



**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 legal issues and more.

Our readership of in-house counsel, practice group leaders, litigators, prosecutors and high-tech executives looks 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 this dynamic practice area.

## REGULAR COLUMNS AND FEATURES

**Big Deals:** Which companies are licensing, buying and selling IP

**Big Suits:** A rundown on the most interesting IP litigation

**Opening Statements:** Timely takes on developments in copyright, trademarks and patents

**Inside IP:** A profile of an IP person you'll want and need to know

## SIGNATURE ISSUES

**Patent Litigation Survey**  
Rankings and analysis on the nation's most active patent litigation practices

**Who Represents IP America**  
The 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



## IP Law & Business web site: [iplb.com](http://iplb.com)

The *IP Law & Business* web site, [www.iplb.com](http://www.iplb.com), updates attorneys and executives on the law and business of intellectual property. Whether the story is about copyrights, patents, or trademarks, the web site tells it in an engaging, thoughtful, and useful fashion.

**The Web Site offers:**

- Current articles and top headlines
- Magazine archives
- The latest information on copyrights / patents / trademarks
- The most current legal surveys



### ONLINE ADVERTISING

Turn to the **law.com tab** for web advertising options.

## IP Law & Business Conferences and Events

*IP Law & Business* is not simply a magazine for intellectual property law practitioners and business leaders. It also represents a series of face-to-face events where attorneys, entrepreneurs and corporate decision-makers come together to learn, network and transact business. Whether the matter at hand concerns

copyrights, patents, trademarks or IP litigation, *IP Law & Business* Conferences and Events help law firm and in-house attorneys keep pace with industry developments that are reshaping the laws and the landscape of IP.

### IP Law & Business Presents the Following Conferences and Events for 2009

Date/Month	Event Title	Location
March 24-25	5th Annual IP Counsel Forum	CA
May	IP Licensing Update Forum	CA
October	IP Law and Review Conference	NY



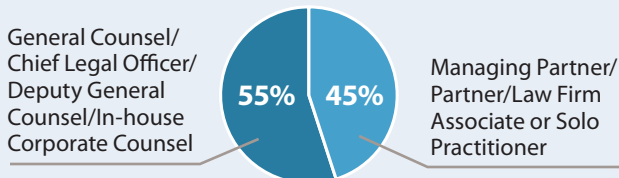
### EVENTS

Turn to the **Events tab** for ways to connect with your audience in person.

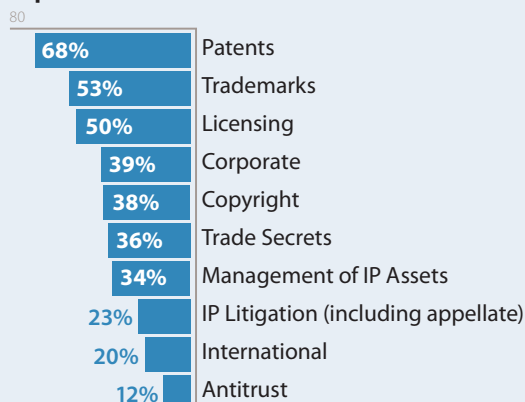
CIRCULATION: **17,500**\*\* | READERSHIP: **80,500**

Passalong: **3.6** readers after subscriber\*

## PROFESSIONAL PROFILE



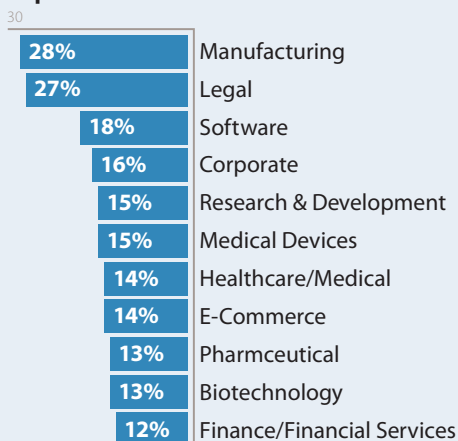
### Top Practice Areas



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

B.S. 82% | Master's 42% | Ph.D. 8%

### Top Practice Areas



## READER ENGAGEMENT

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

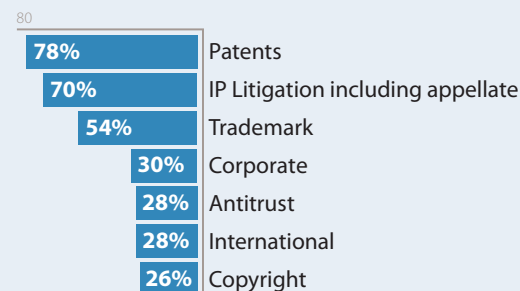
## FIRM/COMPANY PROFILE

### Average Firm/Company Size

Attorneys: 146 | Employees: 3,270

- Approximately 50% of subscribers' companies have gross annual revenues placing them at or above the level of Fortune 500 companies.
- The approximate annual budget for a 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



## INTERNATIONAL SUBSIDIARIES/OFFICES

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

The average number of international subsidiaries/offices is 25.

Europe: 87%	Australia & New Zealand: 42%
Asia: 71%	South America: 50%
Canada: 50%	Africa: 29%
Mexico & Central America: 58%	

Subscribers' companies have required foreign legal advice an average of 38 times in the previous 12 months.

## EDITORIAL AWARDS



**American Business Media**  
Jessie H. Neal Award Finalist

- Best Article, October 2007
- Best Article, November 2007



**American Society of Business**  
**Publication Editors (ASBPE)**

- National – Silver, Special Section