



L-R: Alan Novis, Ana Christie, Clive Bonny, Richard Simmonite

Free intellectual property protection for high fliers

Thirty five business entrepreneurs around Gatwick Airport attended a free breakfast seminar on intellectual property "IP" asset management.

Advice included how to identify, prioritise and register their "IP" to protect against copycats and create financial value for future growth and capitalisation.

The seminar was sponsored by Sussex Enterprise, now known as Sussex Chamber of Commerce CEO Ana Christie and co-delivered by Clive Bonny of Strategic Management Partners.

Supporting Clive were two entrepreneurs who shared success stories on their patents, trademarks and designs which are now poised for marketing to over one hundred thousand UK customers.

The case studies showed how EU and Far East manufacturers with UK branding can enhance quality and build large scale capacity quickly for profitable UK business growth.

Entrepreneurs, Richard Simmonite of Bag Re:Born and Alan Novis of Prestige Promotional Products showed how they both invested in IP registration to protect their ownership rights before launching new products. GrowthAccelerator coach Bonny says "A trademark registration fee is only £170 for 10 years and a design registration is just £60 for 5 years. This is affordable for every single business. Equally helpful is that the government funded GrowthAccelerator and Growth Voucher services can show you how to do this."

The latest Enterprise Nation research reports 3 million Homepreneurs contribute £300 Billion to UK economy, Homepreneurs spend £40 Billion in their local economies, and 56% outsource work creating 5 million freelance jobs.