

RESEARCH MEETS PRACTICE  
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**SYMPOSIUM**  
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### **Ricardo VIEIRA'S Biography**

**Rick Vieira** joined Fairview Research in January 2008 as a partner focusing on strategic business consulting particularly in the area of product design and business development, and his remit since that time has been the VP Business Development at Matrixware. Rick has had a dynamic career in the intellectual property industry where he has designed, developed, and promoted a variety of pioneering IP products and services that have seen commercial success. Rick spent 9 years at MicroPatent in a variety of roles including Head of European Operations, VP Product Management and VP Business Development. He then spent 2 years in the chemical and drug information business of Prous Science as Director of European Sales. In 2005 he founded DesignMuster where he designed and operated the world's first commercial Industrial Designs database. This business went on to become the Industrial Designs division of Questel. In his last post prior to joining Fairview Research, he was Director of Industrial Designs and IP Rights protection within Questel.