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THE WORLD'S LEADING IP STRATEGISTS REVEALED

London, 01 June 2009: ***IAM 250 – The World's Leading IP Strategists***

The first successful nominees selected for inclusion in ***IAM 250 - The World's Leading IP Strategists*** were revealed today. These individuals were identified after five months' extensive research by *Intellectual Asset Management (IAM)* magazine. This involved face-to-face and telephone interviews, as well as email exchanges, with several hundred members of the IP professions from across the world.

The ***IAM 250*** is a major and unique new publication. There are any number of guides that claim to identify leading trademark, patent and copyright litigators, or IP experts in a particular field of industry. But to our knowledge, no research has previously been done specifically to identify consultants, intermediaries and financiers, as well as lawyers and attorneys, whose primary skill set is focused on helping IP owners to increase the value of their rights portfolios.

To qualify for listing in the ***IAM 250***, individuals had to be nominated by at least three people who work in organisations unrelated to that of the potential nominee. Even then, this did not guarantee inclusion. Only those individuals whom further research showed to have exceptional skill sets, as well as profound insights into the development, creation and management of IP value, have been included in the ***IAM 250***.

The definitive list of the world's leading IP strategists can be viewed at www.iam-250.com.

Background

For further information regarding ***IAM 250 – The World's Leading IP Strategists*** please contact:

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About IAM

Intellectual Asset Management magazine (www.iam-magazine.com) is a publication that reports on intellectual property as a business asset. The magazine's primary focus is on looking at how IP can be best managed and exploited in order to increase company profits, drive shareholder value and obtain increased leverage in the capital markets. Its core readership primarily comprises senior executives in IP-owning companies, corporate counsel, private practice lawyers and attorneys, licensing and technology transfer managers, and investors and analysts. *IAM* magazine is part of The IP Media Group (www.theipmediagroup.com).