



### **New publication names the world's foremost IP value creation experts**

London (10/06/2014) – The world's leading IP strategists are named today in the online edition of a unique guide published by *Intellectual Asset Management (IAM)*. The *IAM Strategy 300: The World's Leading IP Strategists* lists individuals that in-depth research has shown to possess the skill sets necessary to work with IP owners to maximise the value of their patents, copyrights, trademarks and other 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*.

The individuals featured in the guide have a wide range of professional backgrounds and demonstrate conclusively that intellectual property is no longer the sole preserve of lawyers and attorneys. The 2014 edition includes specialists in areas such as 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 *IAM Strategy 300* recognises the achievements of a very select group of men and women whose advice has consistently helped companies across the world to generate significant extra value from their IP,” says IAM editor Joff Wild. “Developments over recent years have shown the strategic importance of IP to businesses, so locating individuals who understand IP value and how to create it has never been more important. That is why we are so proud to publish the *IAM Strategy 300*: we know that the connections it helps to facilitate make a positive difference.”

The *IAM Strategy 300* is available in printed format and online at [www.iam-magazine.com/strategy300](http://www.iam-magazine.com/strategy300).

#### **Notes:**

*Intellectual Asset Management* ([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 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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