents, sun screens, and inks.

Carole is an associate member of the Institute of Trade Mark Attorneys.

Carole has a passion for horse riding, and is an accomplished skier. She can also turn her hand to bell ringing and bee keeping and takes great interest in many aspects of her daughter's school, including the governing body and teaching children's cookery lessons.

## **Mark Shelley • Senior Associate • IP Asset**

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Mark Shelley graduated from University College Swansea in 1988 with an Honours Degree in Mechanical Engineering. He immediately joined his undergraduate sponsor in the aerospace industry, specialising in the design, structural analysis and design verification testing of high integrity, high temperature, failure critical gas turbine engine components.

Seeking a new challenge, Mark transferred to his employer's Intellectual Property Department in 1992 to train as a Patent Attorney, obtaining the post-graduate Certificate in Intellectual Property Law from the University of London in 1993. He qualified as a Patent Attorney in 1997.

Mark has worked in-house for two leading UK based technology companies, Rolls-Royce and British Telecommunications, as well as the UK Government's only in-house Patent Department, MOD/DERA as it then was. He specialises in mechanical and electrical engineering technologies, with a particular emphasis on gas turbine engine technology, automotive technology, telecommunications, software and electronics. He is also an Examiner for the Joint Examination Board, the official body charged with the Examination of Students of the Chartered Institute of Patent Agents for entry on the Register of Patent Agents in the United Kingdom.

Mark enjoys participating in many outdoor activities including hill walking, cycling, open air swimming and skiing. He is a keen gardener and has a passion for classic cars, owning several historic MGs which he uses regularly on tours around the UK and Europe.

## **Kelly Allerston • Paralegal • IP Asset**

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Kelly is a Paralegal based in the Oxford office.

Kelly joined the team in January 2012 to co-manage the Patent and Trade Mark formalities, providing training and developing and standardising procedures in that regard. She will also assist with marketing and client development. She is a fully trained and qualified Patent Paralegal having gained a merit qualification on the Chartered Institute of Patent Attorneys (CIPA) Patent Administrator Course and practiced in the area whilst at Marks & Clerk. She has experience in prosecution and litigation of patents and trademarks in both the U.K and the U.S.A.

Originally from San Diego, California, Kelly has always loved outdoor sports, ranging from hiking and skiing to surfing (where the fair weather permits). She has developed a love for indoor activities as well, during the colder English winters, and now regularly attends a boxing club in Oxford and live music events throughout the country.

## **Sarah Playle • Consultant • IP Asset**

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Sarah joined IP Asset as a trade mark Attorney / Consultant in July 2010.

She has over 10 years experience advising clients in relation to their intellectual property rights. She began her career at international law firm, Eversheds, qualifying as a solicitor in 2000 and joining the intellectual property team, specialising in all aspects of “soft” IP. Sarah advised blue chip clients in relation to the management of their trade mark and design portfolios, as well as on contentious matters, including trade mark oppositions and High Court infringement cases. Whilst at Eversheds, Sarah was seconded to both Legal & General and Unilever to work within their in-house legal teams. She has a Diploma in Intellectual Property Law from Bristol University.

On leaving private practice Sarah spent two years working in-house at Virgin Enterprises, focussing on international trade mark work and trade mark licensing across a variety of industries. Sarah then returned to Unilever to a mainly contentious role within their UK trade marks team advising the business on issues such as counterfeiting, trade mark oppositions and infringements.

Sarah is a keen runner and always on the look out for an adrenaline boost whether it be running a marathon, scuba diving, abseiling or sky diving.

## Nicholas Fox • Consultant • IP Asset

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Nicholas is a European and Chartered British patent attorney, solicitor and intellectual property litigator. He initially qualified as a barrister and is also admitted to the bar in New York State. He has extensive experience as a patent attorney prosecuting patent applications across a wide variety of technologies ranging from image processing and acoustic engineering through to telecoms and bioinformatics. He is also an experienced advocate and litigator, notably successfully representing five high-tech British companies in the Astron Clinica appeal in the High Court, prompting a change of UKIPO policy towards claims involving computer/software inventions.

