



IAM Recognizes Graham Bell, Director of Cubicibus as one of the World's Foremost IP Strategists

London (09/06/2017) – The world's pre-eminent IP strategists have today been named in the *IAM Strategy 300 – The World's Leading IP Strategists*, published online by IAM and free to access. The unique guide lists the individuals that in-depth research, undertaken by a team based in London, Washington DC and Hong Kong, has shown possess world-class skills in the development and roll-out of strategies that maximise the value of patents, copyright, trademarks and other IP rights.

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.

For the third year, Graham has been named in the *IAM Strategy 300 – The World's Leading IP Strategists*. Graham has extensive international experience advising clients in the development, application and exploitation of technology with a core focus in telecommunications and consumer electronics. Graham's background is in product development and brings deep technical expertise to the challenges of IP. He advises clients on IP strategy, patent acquisitions and licensing, including issues around FRAND licensing commitments in standards based technologies.

Before forming Cubicibus Graham was Head of Technology at a London-based IP intermediary and transaction firm; prior to that he was Head of the Intellectual Property management and exploitation service at a leading technology consultancy.

Graham has spent a significant amount of time working with international organisations in Japan, China, Taiwan and Silicon Valley - helping them untangle issues around IP and particularly the ownership and exploitation of standards essential patents (SEPs).

"IP 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. 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," says IAM editor Joff Wild. "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."

The *IAM Strategy 300* is available in printed format and online at www.IAM300.com.

Notes:

Cubicibuc (www.cubicibuc.com) is an independent technical consulting firm specialising in matters relating to Intellectual Property. Cubicibuc is dedicated to providing pragmatic commercial and technical advice for organisations facing challenges with Intellectual Property. We work with businesses ranging from smaller start-ups to mature multinationals; from early stage invention capture through to exploitation and monetisation of IP assets.
Further information from: info@cubicibuc.com

IAM (www.IAM-media.com) is produced in London by the IP Division of Globe Business Media Group and reports on intellectual property as a business asset. Its primary focus is on how intellectual property can be best managed and exploited to create corporate value. The publication's core readership comprises senior executives in IP-owning companies, corporate counsel, private practice lawyers and attorneys, licensing and technology transfer managers, and investors and analysts.
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