

## **Press release – CRUICKSHANK APPOINTS RICHARD O’CONNOR AS PARTNER**

*Dublin, 27<sup>th</sup> June 2008* – Cruickshank Intellectual Property Attorneys, Ireland’s leading firm of patent and trademark attorneys, today announced that Richard O’Connor has been appointed a partner of the firm.

The appointment comes as Cruickshank completes a very successful and busy financial year, which included the major launch of its free patents and trademark audit for Irish companies, ‘IP-Free60’.

Richard will continue in his role as General Manager of Cruickshank. He has overall responsibility for developing and streamlining Cruickshank’s commercial, service and marketing operations. In particular, he is charged with expanding Cruickshank’s business by securing new strategic alliances, reviewing business development opportunities and liaising with industrial partners. He is also seeking to position Cruickshank in the global intellectual property market by developing strategic partnerships with companies outside Europe.

Prior to joining Cruickshank, he successfully built and ran business units for leading global professional services providers Hays Plc and Reed Plc.

Richard is a registered community and Irish trademark attorney. He holds a BA in accountancy and human resource management and has recently completed an MSc in Innovation and Technology Management. He is also a member of the Licensing Executives Society.

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### **About Cruickshank Intellectual Property Attorneys**

Cruickshank is Ireland’s leading firm of patent and trademark attorneys. Its multidisciplinary team is particularly renowned for its expertise in advanced technology, including electronics, computing and telecommunications, as well as the fast growing food and life science arenas. Its clients include many of Ireland’s top 1000 companies, private inventors and entrepreneurs. Its head office is in Dublin, Ireland. Cruickshank is celebrating its 80<sup>th</sup> year in business in 2008.

For further information, see [www.cruickshank.ie](http://www.cruickshank.ie).