

Faces of IP



GLOBAL
INTELLECTUAL PROPERTY
CENTER

Atraverda

*A leading innovator among
Europe's clean technology companies*

SOUTH WALES, UNITED KINGDOM

Lead Innovator :	Dr. Keith Ellis and Dr. Andrew Loyns
Employees:	36
Patents:	16
Innovative Industry	Green Technology

STORY

Atraverda specializes in the production of Ebonex[®], an electrically conductive ceramic technology. Atraverda's patented and trademarked product has a broad range of commercial uses in clean technology industries, including energy storage, water treatment, and construction applications. For example, Ebonex[®] bipolar batteries provide an environmentally sound alternative to older battery technology as they are produced through a more energy efficient process and use 40% less lead.

Dr. Keith Ellis, who heads Atraverda's \$5 million research and development program, is working to further the commercial potential of Atraverda's technologies. Led by Dr. Ellis and his colleague Dr. Andrew Loyns, Atraverda's innovative research team has received 16 patents, some as recently as 2009. These patents are recognized in more than 27 countries worldwide.

In response to the growing demand for its advanced technology solutions in Europe, the United States, Japan, India, China, and other global markets, the company has announced plans to double its workforce in the next two years. However, Atraverda's growth is dependent on effective intellectual property protection in all of the countries where it sells its technology. Strong protection and enforcement of intellectual property are essential to the present and future success of Atraverda's business value and the ongoing commercialization of its breakthrough clean technology.