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GenIP PLC  
29 May 2025



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**GenIP Plc**  
("GenIP" or the "Company")

## Business Update

GenIP Plc, a company providing GenAI analytic services to help organisations assess and commercialise new discoveries, is pleased to issue the following business update.

### Highlights:

- Entry into the Brazilian market through a contract with a government agency
- GenIP Chair, Rt Hon. Lord Willetts, to represent the company at Knowledge Exchange UK 2025
- GenIP to attend the National Academy of Inventors Annual Conference 2025

### Brazilian Market Entry

GenIP has secured its first engagement in Brazil, deepening its exposure to fast growing Latin American economies. GenIP has won a contract to deliver its AI-enhanced technology evaluation service to a government agency that is one of the country's main funders of scientific and technological research. The collaboration supports a nationally backed bioenergy initiative designed to enhance sustainable energy innovation. GenIP's AI-powered reports will inform strategic decisions on commercialising breakthrough technologies in the bioenergy field.

### Knowledge Exchange UK 2025

GenIP will headline Knowledge Exchange UK 2025 with a keynote from Lord Willetts, Chair of GenIP. Taking place 2 - 4 June 2025, Knowledge Exchange UK 2025 is a focal point for the UK's technology transfer and knowledge exchange industry, providing the Company with a platform to connect with new potential clients and cement relationships with existing clients. Lord Willetts will deliver the conference's closing keynote, 'Looking Ahead: The Future of Mission-Driven Knowledge Exchange'.

Read more about [Knowledge Exchange UK 2025 here](#).

### National Academy of Inventors Annual Conference 2025

GenIP will attend the National Academy of Inventors Annual Conference 2025 to be held 23 - 26 June 2025 in Atlanta, United States. The conference will bring together over 470 inventors, institutional and government leaders, and technology transfer champions from 124 National Academy of Inventors member institutions to share best practices and scale the impact of invention and innovation in the United States.

Read more about the [National Academy of Inventors Annual Conference 2025 here](#).

### Melissa Cruz, CEO of GenIP, commented:

"We're excited to announce GenIP's expansion into Brazil. This new partnership with a Brazilian government agency reflects the success of our Latin American outreach and highlights the significant opportunity in the region.

"Demonstrating GenIP's ambition to become the global leader in AI-powered technology commercialisation services, our participation in leading tech transfer events this June will allow us to deepen relationships and engage new clients in both the UK and the United States."

For further information regarding GenIP, please visit <https://genip.ai/>, or contact:

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Via Redchurch Communications

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