


# Harnessing the potential of knowledge exchange, research and innovation

 07 July 2023

We were delighted to sponsor this year's PraxisAuril Annual Conference in June, which attracted a broad selection of members of the knowledge exchange, innovation and research communities across a spectrum of universities and Higher education (HE) providers.

## Knowledge exchange

Knowledge exchange (KE) is about translating knowledge and research into impact for society and the economy. As the UK's professional association for KE practitioners, the [PraxisAuril](#) conference is always well attended.

This year's event featured key speakers from Innovate UK, University of York, University of Nottingham, Kings College London, University of Cambridge and Nottingham Trent University, to name but a few.

## Improving accessibility of policy wording

Delivering a talk at the gala dinner, our [People Director Declan Vaughan](#) shared insight and experience of our knowledge exchange partnership with the University of Nottingham's socio-linguistics team. This included analysis of how easy to understand insurance policy wording is to target audiences to improve accessibility in support of diversity and inclusion, with a particular onus on international students. [You can find out more about this project here.](#)

## Intellectual property commercialisation

Also in attendance at the event was our team, including [IP Partner Nick Smee](#), [Real Estate Partner Rebecca Toates](#) and [Corporate Senior Associate Rob Northall](#), who were on hand to advise on a range of legal aspects of KE.

The most common queries and support requirements were in relation to Intellectual Property (IP) commercialisation relating to spinouts and joint ventures, so here are some links to other useful articles/webinars:

- [Keeping your spinouts spinning](#) | [Higher education law](#) | [Browne Jacobson LLP](#)
- [University spinouts and joint ventures](#) | [Education on-demand video](#) | [Browne Jacobson](#)

Or you can contact [Nick](#) or [Rob](#) directly for more bespoke support.

## Key contacts

Nick Smee

Partner



[nick.smee@brownejacobson.com](mailto:nick.smee@brownejacobson.com)

+44 (0)330 045 2122



**Rob Northall**

Senior Associate

[rob.northall@brownejacobson.com](mailto:rob.northall@brownejacobson.com)

+44 (0)3300452372

---

## Related expertise

### Services

Insurance claims defence

Intellectual property

Policy drafting and distribution