

CREATING

How Creation IP does business



CREATION IP
turning ideas into assets

creationip.com

THIS
DOCUMENT
IS A LINE IN
THE SAND; IT
DESCRIBES
WHAT WE AT
CREATION IP
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TODAY.





Bryn Williams



John Collins

Creation IP was founded in March 2012 out of the desire to create a company which delivers a first class service for clients and provides a workplace which invests in the development and wellbeing of all those who deliver this service.

As we begin our ninth year, we now have twenty-one Colleagues at Creation IP. Our growth will continue over the next few years.

New people mean new personalities with different ideas and different ways of communicating and interacting with clients and Colleagues. This document is a line in the sand; it describes what we at Creation IP believe the company stands for today. It describes how the company should engage with clients and it reflects the relationship between the company and the people who make it what it is, at this moment in time.

It is intended as a guide for our clients and a reference for new members of the team and the consultants who act in our name.

This document sets out what we are Creating.

CONTENTS

- 04: Creating
- 05: Our Vision and Goals
- 06: Our Clients
- 06: Our Colleagues
- 07: Our Values
- 08: Our Behaviours

CREATING

Verb; gerund or present participle: creating
Bring (something) into existence.

From helping clients turn their ideas into assets, to supporting Colleagues be the best that they can be, Creating is the business of Creation IP.

This document sets down on paper the Vision of the company and sets out the Goals which will take us towards that Vision.

This document sets out Our Commitment to Our Clients and Our Deal with Our Colleagues. We believe by fulfilling this Commitment and sticking to this Deal, Creation IP will meet its Goals the right way, without taking shortcuts.

From Our Commitment to Our Clients, and Our Deal with Our Colleagues, we can identify the Values we have as a company, and the Behaviours the company's staff and consultants will exhibit, to uphold the company's Values.

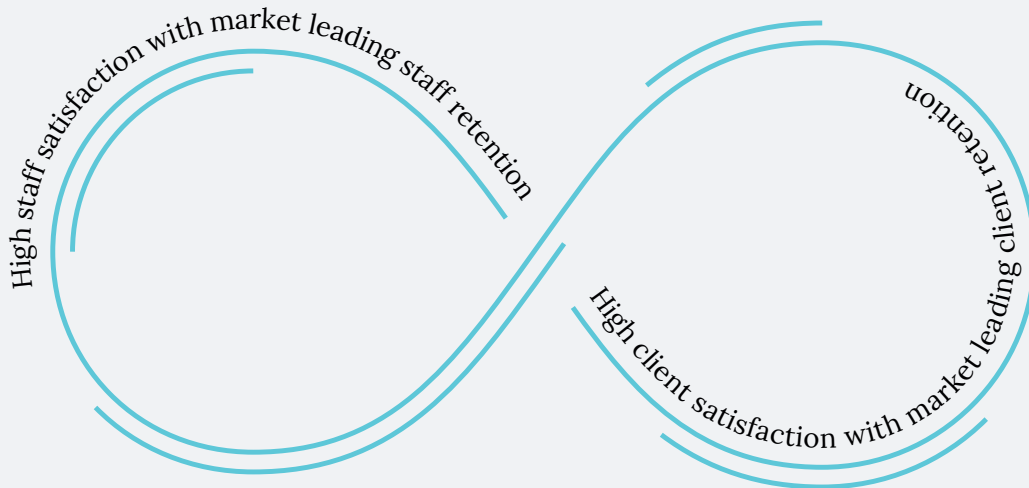


OUR VISION

The vision of this passionate organisation is to be recognised worldwide as one of the best IP Attorney firms, and the best IP Attorney firm to work for in the United Kingdom. We will realise our vision by achieving our goals.

OUR GOALS

1. Through independent research, achieve high client satisfaction with our service such that we have market leading client retention and all clients would recommend Creation IP; and
2. Through independent research, achieve high staff satisfaction such that we have market leading staff retention and all staff would recommend Creation IP as an employer.



OUR CLIENTS

For our company to achieve our Goals we must deliver a first-class, high-quality, service which our Clients value.

We must understand the needs and ambitions of our Clients' businesses, and work to develop and implement an IP strategy to fulfil those needs and ambitions.

