

Managing  
Intellectual  
Property

**MEDIA** INFORMATION 2010

THE GLOBAL MAGAZINE FOR IP OWNERS

### THE GLOBAL MAGAZINE FOR IP OWNERS

*Managing IP* is the world's leading magazine dedicated to the business of IP. Written for in-house counsel and private practitioners, *Managing IP* covers recent market developments and emerging business strategies across all areas of global IP asset management.

Each issue our international team of journalists based in New York, London and Hong Kong brings together the market's foremost perspectives to provide our readers with the information they require to protect, manage and maximize their IP portfolio around the globe.



### BENEFITS FOR YOU

- The world's leading magazine dedicated to IP business
- Practical editorial coverage focused for in-house counsel
- An unrivalled international reach from our offices in London, New York and Hong Kong
- A powerful, respected brand with over 19 years' market experience
- 10 issues per year (joint July/August and December/January editions)
- Up to 11,915 readers per edition based upon the audited readership survey\*
- A global readership\*:
  - Asia-Pacific 15%
  - Europe 33%
  - North America 49%
  - Rest of the world 3%
- Reaches a highly influential audience – 66% corporate\*

\*See page 3 for full statistics.



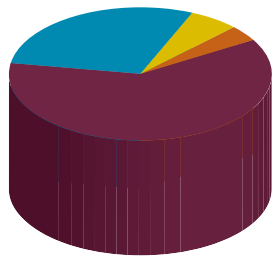
### REACHING YOUR MARKET

MANAGING IP IS **SUBSCRIPTION-LED**  
AND IS PUBLISHED **10 TIMES A YEAR**

NOW IN ITS 18TH YEAR, IT HAS A **LOYAL**  
**READERSHIP** OF UP TO **11,915**  
**INDIVIDUALS WORLDWIDE**<sup>1</sup>

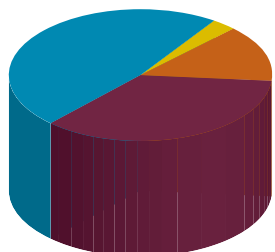
### MAGAZINE READERSHIP STATISTICS

#### COMPANY\*\*



- 4% Government/Academic
- 66% Corporate
- 25% Private practice
- 5% Other

#### REGION\*\*



- 15% Asia-Pacific
- 33% Europe
- 49% North America
- 3% Rest of the World

#### SOURCES:

<sup>1</sup>The readership figure is based upon a survey conducted in August 2008 and independently audited by IPSOS MORI the international media consultancy. At a 95% confidence level, *Managing IP* has a readership of between 8,763 and 11,915 readers.

\*Calculated from the August 2008 IPSOS MORI readership survey – please note the figure for future editions will vary.

\*\*Based on analysis from the *Managing IP* July/August 2009 subscriptions file and controlled circulation. Please note; the exact figures for future editions may vary

### DISTRIBUTION AT KEY EVENTS

- INTA Annual & Leadership Meetings
- BIO IP Counsels Committee Meeting
- MARQUES Annual Meeting
- AIPLA Annual Meeting
- AIPPI World Congress
- FICPI
- ASIPI Conference
- LES International Annual Meeting
- LES US & Canada Annual Meeting

Please note that event attendance is subject to change

### MANAGING IP FACTS

- Global reach
- 66% corporate
- The average number of readers per copy is 4.3\*
- *Managing IP* is a subscription-led magazine – this sets us apart from many publications that distribute on a purely nonrequested mail basis.

### MANAGING IP ONLINE

MIP WEEK IS SENT TO **OVER 17,000\***  
INDIVIDUALS EVERY WEEK

#### MANAGINGIP.COM

To meet the widest possible needs, *Managing IP's* website, [www.managingip.com](http://www.managingip.com), encompasses a mix of open-user and subscriber-only content. Features include daily news updates, a fully searchable archive of all articles published in *Managing IP* since 1998, all *Managing IP's* latest supplements, directories and in-bound features plus *Managing IP's* online shop.

