



Francine J. Berry has been Named Among the World's Leading IP Strategists

We are pleased to announce that Francine J. Berry has been named among the World's Leading IP Strategists. The identification of the World's Leading IP Strategists is administered by the *Intellectual Asset Magazine* ("IAM") of London, UK and is acknowledged as the pre-eminent reference for those seeking world-class strategic advice on IP.

Francine Berry is the founder of Berry & Associates. She advises and represents clients on the scope and value of intellectual property, protection and management, revenue generation and avoidance of third party rights, licensing and technology negotiations and a wide variety of litigation, arbitration and settlement proceedings. Recently, she was the chief licensing negotiator, strategist and counselor for a patent portfolio estimated to have generated revenues of around 2 billion dollars. Prior to founding Berry & Associates, she held a variety of executive positions at AT&T including Chief Intellectual Property Counsel and was with the firm of Graham & James.

Over the course of five months, *IAM* researchers spoke to a wide-range of leading IP professionals in order to identify people considered to be world-class IP strategists: men and women whose business is the creation, development and deployment of strategies that enable IP rights owners to gain maximum value from their portfolios. Only those individuals considered and nominated by their peers to be outstanding IP strategists are listed in the *IAM Strategy 250*.

"Locating people able to offer top class advice on maximizing IP value can be hard," says Joff Wild, the editor of *IAM*. "Many people call themselves IP strategists, but far fewer have a track record of helping to devise and implement successful IP strategies. At a time of huge economic and financial uncertainty, IP has never been more important. A growing number of companies are seeking to leverage their IP portfolios to extract maximum value from them; whether this be in the form of increased licensing revenues, improved alignment with overall business goals, more focused internal R&D, enhanced collaboration and more open innovation programmes, or better marketing returns. In order to do this as effectively as possible, they need the advice of people who know the business of intellectual property inside out, as well as the opportunities that it presents. This is where the *IAM Strategy 250* comes in. Those featured in the *IAM Strategy 250* really do have the skill-sets and the experience. They would not be listed if they didn't."

The *IAM Strategy 250* is available in printed format and online at www.iam-250.org.