



Martin Brassell. Chief Executive, Inngot Limited.



Martin is Chief Executive of Inngot Limited, a new Swansea-based venture aimed at helping innovative businesses to promote, protect and leverage their intellectual property. Inngot offers a range of online registration and enquiry services which assist companies in defining their intangible assets and finding complementary products, services and technologies.

Martin has held senior positions in information-based business for over 20 years, most recently as a director of HPI, the leading vehicle information service. He is particularly well versed in the challenges of developing new ventures, having spent four years as an Enterprise Hub Director supporting entrepreneurs with high potential ideas, and helping over 40 to find start-up funding.

**Subject: Open Innovation and Intellectual Property**

“Open Innovation” is of growing interest to large and small businesses: it sums up an approach to research and development which recognises that in a connected world, one company can’t employ all the smart people, or come up with all the good ideas. Martin will look at Open Innovation in action and explore its implications for conventional methods of protecting intellectual property, particularly copyright, followed by a question and answer session.