

## PRESS RELEASE

### The world's leading IP strategists revealed

London (9<sup>th</sup> June 2011) – A unique publication identifying individuals whose key skill-set is working with intellectual property (IP) owners to help them maximise the value of their IP is launched today. Now in its fourth year, the *IAM Strategy 250: the World's Leading IP Strategists* is acknowledged as the pre-eminent reference source for those seeking world-class strategic advice on IP.

Over the course of five months, *IAM* researchers spoke to a wide-range of leading IP professionals in order to identify people considered to be world-class IP strategists: men and women whose business is the creation, development and deployment of strategies that enable IP rights owners to gain maximum value from their portfolios. Only those individuals considered and nominated by their peers to be outstanding IP strategists are listed in the *IAM Strategy 250*.

At a time of huge economic and financial uncertainty, IP has never been more important. A growing number of companies are seeking to leverage their IP portfolios to extract maximum value from them; whether this be in the form of increased licensing revenues, improved alignment with overall business goals, more focused internal R&D, enhanced collaboration and more open innovation programmes, or better marketing returns. In order to do this as effectively as possible, they need the advice of people who know the business of intellectual property inside out, as well as the opportunities that it presents. This is where the *IAM Strategy 250* comes in.

“Locating people able to offer top class advice on maximising IP value can be hard,” says Joff Wild, the editor of *IAM*. “Many people call themselves IP strategists, but far fewer have a track record of helping to devise and implement successful IP strategies. Those featured in the *IAM Strategy 250* really do have the skill-sets and the experience. They would not be listed if they didn't.”

The individuals named in the *IAM Strategy 250* have a wide range of professional backgrounds and reflect the fact that the days when IP was thought of as just a legal issue are long gone. In the 2011 edition, many specialisations are featured, including: brokering, defensive patent aggregation, finance, insurance, management consultancy, the law, licensing, M&A, tax and valuation.

“While we may not have found every top IP strategist in the world, we are confident that all the people listed in the *IAM Strategy 250* deserve to be there. We know because their peers and their clients have told us,” says Wild.

The *IAM Strategy 250* is available in printed format and online at [www.iam-250.org](http://www.iam-250.org).

#### Notes:

Intellectual Asset Management magazine ([www.iam-magazine.com](http://www.iam-magazine.com)) is produced in London by the IP Media Group Ltd and reports on intellectual property as a business asset. Its primary focus is on how IP can be best managed and exploited to create corporate value. The publication's core readership comprises senior executives in IP-owning companies, corporate counsel, private practice lawyers and attorneys, licensing and technology transfer managers, and investors and analysts.

In addition to the *IAM Strategy 250*, the IP Media Group also publishes guides to the leading patent and technology licensing lawyers, patent litigators and trademark practitioners.

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