

Overview

IP Law & Business helps IP practitioners succeed in the art and science of creating, protecting and profiting from their intellectual property portfolios.

IP Law & Business is the monthly magazine for the intellectual property community—addressing the vital issues for practitioners at U.S. law firms and corporations: protecting and profiting from IP portfolios, IP litigation, international trade law and more.

Our readership of in-house counsel, practice group leaders, litigators, prosecutors and high-tech executives look to our coverage of the cases, tactics and players shaping what is now the fastest growing practice area in the law.



IP Law & Business attracts an important legal and business audience — and enables advertisers to create recognition in a field of law that outpaces all others in terms of growth.



Regular Columns & Features

- **Big Deals:** Which firms are getting the IP business
- **Trial Tips:** Successful litigators share winning strategies
- **Big Suits:** A rundown on the biggest suits recently filed
- **Profiles:** An in-depth look at a prominent in-house lawyer



Signature Issues:

Patent Litigation Survey

Rankings and analysis on the nation's most active patent litigation practices

Who Represents IP America

The nation's leading IP corporations select their law firms of choice

The IP Almanac

A digest of the year's most important developments in intellectual property, featuring our surveys and studies

Overview

Circulation: 17,500

Passalong: **3.6** readers after subscriber*

Professional Profile

| | |
|---|------------|
| Managing Partner/Partner/ Law Firm Associates or Solo Practitioner | 45% |
| General Counsel/Chief Legal Officer/ Deputy General Counsel/ in-house Corporate Counsel | 55% |

Top Practice Areas

| | |
|-------------------------------------|------------|
| Patents | 68% |
| Trademarks | 53% |
| Licensing | 50% |
| Corporate | 39% |
| Copyright | 38% |
| Trade Secrets | 36% |
| Management of IP Assets | 34% |
| IP Litigation (including appellate) | 23% |
| International | 20% |
| Antitrust | 12% |

80% of readers hold degrees in addition to a JD:

B.S. **82%** | Masters **42%** | PhD **8%**

Industries/Business areas in which readers
predominately work:

| | |
|----------------------------|------------|
| Manufacturing | 28% |
| Legal | 27% |
| Software | 18% |
| Corporate | 16% |
| Research & Development | 15% |
| Medical Devices | 15% |
| Healthcare/Medical | 14% |
| E-Commerce | 14% |
| Pharmaceutical | 13% |
| Biotechnology | 13% |
| Finance/Financial Services | 12% |

Firm/Company Profile

Average Firm/Company Size:

Attorneys: **146** | Employees: **3,270**

In-house readers and their companies:

- Approximately **50%** of subscribers' companies have **gross annual revenues** placing them at or above the level of Fortune 500 companies

Recent Awards



American Society of Business Publication Editors (ASBPE):

- National—Silver: Special Section

- The approximate annual budget for company's **legal department** is **\$12 million**
- **48%** have legal department **IP research** annual budgets ranging from **\$250,000** up to **\$10 million** and above
- **29%** spent between **\$1 million** and **\$10 million** or more on outside law firms for IP matters in the previous 12 months

Areas of Outsourced Legal Work

| | |
|-----------------------------------|------------|
| Patents | 78% |
| IP Litigation including appellate | 70% |
| Trademark | 54% |
| Corporate | 30% |
| Antitrust | 28% |
| International | 28% |
| Copyright | 26% |

66% of in-house subscribers' companies have **International subsidiaries/offices.**

- The average number of international subsidiaries/offices is **25**
- **Locations** of international subsidiaries/offices:

| | |
|--------------------------|------------|
| Europe | 87% |
| Asia | 71% |
| Canada | 50% |
| Mexico & Central America | 58% |
| Australia & New Zealand | 42% |
| South America | 50% |
| Africa | 29% |
- Subscribers' companies have required foreign legal advice an average of **38 times** in previous 12 months

Reader Engagement

- Readers spend **28 minutes** with a typical issue
- **58%** of readers take action on the articles or ads they come across in publication
- **34%** of readers identify publication as the most useful for staying abreast of IP practice issues by a 2:1 margin vs. nearest competitor



*2007 Erdos & Morgan Subscriber Study for IP Law & Business