

ERIC POTTER CLARKSON

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Areas of specialisation

Our firm has been specialising in intellectual property for over 100 years. We recognise that clients' needs require specialists either in technical subject matter or in different aspects of intellectual property. In order to address this need, we have over 40 patent attorneys dedicated to specialist areas of technology such as biotechnology, molecular biology, organic chemistry, medicinal chemistry, computing, electronics, telecommunications, medical engineering, materials science, computer software, mechanical engineering, pharmaceuticals, textiles, etc. Our dedicated trade mark attorneys handle trademark matters.

Our services include:

- Advising on strategic use of intellectual property rights
- Support for fund-raising procedures, such as stock market listings
- Managing IPR disputes, including European Patent Office patent oppositions and litigation support
- Obtaining Supplementary Protection Certificates and other patent term extensions for medicinal products
- Registration of patents, trademarks and designs throughout the world
- Patent validity and infringement options
- Patent and trademark searches and watches

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NEW LOOK GINEM WEBSITE LAUNCHED



www.ginem.co.uk has been redeveloped as a more effective sign-posting web portal. Specific areas on the website have been designed to aid our three main target audiences. SME's – We offer a diagnostic tool for SME's to appraise their 'investment readiness' and sign-post them to relevant GINEM members for advice and funding.

We are also building an educational area, which includes information on the various different types of funding available and articles from successful entrepreneurs. Investor's – The GINEM website provides advice and access to joining Business Angel Networks as well as investor news and hot topics such as Equity Entrepreneur©. Professionals – Details of how to become involved with the GINEM network are available to potential members along with access to view press articles and case studies detailing GINEM member deals.

The new Members Section showcases profiles of all our GINEM members with links to member websites. Members are categorised e.g. 'Accountants', so it is easy for visitors to make contact with relevant members for support. Profile updates should be emailed to marketing@ginem.co.uk. Banner Advertising is also now available on the GINEM website to members.

Website traffic is increasing every month and we have a maximum of four rotating adverts each month – which means each advert is seen every 15 seconds by visitors. The Banner Advert is seen on every page of the website and provides a direct link to the advertisers website. For more details please send an enquiry to marketing@ginem.co.uk

Founder Members



INCREASE YOUR PROFILE WITH GINEM

All GINEM members receive a free profile on the website as well as publicity through our continued Public Relations campaign. In addition to this we are now offering advertising on the GINEM newsletter, e-News Bulletins and banner adverts on the GINEM website. The newsletter is produced on a quarterly basis and read by a wide range of businesses involved in the investment field in the

East Midlands. This includes professional organisations e.g. Accountants & Solicitors, Business Angel Networks, Venture Capitalist's and SME's looking to raise funding.

If you are interested in finding out more contact Aimi Scothorne on 0870 777 0227 or email her at aimi@aidanmarketing.com

GINEM Members



If you are a professional organisation involved in preparing projects for investment and are interested in becoming a member of GINEM please either visit the website www.ginem.co.uk for an application form or contact Beverley Jones on 0115 941 5193 or email her at beverleyjones@spiritaba.co.uk

Welcome to the Spring 2006 edition of the GINEM newsletter. The recent "Dragon's Den" TV series has generated interest in the world of business angels and what it takes to think like an "investor dragon", so we are piloting a new programme called "Equity Entrepreneur". For further details please see below article.

Whether you are an investor, a company seeking investment or a professional involved in business support, there may be something to help you on our re-designed web site www.ginem.co.uk where you can also find a

link through to our GINEM members.

From time to time we get a wide range of questions from young professionals and experienced businessmen about the ins and outs of private equity investment. So we are developing our education theme by inviting GINEM members to give brief insights into aspects from business planning to anything that helps to smooth the way to a successful investment in a company.

We will build a library of member produced articles on the web site and publish regular

features in the newsletter. If you would like to contribute with a short educational article please contact Aimi Scothorne on 0870 777 0227 or email marketing@ginem.co.uk

If you have a depth of expertise and experience as an entrepreneur you could make an important difference to early stage and growing businesses in the region. If you would like to know how you could become involved please make contact with us through our website www.ginem.co.uk.

THE EQUITY ENTREPRENEUR SUCCESSFULLY LAUNCHES IN THE EAST MIDLANDS

GINEM together with Connect Midlands successfully launched the EquityEntrepreneur© in the East Midlands at Loughborough Innovation Centre on 26th April. Over sixty professionals, potential investors and high-growth SME's attended the event. The aim of the Equity Entrepreneur© is to stimulate business angel activity in the East Midlands region. One of the key objectives of GINEM and Connect Midlands is to increase private equity investment in the East Midlands and following up on the interest in "becoming an investor dragon" many individuals are seeking a greater understanding of what it takes to be a business angel.

