



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

London (03/06/2016) – The world's pre-eminent IP strategists have today been named in 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.

"The IP market is becoming increasingly international, with companies across the world now focusing on creating maximum value from the assets that they own. That makes IP strategists more important than they have ever been before," says IAM editor Joff Wild. "We are delighted that this publication has become the recognised source of reference for those seeking to identify the men and women who offer best-in-class expertise. 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:

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