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MIPS Acquires Patent Rights And The Brand Fluid Inside

Acquisition strengthens MIPS' patent portfolio, expanding access to research and growing capacity for future product development.

MIPS, the world leader in brain protection systems, today announced the acquisition of the brand Fluid Inside and related patent rights. The acquisition builds MIPS' product offering and safety solutions associated with technology that addresses both linear and rotational motions to improve helmet protection.

Fluid Inside was developed through a collaboration between Oblique Technology L.P. and the University of Ottawa in Canada.

Like MIPS, the product has similar roots in academic research and study. The technology has so far been primarily integrated in helmets used in team sports, however, the acquisition also includes a limited number of customer agreements with action sports brands.

"The acquisition is primarily part of our strategic plan to continue to be the world leader in brain protection systems within helmet-based safety. We are very enthusiastic about strengthening our relationship with the University of Ottawa and to further increase our presence within team sports," says Max Strandwitz, CEO of MIPS.

**For more information, please contact
Max Strandwitz, President and CEO**

max.strandwitz@mipsprotection.com
+46 70 961 17 54

About MIPS

MIPS specializes in helmet-based safety and protection of the brain. Based on an ingredient brand model, MIPS Brain Protection System (BPS) is sold to the global helmet industry. MIPS solutions are patented in all relevant markets and are based on more than 20 years of research and development together with the Royal Institute of Technology and the Karolinska University Hospital in Stockholm, Sweden. MIPS is the world leader in this field and cooperates with 78 helmet brands that offer 448 models equipped with MIPS BPS on the global helmet market.

The company's headquarters, with 29 employees in research and development, sales, marketing and administration is located in Stockholm together with the test facility. **For more information, visit www.mipsprotection.com**