



## **IPAN Press Release – 27 April 2016**

**The future of culture in the digital age and how the intellectual property system can protect the work of artists was placed centre stage in Parliament today (Tuesday, 26 April).**

Baroness Neville-Rolfe, Minister for Intellectual Property, was the guest speaker at the World IP Day event organised by the IP Awareness Network (IPAN) at the House of Commons (photograph above, courtesy of Fiona Hanson).

Speaking to a packed audience of intellectual property opinion leaders and parliamentarians, she said:

***“The process of digitisation has transformed the world around us at a furious pace. It has revolutionised the way we work; the way we interact; and the way we shop.***

***“In the emergent digital economy, our collaborative effort is key to maintaining a strong and responsive IP system that serves us all.”***

Reflecting the title of World IP Day 2016 - **Life In The Fast Lane** - Dr Paolo Aversa, a Fellow of the Centre for Automotive and Mobility Innovation at University Ca’Foscari, Venice, explained how technical advances in Formula 1 had shaped technological advances on our roads.

Pete Wishart MP, Chair of the All Party Parliamentary Group on IP, hosted the event which was chaired by Professor Ruth Soetendorp, Chair of IPAN. Other speakers were: Dr Anthony Tridico, of Finnegan, an expert in post-grant proceedings for US and European Patent Law, and John Ogier, an IP economist and Vice-Chair of IPAN.

IPAN seeks to engage with and inform policy makers, educational establishments and financial institutions. Every year on World IP Day IPAN publishes “IP issue briefs”, an aid to understanding key IP issues, and will be publishing an updated version on its website [www.ipaware.net](http://www.ipaware.net) on the day.

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For more information contact:

Neil Lampert, Head of Media and Public Affairs, Chartered Institute of Patent Attorneys (CIPA), [neil@cipa.org.uk](mailto:neil@cipa.org.uk), mobile 07730 130106

or

Roland Hill, IPAN Parliamentary Group Convenor, [roland@contravision.com](mailto:roland@contravision.com), mobile 07976 836201

