



Mike Weatherley named one of *IAM* Strategy 300's pre-eminent IP strategists

Mike Weatherley, Vice Chairman of the Motion Picture Licensing Corporation, and former UK Member of Parliament (MP) (2010-2015) and the first and only IP rights adviser to the UK's Prime Minister, David Cameron, named one of the world's leading Intellectual Property strategists.

In the latest edition of *IAM* Strategy 300 – The World's Leading IP Strategists, published online by *IAM*, a unique list was created using in-depth research, undertaken by a team based in London, Washington DC, and Hong Kong. The *IAM* research team spoke to a wide range of senior corporate IP managers in North America, Europe and Asia, as well as third-party IP service providers, in order to identify these IP leaders: men and women 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 listed in the *IAM* Strategy 300. Not only does the publication feature world-class, third-party IP advisers, but it also includes individuals that work inside operating companies. This reflects the growing importance that businesses across the world attach to having in-house IP value creation expertise, alongside the legal expertise that has traditionally characterized corporate IP functions. Notably, there is now an emerging group of senior IP business leaders that are not lawyers by training, but instead have backgrounds in other disciplines.

Mike Weatherley said: 'I am delighted to be included in such a prestigious listing. The importance of IP was recognized by the Prime Minister when he made me his adviser and it has been a privilege to help extend the funding of PIPCU, deliver four reports that continue to be used around the world as reference documents and to have started legislative changes as an MP that continue to be added to the statute books. My thanks to the various organizations and individuals around the world than nominated me for this esteemed inclusion.'

On Mike Weatherley:

Carina Bailey, *Trading Standards Review*: "Mike Weatherley... has risen to become the man who has shaped the course of history for intellectual property (IP) rights in the UK – and beyond."

Former commander Stephen Head, City of London PIPCU: "Mike has been an inspirational leader and... instrumental in the establishment of a credible UK deterrent that is now recognized as international best-practice and is being replicated by a many other countries."

John Medeiros, chief policy officer, Cable and Satellite Broadcasting Association of Asia (Hong Kong): "Your insight was key. Your reports proved to be 'hot sellers' and we quickly ran out of the several hundred we had printed."

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About Motion Picture Licensing Corporation

Motion Picture Licensing Corporation (MPLC) was established more than 30 years ago by motion picture executives to provide public access to the work of the creative community without copyright infringement. The intention was to make motion picture public performance easy to understand, accessible, and affordable. Today, MPLC is the world leader in motion picture copyright compliance, supporting legal access across six continents in 35 countries. MPLC provides the Umbrella License to over 250,000 facilities in the United States and over 500,000 worldwide. More information can be found at www.mplc.org.

About *IAM*

IAM is universally acknowledged as the world's leading IP business media platform. It was launched as a magazine in July 2003 to address the need for organisations to maximise the value of their intellectual property and other intangibles, and to examine the strategies they can put in place to do this. *IAM* now produces a wide range of publications, as well as a weekly email and daily blog.

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