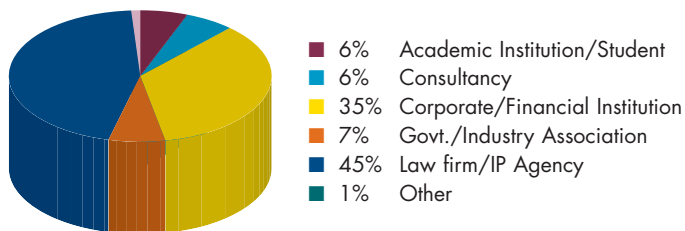
#### MIP WEEK

Published for over nine years, MIP Week is *Managing IP's* free weekly online IP newsletter. Compiled by *Managing IP's* international team of journalists and published early each week, the newsletter combines breaking news stories with a comprehensive round-up of international IP developments.

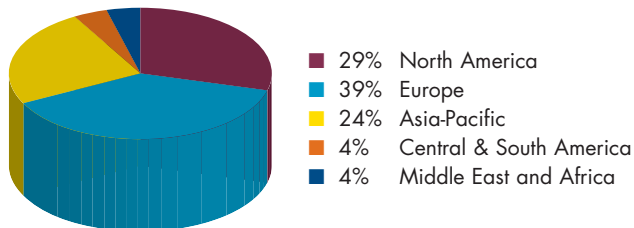
MIP Week is sent to over 17,000 individuals every week\* – each of whom personally requested the newsletter when they registered on the website.

The statistics are as follows:

#### MIP WEEK SUBSCRIBERS BY OCCUPATION\*\*



#### MIP WEEK SUBSCRIBERS BY REGION\*\*



\*Correct as of 20/07/2009. \*\*Correct as of 20/07/2009 based on analysis of 10% of MIP Week subscribers, selected at random and conducted by Euromoney Institutional Investor PLC, please note future subscriber lists will vary.



### MARKETING OPPORTUNITIES

#### DISPLAY ADVERTISING

High profile advertisement opportunities within the magazine provide direct access to *Managing IP's* influential global audience. Advertisement options range from quarter page spaces to full-page cover positions. Discounted series deals are available – please refer to the rate-card for options and technical specifications.

#### SUPPLEMENTS AND INBOUND FEATURES

*Managing IP* publishes a series of annual features dedicated to key industry sectors and jurisdictions. These appear as either stand-alone supplements to *Managing IP*, or as specific sections within the monthly magazine.

Private practice firms and service providers can participate in two ways – either by placing a display advertisement alongside the front editorial section of the feature, or by contributing an exclusive chapter on their respective jurisdictions/fields. Please see the editorial calendar for the list of forthcoming features.

Supplements have the same readership as *Managing IP* unless otherwise stated.

*“Managing IP is essential reading for anyone concerned with the management of IP in all its forms. Always informative, timely and directly relevant to the global issues and policy makers of the day - don't start your week or your month without it.”*

Richard Heath, Vice President, Unilever PLC (UK)

#### INTERNATIONAL BRIEFINGS

This is one of the most popular sections in *Managing IP's* monthly magazine. Each month this brings together short articles from our correspondent firms around the world, summarizing the latest IP developments in their jurisdictions. Each correspondent firm sponsors its position and secures the exclusive rights to that jurisdiction for a period of one year.

#### IP HANDBOOK

Published in April each year, the IP Handbook is *Managing IP's* global directory. It draws together jurisdictional regulatory updates, exclusive market surveys, detailed industry data sections and comprehensive listings of leading service providers. Options for participation range from exclusive sponsored chapters to full page listings and high profile display advertisements.



## MIP WEEK

Managing IP's weekly e-mail newsletter, MIP Week, is published at the start of each week. It has over 17,000\* individual subscribers and provides an ideal platform for advertisers to achieve regular, on-demand access to this large and dynamic audience.

Options include: Limited high profile banner positions. Exclusive sponsored jurisdictional/ industry packages. These comprise multiple links connecting directly to the sponsoring firm's website – facilitating direct potential-client contact. Innovative sponsorship ideas can be tailored to specific requirements (e.g. sponsorship of the archive search function etc)

## WEB SEMINARS

Managing IP runs a series of web seminars on key issues throughout the year. Limited exclusive sponsorship opportunities are available providing firms with direct access to our dynamic on-line community. A schedule of forthcoming web seminars is available on request.

