

## **Press Release – CRUICKSHANK’S RICHARD O’CONNOR TALKS ON PROTECTING INTELLECTUAL PROPERTY AT ENTERPRISE & INNOVATION WEEK IN SLIGO**

- A regional initiative supported by IT Sligo’s enterprise, development and community partners
- Week-long event promoting innovation & entrepreneurs featuring high-profile presenters

*Dublin, 15 February 2010* – Richard O’Connor, Partner at Cruickshank, Ireland’s leading firm of Patent and Trade Mark Attorneys, will deliver a presentation at the IT Sligo Enterprise & Innovation Week, held from 22<sup>nd</sup> to 25<sup>th</sup> of February. At his session, on Thursday 25<sup>th</sup> at 2pm, he will cover how entrepreneurs can get the most value from their intellectual property (IP) by sharing his in-depth knowledge and insights on protecting IP assets.

He will focus on exploring how businesses can maximise the opportunities offered by IP. For example, income derived from patented products can be paid tax free in Ireland and there are other significant tax advantages to owning Intellectual Property.

O’Connor commented: “There are a lot of myths and misconceptions surrounding IP management. I plan to deal with these to help entrepreneurs capitalise on their patents and trademarks and gain a strategic competitive edge.”

Richard O’Connor is one of many experts scheduled to speak at the event. Niall McEvoy, Head of Innovation at IT Sligo, said, "One of the key themes of our Enterprise & Innovation Week is to encourage SMEs to develop and protect intellectual property. We see regional examples of great innovation which should be captured, protected and exploited. We are delighted to have an expert of Richard O'Connor's calibre addressing our entrepreneurs on such a critical issue for developing strategic commercial advantage."

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### **Photograph**

Richard O’Connor, Partner, Cruickshank Intellectual Property Attorneys

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

Cruickshank is Ireland’s leading firm of patent and trade mark 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. For further information, see [www.cruickshank.ie](http://www.cruickshank.ie).

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