



The world's top IP value creators are named in new edition of market-leading publication

The world's pre-eminent IP strategists have today been named in the latest edition of the *IAM Strategy 300 – The World's Leading IP Strategists*, published online by IAM and free to access. The unique guide lists the individuals that in-depth research, undertaken by a team based in London, Washington DC and Hong Kong, has shown possess world-class skills in the development and roll-out of strategies that maximise the value of patents, copyright, trademarks and other IP rights.

The IAM research team spoke to a wide range of senior corporate IP managers in North America, Europe and Asia, as well as third-party IP service providers, in order to identify these IP leaders: men and women whose business is the creation, development and deployment of strategies that enable IP owners to gain maximum value from their portfolios. Only those individuals nominated multiple times by different parties as outstanding IP strategists are listed in the *IAM Strategy 300*.

Not only does the publication feature world-class, third-party IP advisers, but it also includes individuals that work inside operating companies. This reflects the growing importance that businesses across the world attach to having in-house IP value creation expertise, alongside the legal expertise that has traditionally characterised corporate IP functions. Notably, there is now an emerging group of senior IP business leaders that are not lawyers by training, but instead have backgrounds in other disciplines.

The third-party service providers featured also have a wide range of professional backgrounds and areas of specialisation, including brokering, defensive patent aggregation, finance, insurance, management consultancy, the law, licensing, mergers and acquisitions, tax and valuation. They are based in centres across the world. A number have been involved in IP-related transactions valued in the hundreds of millions, or even billions, of dollars; while others have advised clients on monetisation strategies that have reaped eight, nine and 10-figure sums.

"IP helps to drive the 21st century economy, creating strong incentives to invest in the creation and roll-out of brands and all types of content, as well as the innovation process. This makes IP strategists more important than they have ever been before. Their ability to create significant value makes them indispensable, wherever in the world they operate," says IAM editor Joff Wild. "Since it was launched, the *IAM Strategy 300* has become the go-to guide for those seeking to find out who leads the way when it comes to IP strategy. We invest considerable time and effort into identifying the right candidates for inclusion and we salute all those who have made it into the final publication. For the work they do, they deserve this recognition."

The *IAM Strategy 300* is available in printed format and online at www.IAM300.com.

Notes:

IAM (www.IAM-media.com) is produced in London by the IP Division of Globe Business Media Group and reports on intellectual property as a business asset. Its primary focus is on how intellectual property 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.

Further information from: Elisha Jadav, IP Division, London - ejadav@GlobeBMG.com