## REPRINTS, INSERTS AND EXTRAS

Reprints of any section in Managing IP magazine are available and can be tailored to individual firm's specifications. Inserts are accepted into all editions of the magazine and can be split by region. Belly-wraps, false covers and other creative solutions are also available.



\* Correct as of 20/07/2009.

## CONTACTS

### LONDON OFFICE

Managing Intellectual Property  
Nestor House, Playhouse Yard,  
London EC4V 5EX  
Tel: +44 20 7779 8682  
Fax: +44 20 7779 8500

### EASTERN EUROPE & AFRICA MANAGER

HARRY LOWETH  
hloweth@managingip.com

### WESTERN EUROPE & MIDDLE EAST MANAGER

ALI JAWAD  
ajawad@managingip.com

### NEW YORK OFFICE

Managing Intellectual Property  
230 Park Avenue South, 11th floor,  
New York, NY 10003  
Tel: +1 212 224 3308  
Fax: +1 212 224 3101

### NORTH AMERICA

CHRIS LOSCO  
closco@euromoney.com

### LATIN AMERICA & SERVICE PROVIDERS

ALISSA ROZEN  
arozen@euromoney.com

### HONG KONG OFFICE

Managing Intellectual Property  
5/F Printing House, 6 Duddell Street,  
Central, Hong Kong  
Tel: +852 2842 6941  
Fax: +852 2842 7076

### PUBLISHER

DAN COLE  
daniel.cole@euromoney.com

### ASIA MANAGER

BRYCE LEUNG  
bryce.leung@euromoney.com

### SELECTED SUBSCRIBERS TO MANAGING INTELLECTUAL PROPERTY\*

|                           |                            |                          |                             |                             |
|---------------------------|----------------------------|--------------------------|-----------------------------|-----------------------------|
| 3M Company                | Daikin Industries          | Imperial Tobacco Company | Nokia                       | Siemens                     |
| Air Liquide               | Dell                       | IP Owners Association    | Novartis                    | Sony Computer Entertainment |
| Akzo Nobel                | Diageo                     | INTA                     | NTT DOCOMO                  | Spruson & Ferguson          |
| Alibaba.com               | Dickstein Shapiro          | Jack Daniels Properties  | Orrick                      | Standard Chartered Bank     |
| Alstom                    | Dolby Laboratories         | Johnson & Johnson        | Paramount Pictures          | Syngenta                    |
| Apple                     | Dr. Reddy's Laboratories   | Kenyon & Kenyon          | Pernod Ricard               | Tetra Pak                   |
| Arla Foods                | Ebay                       | Kimberly-Clark           | Petronas                    | The Chanel Company          |
| Bae Systems               | Ericsson                   | Knobbe Martens           | Pfizer                      | The Coca Cola Company       |
| Baker & Mckenzie          | F Hoffmann-la Roche And Co | Kodak                    | Philip Morris               | The Dow Chemical Company    |
| Barclays                  | Ferrari                    | Lancaster Group          | Philips                     | The Walt Disney Company     |
| Bhp Billiton              | Finnegan Henderson         | Levi Strauss & Co        | Procter & Gamble            | The Wellcome Trust          |
| Bird & Bird               | Fish & Richardson          | LG Electronics           | Ranbaxy Laboratories        | T-Mobile                    |
| Bloomsbury Books          | Fujifilm Manufacturing     | Liu Shen & Associates    | Red Bull                    | UBS                         |
| Bombardier Transportation | GE                         | LVMH Fashion Group       | Research In Motion          | Visa                        |
| BP International          | Glaxosmithkline            | Mars                     | Ricardo                     |                             |
| Bridgestone Corporation   | Griffith Hack              | Microsoft                | Richemont International     |                             |
| British American Tobacco  | Hitachi                    | Millipore Corporation    | Rouse                       |                             |
| Chevron                   | Honda                      | Mitsubishi Corporation   | Samsung Electronics         |                             |
| China Patent Bureau       | Honeywell                  | NASA                     | Sanofi Aventis              |                             |
| Chipworks                 | IBM Corporation            | NEC                      | Shell International Limited |                             |

\*SOURCE: *Managing IP* active subscriber database July/August 2009. Please note that future subscriber lists will vary.