Equity Entrepreneur© is a new initiative, which has been developed by Chris Clegg of Beer & Partners jointly with Henley Management College. Equity Entrepreneur© is an independent not for profit Community Interest Company, that aims to enhance business angel activity. It acts as a neutral, impartial central resource and seeks to raise the awareness of business angels and aspiring business angels to the issues relevant to investing in private companies. It offers courses and encourages the setting up of investor clubs where knowledgeable and experienced private equity investors and professionals can share information, skills and stories. Speakers included Derek Mapp serial entrepreneur, former chairman of the East Midlands Development Agency and Tim Allen business angel, non-executive director and former Head of Corporate Finance of Williams Holdings Plc. Mike Higgins of Fusion Corporate Finance who attended the event said, " I

thought the guest speakers were very impressive and provide great role models". Colin Dix another attendee added "It was fascinating to hear real live equity investment stories, including the failures as well as the breathtaking successes."

The East Midlands is the second region in the UK to embrace Equity Entrepreneur©. Anecdotal evidence indicates that many successful business leaders and aspiring business angels, together with their professional advisers, are surprisingly unfamiliar with investing in private companies. An inopportune first investment may scar their appetite forever. There are very few avenues available for those seeking to learn about how to reinvest back into private companies. As an example, whilst advice abounds about how to write a business plan how much advice exists about how to read a business plan? Equity Entrepreneur©. has been set up to fill this gap and encourage a vibrant business angel community.

The Equity Entrepreneur© programme involves a full day workshop where private company investing is explored from the perspective of the



Photograph (from left to right) Colin Macklin of Trans Visual Media, Isabell Majewski of Connect Midlands, Tim Allen former Head of Corporate Finance at Williams Holdings Plc, Steve Blount of CMR and GINEM Chairman, Chris Clegg of Beer & Partners and founder of Equity Entrepreneur and Derek Mapp serial entrepreneur and former Chairman of East Midlands Development Agency

investor. Aspects covered include the assessment of management teams, business plans, valuation of the business and negotiation, due diligence, intellectual property, relevant tax and legal implications, risk assessment and completing the deal.

Following the workshop investors are encouraged to join an investor club where investment opportunities can be examined and discussed allowing collective evaluation of prospects. Investor clubs may be run by existing practitioners or, alternatively may be set up by syndicates of private investors. The long term goal is that by 'hot housing' so much shared knowledge, novice investors will gain more

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EDUCATIONAL TOPIC – INTELLECTUAL PROPERTY

Intellectual Property - a phrase often used but not always fully understood. Generally, intellectual property is the product of creativity, bringing with it a monopoly on the exploitation of such innovation. "Intellectual" in the context of inventive thought and "Property" as in an asset that can be bought, sold and exploited for commercial gain. There is an intellectual property right relevant to almost every business sector. Patents and design rights protect inventiveness and creativity, giving the rights owner a monopoly on the use of the invention or design in question. Copyright is most often associated with the arts, but its relevance is a great deal wider and actually protects against unlawful copying of any written or artistic work of substance and therefore can help safeguard publicity material and manufacturing information. Trademarks and the law of passing off allow businesses to protect brand integrity and reputation and there will always be commercially sensitive projects that benefit from the law of confidence.

Nearly all businesses have intellectual property and many fail to appreciate its true value in providing a tangible competitive edge. Whereas the initial value of intellectual property may be in the exclusivity it provides the creator

Geldards LLP
law firm

in manufacturing, marketing and selling an innovative product or service, often the real advantage it confers is the ability to "sell" this exclusivity to third parties. If it is innovative enough, even the smallest business, which lacks the physical capability to manufacture an IP-protected product on a commercial scale, can maximise its revenue by licensing a larger enterprise to do so in return for a royalty. The key is identifying how best to make your IP work for you.

Intellectual property has a key role to play almost every business. From a creative enterprise seeking a monopoly on its inventions and designs to high-street retailers protecting brand integrity, intellectual property is often a business' most valuable asset. In today's ultra-competitive marketplace it is crucial to protect your IP and unlock its earning potential to maximise profitability.

This article was provided by Geldards LLP. If you require any advice or assistance in relation to any aspect of Intellectual Property, please contact the Geldards IP Team on 029 2023 8239.

GINEM MEMBERS NETWORK AT BIOCIDITY

GINEM members around the region met at BioCity in Nottingham on 15th February. The speed-networking event, sponsored by founder members Cavendish Management Resources and Catapult Venture Managers and attended by over 80 people, built relationships between key organisations involved in raising finance for SME's in the East Midlands. GINEM members are playing a growing part in the successful completion of deals between private investors and companies that have exciting potential.

Ology, an organisation that delivers practical business advice, coaching and training is one of GINEM's newest members. John Collins said, "Ology are delighted to be part of GINEM and look forward to a long and fruitful partnership. The event was well organised and as new members it's been excellent to make contacts through the network".

Allied Irish Bank is a member of the GINEM network. Steve Young, Business Development Manager said, "This was the best networking event for meeting new contacts that I have attended for years!"

Due to the success of this event we hope to hold another GINEM members networking event later this year. To keep up- to-date with future events and news please subscribe to the E News Bulletin on the homepage of our website www.ginem.co.uk



From left to right – Rob Carroll of Catapult Venture Managers (GINEM Founder Member), Kevin Reynolds (of Bridgepoint and Chairman of the BVCA Regional Committee), Steve Blount (Regional Director of Cavendish Management Resources (CMR), GINEM Founder Member and GINEM Chairman) and David Staveley (back right) of Director of CMR (GINEM Founder Member).