Nicholas is the author of the practitioner's work, A Guide to the EPC 2000, lectures on litigation and intellectual property matters for the European Patent Academy and is a guest lecturer at the University of London. In addition, Nicholas is also an appointed board member of IPREG, the regulatory authority for patent and trade mark attorneys in the UK.

In his spare time, Nicholas is a ballroom dancing enthusiast and is enjoying learning Japanese.

## Adele Jones • Paralegal • IP Asset

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Adele is a Paralegal based in the Oxford office.

Adele joined the team in July 2011 to manage the Patent and Trade Mark formalities and assist with marketing and the efficient running of the practice. She is also fully trained and qualified Trade Mark paralegal having passed the Institute of Trade Mark Attorney Formalities Examinations and practiced in the area whilst at Rouse & Co.

Adele is also a qualified dance teacher and teaches Ballet, Tap and Modern dance to children at weekends and Tap to adults during the week, tiring but fun! As well as her love of dance and the theatre she also enjoys reading and spending lots of quality time with her husband and daughter.

## Helen Visser • Brand Manager • IP Asset Partnership

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As our brand manager, Helen also provides IP Asset LLP and their clients with branding and visual solutions. Helen joined the team in February 2009, initially to play an integral part in revitalising the company's visual prominence, but over time her role has evolved to encapsulate marketing and new business generation.

With a BA in Graphic Design and experience in branding and imaging for several international clients, Helen is confident with assisting both IP Asset and their clients with all their visual requirements.

In her spare time Helen can mainly be found decorating her new house and walking her two cocker spaniels.

## IP Asset Ventures

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### Dr Michael Murray • Managing Director • Ventures

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Before co-founding IP Asset Ventures, Mike was Managing Director and served on the board of Sosei R&D Limited, part of Sosei Group Corporation, headquartered and listed in Tokyo. He led the company during a period of considerable change creating and raising funds for a spin-off social enterprise company, Vostrum™. Mike joined Sosei from Wood Mackenzie where he was Senior Vice President Life Sciences, responsible for winning clients and leading delivery teams of consultants on projects including commercial assessment, due diligence, deal strategy and execution.

Prior to joining Wood Mackenzie, Mike served on the board of Amura Therapeutics Limited as Commercial Director & Senior Vice President of Business Development. He has also held commercial posts at BTG International plc, Axis Genetics PLC and at the UK's Medical Research Council. In all these roles Mike has successfully deployed a strong working knowledge of IP to deliver business objectives. He has led and executed about 25 deals. His industrial experience spans: IP strategy and management, business planning, budgeting, project management, commercial strategy, due diligence and technical assessment. He holds a first degree with Honours in Microbiology (University of Edinburgh) and a PhD in molecular genetics (University of Leicester).

Mike is a member of Sudbury Joggers AC and coaches at Sudbury Rugby Club. He also enjoys photography, reading, cooking and the great outdoors in general.

### Ian Bingham • Director • Ventures

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Both a European & British patent attorney and Registered Trade Mark Attorney as well as a Rolls-Royce trained mechanical engineer Ian has some twenty five years experience in diverse technologies ranging from Aerospace materials to Medical Equipment.

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## **Graham Dodgson • New Business Development • Ventures**

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Graham has been involved in high technology product development and marketing, business development, licensing and senior management for over 25 years. Most recently he was the co-founder of a Venture Capital IP based start-up which was recently sold to a large US corporation. He is now keen to use his experience in helping both new and established companies in leveraging their Intellectual Property to enhance their commercial position. Graham has advanced degrees in Technology and Business including a BSc in Electronic and Electrical Engineering, a PhD in Biomedical Engineering and a Sloan Fellowship Masters Degree from London Business School. He has extensive experience (both as a technologist and manager) in the Consumer Electronics, Telecommunications, Semiconductor and Medical Technology sectors.

Of particular interest to clients is Graham's knowledge and track record in developing world class technology, establishing partnerships and in licensing technologies to major corporations.

