

## Fund, Expand... Exit! To patent or not to patent?

Protecting your ideas can be crucial, but do you always need to? In our second event of the series, we take a look at the ins and outs of patents, including how to get them, what investors think of them, and how a new Government scheme uses them in tax breaks.

**Date:** Thursday 18th July 2013

**Time:** Arrival from 6.30pm. Talks from 7pm till 8pm then networking and drinks till 9pm

**Address:** Bird & Bird LLP, 15 Fetter Lane, London, EC4A 1JP

[Click here  
to register for this event](#)

### The key ways to protect your IP

Patents, copyright, trademarks, designs and trade secrets. We'll provide an overview on how and more importantly, when they can work for your business.


### What investors say

Can you only get investment if your idea is protected? This session looks at IP protection through the eyes of an investor, with a further peek at securing investment too.

### The tax advantages of owning patents

A new government scheme allows companies to pay less tax on profits made from commercialising a patent. We'll find out how this works and who can apply.

### The Speakers:

 GrantTree

Paulina has been involved with tech startups and fundraising, firstly through an accelerator she cofounded (dreamstake.net), and secondly through GrantTree, a niche R&D fundraising consultancy she launched in 2010. Having recognised a major need for access to funding without giving up equity, GrantTree raised close to £3m worth of Government funding for over 90 clients to date, and is steadily growing.

**Paulina Sygulka**  
[www.granttree.co.uk](http://www.granttree.co.uk)

 the ideas factory entrepreneurs

Over the last decade, Rod has been involved in raising over £80m for 400 businesses including many start-ups. He has a pedigree in the Angel Investment world. His father, the late David Beer, founded the largest and most established Business Angel Network in the UK, Beer & Partners Limited. Using his years' of experience, Rod specialises in getting businesses ready for investment and guiding them through the fund-raising process. Rod also sits on the East Surrey board for the UK's largest business education charity, Young Enterprise.

**Rod Beer**  
[www.theideasfactoryentrepreneurs.com](http://www.theideasfactoryentrepreneurs.com)



Bird &amp; Bird

Robert is a partner in the Intellectual Property division of leading law firm, Bird & Bird. He has significant experience in both contentious and non-contentious IP work, advising on the full range of issues relating to patents, copyright, trademarks, designs and trade secrets/confidential information. Rob advises clients of all shapes and sizes, from start-ups to multinationals across a range of IP rich industries, including life sciences, energy and utilities, speciality chemicals, mechanical engineering and electronics on various strategic IP issues, including IP lifecycle management.

**Robert Williams**  
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