

9 March 2010

## **Papula-Nevinpat and Aalto Start-Up Center at the Aalto University School of Economics Small Business Center to start cooperation**

### **IPR protection extremely important at the early stages of a company**

Helsinki, Finland – Papula-Nevinpat and the Aalto University Start-Up Center begin cooperation. Papula-Nevinpat offers the company's vast know-how in IPR matters for the start-up center businesses. The cooperation starts by meetings with experts to give the start-up center businesses an opportunity to see an IPR specialist and evaluate the current situation and needs of their IPR portfolio. Furthermore, Papula-Nevinpat's experts provide IPR training and counseling in events arranged by Aalto Start-Up Center.

"According to our experience, IPR knowledge is extremely important especially at the early stages of a company. Establishing a good IPR portfolio requires persistent activities and cannot be done overnight", said Markku Simmelvuo, Managing Director, Papula-Nevinpat. "We want to help the businesses immediately after their founding so that possible mistakes caused by lack of information can be avoided and a solid foundation can be developed for IPR matters. It is important for Finland's entire economic life that the IPR matters are managed properly. This provides competitiveness to the Finnish companies also globally."

Pentti Mustalampi, Director, Small Business Center at the Aalto University School of Economics, also considers the cooperation very important in order to base the future growth of the companies on the ability to manage their IPR matters in-house. "The cooperation significantly consolidates Start-Up Center's expert network, and the active operations and expertise of both Start-Up Center and Papula-Nevinpat in Russia increase the opportunities of the cooperation even more", said Marika Paakkala, Project Director, Aalto Start-Up Center.

#### **About Papula-Nevinpat**

Papula-Nevinpat is a globally recognized patent, trademark and design agency. In addition to our Finland-based global operations, Papula-Nevinpat has a strong foothold in the Eurasian territory with local offices in Russia, Belarus, Kazakhstan, Ukraine and Uzbekistan. Our attorneys will help you secure your exclusive rights anywhere in the world.

[www.papula-nevinpat.com](http://www.papula-nevinpat.com)

#### **About Aalto Start-Up Center**

Aalto Start-Up Center is a successful and strongly growing business incubator operating at the Aalto University. Their line of business includes information- and technology-based businesses and related services. In addition, Aalto Start-Up Center accommodates the Arabus business incubator which concentrates on promoting and developing entrepreneurship in the creative industries. Aalto Start-Up Center offers high quality business consultancy, diverse expert networks and furnished offices for selected businesses. Aalto Start-Up Center is based in Helsinki, Ruoholahti (Salmisaari).

[www.start-upcenter.fi](http://www.start-upcenter.fi)

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