

# **Dykema's Van Lindberg Listed in 2018 Edition of IAM Strategy 300**

Van Lindberg, San Antonio-based member in Dykema's Intellectual Property Group, was recognized as one of the world's pre-eminent IP practitioners in the 2018 edition of the IAM Strategy 300 – The World's Leading IP Strategists, the firm announced. According to IAM, those listed have shown to possess world-class skills in the development and roll-out of strategies that maximize the value of patents, copyright, trademarks and other IP rights.

Each year, IAM releases its listing after conducting in-depth research after speaking to a wide range of senior corporate IP managers as well as third-party IP service providers in North America, Europe, and Asia to identify IP leaders whose business is the creation, development and deployment of strategies that enable IP owners to gain maximum value from their portfolios. Only those individuals nominated multiple times by different parties as outstanding IP strategists are included in the IAM Strategy 300.

"Intellectual property helps to drive the 21st century economy, creating strong incentives to invest in the creation and roll-out of brands and all types of content, as well as the innovation process," says IAM editor Joff Wild. "This makes IP strategists more important than they have ever been before. Their ability to create significant value makes them indispensable, wherever in the world they operate.

"Since it was launched, the IAM Strategy 300 has become the go-to guide for those seeking to find out who leads the way when it comes to IP strategy. We invest considerable time and effort into identifying the right candidates for inclusion and

we salute all those who have made it into the final publication. For the work they do, they deserve this recognition."