



**ALLIANCE**  
FOR INTELLECTUAL PROPERTY

**Alliance for IP and the Creative Industries Federation  
'Creative Industries and the Business of IP'**



We recently co-hosted an event with the Creative Industries Federation giving creators and businesses valuable information to assist in protecting and valuing their intellectual property.

The afternoon event started with speeches from Penny Macbeth (Dean, Manchester School of Art), John Kampfner (Chief Executive, Creative Industries Federation), Eddy Leviten (Alliance Director General), Alex Connock (Managing Director, Endemol Shine North), Bill Bush (Alliance Chair and Executive Director, Premier League) and Sally Britton (Partner, Mishcon de Reya).

Following speeches, attendees divided into two breakout sessions; Protecting your IP and Valuing your IP. These highly informative sessions proffered practical advice and gave them the opportunity to ask questions and engage with IP professionals. Aimed specifically at SMEs and creators, the sessions covered issues relating to the illicit trade of goods, how to deal with the problem, and how to value your IP to maximise growth opportunities.

Marianne Grant closed the afternoon activities by informing delegates of the Get it Right campaign, and explained how all present can get involved. A drinks reception closed the day giving guests the opportunity to follow up on issues and socialise.

We have received excellent feedback from the event, and we look forward to working with the Creative Industries Federation again soon. We would also like to thank Manchester School of Art for providing a superb venue.