## **Richard Davison • non-executive Chairman • Ventures**

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Graduating with a BCL degree, postgraduate in European & Comparative Law, qualifying as a Solicitor at Norton Rose in London, Richard joined BTG plc in 1976. In the following years he covered all IP, Contract and Commercial law areas of BTG's global IP acquisition, development, licensing, joint venture and loans work, including the worldwide licensing of BTG's MRI patents. In 2000, with BTG's increased focus on Life Sciences, Richard headed the expanding UK/USA Life Sciences legal team applying his extensive IP transactional expertise, advising the Board, mentoring colleagues, and with legal corporate and operational responsibilities. When Richard left BTG in 2005 (having been Principal Solicitor for 9 years) he was a founding investor, non-executive director and Board Chairman of IP Resource Ltd set up to acquire patents and pursue infringers in Europe. With his significant experience in negotiating with the Japanese (particularly on MRI), he is writing a treatise on the subject.

Richard is undertaking major DIY renovation of his barn near Bordeaux, and has business interests in Argentina. He enjoys organ playing and construction, and appreciates fine wines. In his youth he was 1st reserve for the Irish International Squash Team, and since then has been a team squash player and committee member of the Wimbledon Club.

## Ian Curington • Consultant • Ventures

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Ian has many years of experience in high performance numerical computing & data visualisation in both technical capacity and with Licensing & IP Protection. He has lead consultancy contracts with ANSYS, Synopsys, Oxford BioSignals Oxford NanoScience, Oxford Visual Geosciences & HR Wallingford. Engagements have ranged from management consultancy to scientific computing. He formerly managed the IP portfolio at IX Imaging Plc on X-ray imaging sensor technologies. During his involvement with Advanced Visual Systems Inc., a scientific visualisation software company which he helped to found, he developed and managed data, visualisation software applications and development products.

Ian has extensive experience of IP, covering computer-aided engineering, 3D computer graphics, networking, digital and analogue electronics, semiconductor manufacturing, interactive voice response systems, medical imaging and informatics and nanotechnology.

Taking a break from his desk full of computer screens, you might find him on a mountain bike trail, or at one of the numerous concerts involving his son who is a talented composer and orchestral musician at Cambridge.

## Richard Buttrick • Consultant • Ventures

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Richard has 30 years of experience in a wide range of roles in intellectual property (including senior management and licensing) in industry and private practice, where he qualified as both a UK & European Patent Attorney.

Richard's breadth of experience in a variety of industries enables him to broadly support clients to develop intellectual property strategies which create intellectual property assets relevant to their business needs and define the most appropriate routes for getting value from those assets. With his corporate experience of managing intellectual property he can help "join the dots" between business strategy and intellectual property strategy, while his extensive involvement licensing gives both commercial insight and practical skills.

Richard enjoys food, wine, people and poetry and has travelled widely and diversely, including places such as Southern India, cultural capitals like Paris, and even remote Scottish Islands, savouring life as he goes.

## IP Asset Legal

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### Vicki Salmon • Partner • Legal

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Vicki is a partner in IP Asset having joined in 2009, from the International law firm Eversheds LLP.

Both a European & British patent attorney and a patent attorney litigator, she has over twenty five years' experience of working as a patent attorney & a solicitor, particularly in relation to intellectual property litigation and corporate transactions. A biochemist by training, she has experience in advising clients on a wide range of intellectual property issues and technologies, from obtaining patent, trade mark & design protection, through to commercialisation and enforcement.

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Sarah is a keen runner and always on the look out for an adrenaline boost whether it be running a marathon, scuba diving, abseiling or sky diving.

## **Piers Clayden • Consultant • Legal**

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Piers is a consultant at IP Asset Legal, having joined the firm in August 2010.

Piers has been a commercial lawyer since 1998. He became a partner in 2007 at Manches LLP, a leading commercial firm in London, Oxford and Reading, where he specialised in advising clients on commercial contracts with an intellectual property element – mainly in the fields of Life Sciences, IT, Publishing and New Media. Prior to moving to Manches in 2001, Piers spent five years with the City law firm now known as DLA Piper. During the course of his career, Piers has been on secondment in-house with Taylor Woodrow, Granada TV (now ITV), and Hasbro.

