EIP

EIP partners ranked as leading IP strategists in IAM Strategy 300

EIP partners Heather McCann and Florian Schmidt-Bogatzky have been listed in IAM Strategy 300: The World's Leading IP Strategists which identifies the individuals who are leading the way in the development and implementation of strategies that maximise the value of IP portfolios.

These world-class IP strategists are primarily identified through confidential nominations made online. However, the extensive research process also involves face-to-face and telephone interviews, as well as email exchanges, with senior members of the global IP community.

No individual can qualify for a listing in the IAM Strategy 300 unless he or she is nominated by at least three people from outside of his or her own organisation. But even this does not guarantee inclusion; instead, only those individuals who further research shows to have exceptional skill sets, as well as profound insights into the development, creation and management of IP value, are featured in the IAM Strategy 300.