



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

London (11/06/2015) – The world's leading IP strategists are named today in the online edition of a unique guide published by *Intellectual Asset Management (IAM)*. *IAM Strategy 300: The World's Leading IP Strategists* lists individuals that in-depth research has shown to possess world class skills in the development and roll-out of strategies that maximise the value of patent, copyright, trademark and other IP rights.

IAM researchers in the United States, Europe and Asia spoke to a wide range of senior corporate IP managers, 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*.

For the first time, the 2015 edition of the *IAM Strategy 300* includes individuals that work at 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 in-house IP functions. Notably, there is now an emerging group of senior corporate IP leaders that are not lawyers by training, but instead have backgrounds in other disciplines.

Alongside the operating company listees, the *IAM Strategy 300* also features individuals on which the guide has always focused: third-party service providers. These too 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.

“As in previous years, we have dedicated significant editorial and research resources to ensuring we identify only world class IP strategists, so we are confident that all those named in the *IAM Strategy 300 2015* fully merit the recognition that they have received,” says *IAM* editor Joff Wild. “With intellectual property now central to the success of so many companies across the globe, we are delighted that this publication has become the recognised source of reference for those seeking to identify the world's leading IP strategists. What's more, we believe that the roles all those named in the *IAM Strategy 300* play is only going to increase in importance over the coming years. We salute each and every one of them.”

The *IAM Strategy 300* is available in printed format and online at www.IAM-media.com/strategy300.

Notes:

Intellectual Asset Management (www.IAM-media.com) is produced in London by Globe Business Media Group – IP Division 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.

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