



## EIP announces hire of new CEO from AWA

Today leading international IP firm, EIP announces the appointment of Magnus Hallin as Chief Executive. He joins from AWA, an eminent European IP firm.

Magnus is a lawyer who spent 10 years practising IP law and litigation before moving into management at AWA where he held the position CEO for over 12 years. During that time, he oversaw significant expansion at AWA, including the opening of several offices across Europe, in China and in Hong Kong.

Magnus will spend time in EIP's offices in Europe and the US and will work alongside the management board of EIP to further the firm's development.

Founding partner, Jerome Spaargaren says: "We are delighted that Magnus is joining EIP. He is a highly experienced CEO, well known in the IP world. We are particularly pleased to have him in place for our next phase of growth, given his experience of growing AWA on the international stage."

Magnus says: "One of the reasons that drew me to EIP is the culture and the quality of its people which I believe is especially important to a firm's success. I am impressed by the fantastic progress EIP has already made and am looking forward to working together with the management board to take EIP to the next level."