

PRESS RELEASE

Ground-breaking publication names the world's leading patent litigators

London (11/05/2011) - World-class patent litigators in more than 25 jurisdictions have been identified in a ground-breaking publication released today. The *IAM Patent Litigation 250* names lawyers, attorneys and firms considered to offer their clients the best possible patent litigation services in the countries in which they operate. Compiled following an in-depth research process that lasted for four months and involved detailed interviews with both practitioners and patent owners, the *IAM Patent Litigation 250* is probably the most detailed guide to this crucial legal sector ever produced.

Patent litigation is a multibillion-dollar industry in which outcomes can have profound implications for product lines, R&D spending and even the future viability of the companies involved. The ability to identify top-class legal expertise at both individual and firm level is therefore of paramount importance. "Given what is at stake, the choice of who you hire to fight a patent case on your behalf is crucial," says Joff Wild, editor of *Intellectual Asset Management (IAM)* magazine. "Our aim is to help litigants identify top-class expertise in the world's most important jurisdictions, allowing them to maximise their chances of securing a successful solution."

The *IAM Patent Litigation 250* is the result of detailed work undertaken by the research team at The IP Media Group, which publishes *IAM* magazine. From September to December 2010, researchers conducted hundreds of interviews with private practitioners in the jurisdictions covered by the guide, as well as with the in-house counsel who use their services. All were asked to identify the individuals and firms that they hold in the highest regard, and to explain why. Armed with these responses, the team then approached those whose names came up most frequently to ask them to provide references, as well as details of their recent workload. Based on this detailed information, the research team drew up the final rankings contained in the guide.

"While we do not claim to have found every top litigator in every country we cover, we are absolutely certain that everyone named in the *IAM Patent Litigation 250* deserves to be there. We know this because the marketplace has told us," says Wild.

The *IAM Patent Litigation 250* is available in printed format and online at www.iam-magazine.com/patentlitigation250/

Notes:

IAM magazine (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.

In addition to the *IAM Patent Litigation 250*, The IP Media Group publishes guides to leading patent and technology licensing lawyers, trademark practitioners and IP strategists.

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