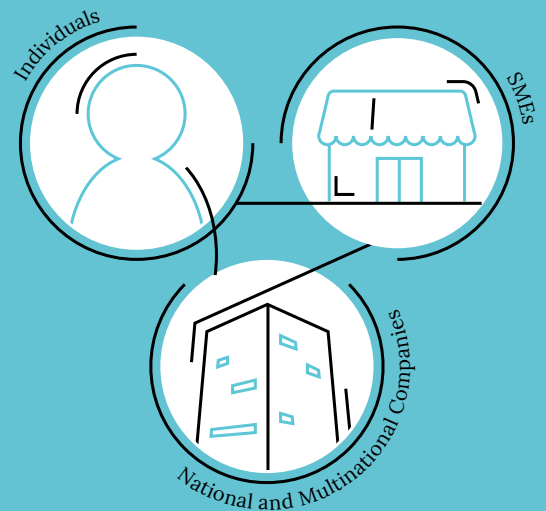
We must deliver a service which enables us to develop strong, long-lasting, trust-based relationships with our Clients.

To all our Clients, we make this commitment:

CREATION IP'S COMMITMENT TO OUR CLIENTS

Creation IP is committed to:

- » acting with transparency, respect, integrity, and honesty;
- » endeavouring to exceed Client expectations; and
- » positioning the Clients' interests at the centre of decision-making.



OUR COLLEAGUES

Our Colleagues are the future of Creation IP. Our future is dependent upon Colleagues making the right decisions and giving the right advice to our Clients.

It is our collective ability and energy, how we feel about working for Creation IP, how passionate and engaged we are to work together for common objectives, which will allow us to achieve our Goals.

At Creation IP, we believe that each of us wants to make a unique contribution which is valued, and gain satisfaction from the work we do. Creation IP wants to provide each of our Colleagues with an environment and the tools to allow everyone to make a positive and creative contribution in the service of our Clients.

“EACH OF US WANTS TO MAKE A UNIQUE CONTRIBUTION WHICH IS VALUED, AND GAIN SATISFACTION FROM THE WORK WE DO.”

CREATION IP'S DEAL WITH OUR COLLEAGUES

Creation IP is committed to providing:

- » a working environment which is pleasant to work in, where people can speak freely and be heard, and which is flexible enough to cope with changing personal circumstances;
- » fair reward, security, and the encouragement to make a financial provision for your future; and
- » the opportunity for everyone to learn new skills, achieve great things and have good fun.

In return, we expect our Colleagues to:

- » act with decency, respect and integrity towards each other and the company;
- » work diligently, and with transparency, to the best of their abilities; and
- » show loyalty to the company, and their Colleagues.

OUR VALUES

At Creation IP we have embraced the following core values, which focus on the satisfaction of our Clients, and the wellbeing of our Colleagues.

They are: Respect, Integrity, Transparency, Diligence, and Loyalty.

Through our passion for the work of Creation IP, we intend to express these values in our work ethic, in our collaboration with each other and in our relationships with our Clients.



OUR BEHAVIOURS

Respect

- » We value the role of each Colleague at Creation IP, and the gifts that our individuality brings to the company.
- » We show respect through our mannerisms, our tone, and our demeanour.
- » We listen to and help others, responding to their needs.
- » We respect Clients' ideas, individually engaging with their IP.

Integrity

- » We work as a team, to ensure that the best IP service is delivered to our Clients.
- » We embrace a positive team culture, being open in all we do.
- » We follow IPREG Codes of Conduct, integral to our terms of business.
- » We build good relationships with Clients, based on consistency in our service.

Transparency

- » We value openness, reliable communication, and professional accountability.
- » We obtain relevant staff development, to meet the needs of Creation IP.
- » We act with consistency and openness in matters relating to costs.
- » We communicate all facts and possible outcomes to our Clients.

Diligence

- » We give our work at Creation IP our full commitment.
- » We are responsive and reactive, meeting deadlines so the whole team can function to the optimum.
- » We have a total commitment to accuracy in all aspects of our work, and create systems that support this.
- » We always look after our Clients' best interests.

Loyalty

- » We show our passion for Loyalty by following Creation IP's values of Respect, Integrity, Transparency and Diligence.
- » We support each other to achieve the best we can for our Clients and the company.
- » We maintain confidentiality in all we do.
- » We value and respect the work of our Clients, and the work of our Colleagues in the IP sector



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