21 August 2015 <u>eip.com/e/uab77a</u>

<sup>p1</sup> **EIP** 



## The Google Patent Starter Program explained

In an article for <u>Real Business</u>, partner Matthew Jones of EIP Legal unpackages the latest under the radar move by internet giant Google, and explains why it is of particular interest to early-stage businesses in need of IP.