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experience in six months than they would normally gain in many years, and be able to gain it in a fun and sociable environment without necessarily risking any of their funds. To build up a population of knowledgeable and experienced Private Investors who really do know what they are about, and who will thereby be able and willing to make more and better investment decisions. In this way entrepreneurs will benefit directly, professionals too, and the community at large will ultimately benefit enormously.

The power of business angel investing can be illustrated by the following example. Suppose 50 individuals pass through the EE programme each year and each invests on average £50,000 the volume of investment over five years will accumulate to £12.5 million across 25 – 50 companies creating jobs, business for professionals and, from those who exit successfully, reinvestment potential back into the economy. The first Equity Entrepreneur® Workshop will be held 8th June at Loughborough; we hope to hold another workshop later this year. For further information or to register your interest please contact Steve Blount at steve.blount@cmruk.com or Robin Grimston at robin@connectmidlands.org

FORTHCOMING EVENTS

08/06/2006 – EQUITY ENTREPRENEUR WORKSHOP

Loughborough

Open to: GINEM Members, Investors, Potential Investors, Professionals and High Growth SME's seeking funding

06/07/2006 – CONNECT SPRINGBOARD

East Midlands Venue TBC

Open To: Members Investors & By Invitation

13/09/2006 – MEMBERS WORKSHOP – RAISING FINANCE

Leicester Venue TBC

Open to: Members, Potential Investors, High Growth SME's, East Midlands based Professionals

GINEM Members are able to promote their forthcoming events in the East Midlands on www.ginem.co.uk – please send details to marketing@ginem.co.uk

Member Profiles

BEER & PARTNERS | funding for growth

Beer and Partners Ltd is a leading source of venture capital and business angel investment for growing SME businesses in the UK. We have excellent contacts in the private equity area, as well as secured and unsecured lending. We are authorised by the Financial Services Authority and have regionally based teams of professional staff in nine offices throughout the UK.

We see several thousand proposals seeking capital in the £25,000 to £5 million range so we understand that growing businesses need finance, and perhaps help if they are to reach their potential. We offer a full range of services including private equity investment, private placings, secured lending and specialist financing. We also work closely with a number of other businesses to provide additional services:

Beer Mergers Ltd focuses specifically on sales and acquisitions in the small business sector.

Beer & Young Ltd delivers rescue & recovery finance to the SME sector.

IDSquared Ltd helps smaller companies to find the right Non-Executive Director, coach or mentor.

Blue Sky Business Planning Ltd provides an on-line business plan generator for companies seeking investment.

Beer Property Finance Ltd is a leading provider of property related finance in the UK.

Paul Jenkinson, Midlands Regional Director
jenkinson@beerandpartners.com T: 01664 454691

East Midlands Associates:

Leicestershire & Rutland: Lawrence Fenelon

Lincolnshire: Chris Duggan
Northamptonshire: Malcolm Rash

Derbyshire: Matthew Haynes

Nottinghamshire: Tom Fremantle

Website: www.beerandpartners.com

sources of equity finance for a broad range of companies by matching their needs to the financial resources of private equity investors, for the benefit of both.



The Entrepreneurs Club encourages pro-active interaction between investors and those seeking investment in order to bring interested parties together as quickly and efficiently as possible in order to maximise the deal flow. Regular lunch events are held at which a number of business proposals seeking investment are showcased to potential investors. Syndicate opportunities are available for those people who wish to invest smaller amounts of money. Spirit Corporate Finance hosts the Entrepreneurs Club in Nottingham and Birmingham every quarter. The event is an informal networking forum where entrepreneurs get to meet many different types of investors face-to-face. The event typically showcases six entrepreneurs, known as 'hotshots', who make a 'pitch' over lunch – then have the opportunity to demonstrate their product or service at the event.

Spirit works closely with the hotshots to develop business plans and accounts to ensure they are ready to enter into negotiations with interested investors.

For further details visit www.entrepreneursclub.com
Or contact Beverley Jones-Morgan on 0115 941 5193 or email entrepreneursclub@spiritaba.co.uk

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CONNECT

the fast track for technology business

Most entrepreneurs can't get their ideas to market. Even if they do, they don't always have the support they need.

Connect Midlands has worked with over 1000 companies, and helped more than 100 raise in excess of £62 million of investment.

Through free or heavily subsidised assistance from Connect Midlands, entrepreneurs in high-growth technology businesses and the science and engineering industries can gain access to finance and expert advice, training, and support to help their business develop routes to market and management capability.

The Connect Midlands InvoRed programme ensures that expert advice is on hand from the start. Through this programme of targeted workshops, events and one to one coaching, early stage companies and entrepreneurs can understand financing options, develop winning proposals, and prepare themselves for investment.

Connect Midlands also provides focussed events and business forums, to link emerging companies with business training, finance, management, and customers, to accelerate their growth.

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