Piers has extensive experience in the following areas: IP commercialisation; IT/E-commerce; Data Protection and finally general Commercial Law. Piers left Manches at the end of 2009 to form ClaydenLaw.

Piers is a regular speaker at public seminars and training courses, including those run by Hawkesmere and is an active member of the Society for Computers and Law. He also has a Diploma in Intellectual Law and Practice from the University of Bristol.

## **Adrienne Brown • Consultant • Legal**

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Adrienne is a consultant at IP Asset Legal from October 2010.

Adrienne recently joined mpm legal as a partner having previously been at Doyle Clayton, Olswang and Andersen Legal. Adrienne's main focus is steering employers through a wide range of employment law issues such as discrimination, performance management, conduct issues, TUPE and outsourcing, redundancy. Adrienne regularly appears as an advocate in the Employment Tribunal defending unfair dismissal, discrimination and other claims. Clients like her practical approach to finding a solution to issues and she is described as commercial and easy to work with.

Outside of work Adrienne plays hockey for Phoenix and Ranelagh based in Reading and enjoys time with her family.

# IP Asset Management

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## Dr Richard A'Court • Director • Management

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Richard is a highly experienced business development professional with a broad and deep expertise in the commercialisation of a wide range of technologies. From early work on speciality chemicals at BP Chemicals to the development of a portfolio of genetic technologies at BTG, Richard has utilised well-honed commercial skills with a strong understanding of IP issues to develop value for employers and latterly clients. He has presented at numerous international conferences and has advised a range of organisations from research councils to transnational corporations.

In 2008, Richard recorded a pb (personal best) in the Roade Triathlon – this also likely to be his personal worst as he has no intention of repeating the experience.

## Dr Gordon Lovis • Director • Management

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Gordon has extensive hands-on experience of all aspects of the successful creation, development, management and commercialisation of Intellectual assets. He has managed industrial R&D operations, set up and run a high technology company, held the positions of Senior Licensing Executive and Associate Director of Licensing at BTG and QED respectively, worked as a marketing consultant and set up and run the European subsidiary of a Japanese IP company. Prior to joining IP Asset Management, Gordon was Director of Intellectual Asset Management at ITI Energy (part of ITI Scotland Limited) a publicly- funded entity which identifies, funds, and commercialises (through IP) a wide range of research and development projects in the energy sector. In this role he designed and implemented effective IP management systems encompassing all aspects of the project cycle, including evaluation of pre-existing IP, identification and protection of new IP (in accordance with the commercial objectives of each project) and was directly involved in the design and implementation of commercialization strategies.

Dr Lovis holds a B.Sc. in physics from the University of Manchester and a Ph.D. from the University of Cambridge. He is a Chartered Scientist, a Chartered Physicist, a Member of the Institute of Physics and a Member of the Institute of Knowledge Transfer.

## **Ian Bingham • Director • Management**

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## **Lorraine Docherty • Consultant • Management**

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Dr Lorraine Docherty has over ten years experience in identifying and evaluating IP within a wide range of technologies including the energy sector, electrical & mechanical engineering and life sciences.

Lorraine previously worked for ITI Energy as an IP Analyst where she conducted IP due diligence on new energy proposals. She also worked with the technical team to identify new IP and conducted long- term patent landscape studies on existing research projects. In addition, she coordinated and managed the preparation, filing and prosecution of patent applications, including liaising with inventors and external patent attorneys. Lorraine began her career in IP working for the top New York City law firms of Darby & Darby, PC and Frommer Lawrence & Haug, LLP where she was involved in all stages of patent prosecution and litigation.

Lorraine holds a B.Sc. in Microbiology from the University of Glasgow and a Ph.D. from the University of Surrey. She is also Member of the Institute of Knowledge Transfer. When Lorraine is not working she runs her primate rescue charity MONA-UK.