### SELECTED RECIPIENTS OF THE **MIP WEEK** NEWSLETTER\*\*

|   |   |  |
|---|---|--|
| 3M, IP coordinator                            | Honeywell, Director, IP                         | Pernod Ricard, General counsel                 |
| Adidas, Legal counsel                         | Huawei, Manager,                                | Pfizer, Senior patent counsel                  |
| Akzo Nobel, Director of Intellectual Property | IBM, Legal counsel                              | Philip Morris, In-house counsel                |
| Alcatel Lucent, Senior IP counsel             | ICICI , Corporate lawyer                        | Philips , Legal counsel                        |
| American Express, Legal counsel               | IKEA, Legal counsel                             | Pratt & Whitney, IP Counsel                    |
| Anheuser-Busch, Legal counsel                 | Infosys, IP specialist                          | Qualcomm, Legal counsel                        |
| Autodesk, IP counsel,                         | Intel Corporation, Legal counsel                | Ranbaxy, IP scientist,                         |
| BAE Systems, IP manager                       | Intellectual Ventures, GM strategic acquisition | Reckitt Benckiser, Head of trade marks         |
| Bank of China, Counsel,                       | IP Owners Assoc., Executive director            | Richemont, IP counsel,                         |
| Batmark, General Counsel                      | Johnson & Johnson, Senior patent counsel        | Samsung, Chief manager                         |
| BMW, IP counsel,                              | Kraft Foods, IP manager                         | SAP, Legal counsel                             |
| Boeing, Patent manager                        | Lenovo, Brand asset manager                     | Siemens, Legal counsel                         |
| BOSE Corp., IP specialist                     | Levi Strauss & Co., Chief IP counsel            | Sony, IP director,                             |
| Coach, Manager, IP                            | LG Electronics, IP specialist                   | Tata Steel, Manager (brand protection)         |
| Creative Technology, Director, legal services | Lockheed Martin, Senior engineer                | Telstra Corp., General counsel, IP             |
| De La Rue, General council                    | L'Oréal, Group legal manager                    | Texas Instruments, Sr. director, standards     |
| Diageo, Legal counsel                         | Lucas Automotive, European patent counsel       | The Walt Disney Company, Corporate lawyer      |
| Dolby Laboratories, IP manager                | LVMH Group, IP manager                          | T-Mobile, Legal counsel                        |
| Dr Reddy's Laboratories, General manager      | Matsushita Electric, Manager,                   | Toyota GB, Legal counsel                       |
| Electronic Arts, Legal counsel                | Microsoft, Chief IP Counsel                     | Unilever, director licensing                   |
| European Patent Office, Chief examiner        | Mitsubishi, In house counsel                    | Visa, Senior business leader                   |
| FedEx, Legal counsel                          | Motorola, Senior counsel                        | Vodafone Airtouch, Director - legal            |
| Ford Motor Co, Global brand manager           | NEC Electronics, Manager, licensing             | Warner Bros. Entertainment, Legal counsel      |
| General Electric, Legal counsel               | Nestlé, Trademark attorney                      | WIPO, Managing director                        |
| Gillette, Legal counsel                       | Nickelodeon, Legal counsel                      | Zurich Financial Services, Domain name manager |
| GlaxoSmithKline, Director and TM counsel      | Nike, Managing attorney - IP                    |  |
| Gucci Group, Senior legal counsel             | Nokia, Manager, IP rights                       |  |
| Hewlett Packard, IP managing counsel          | OHIM, President, boards of appeal               |  |
| Hitachi, Manager,                             | Panasonic, Senior legal counsel                 |  |
| HJ Heinz, General manager                     | PepsiCo International, IP manager               |  |

\*\*SOURCE: MIP Week subscriber list download July/August 2009. Please note that future subscriber lists will vary.