



# THINK FORWARD

## Brinks Shareholders Sobieraj, Baum, Spink Named World-Class IP Strategists by IAM Strategy 300

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**CHICAGO**—[James R. Sobieraj](#), [Allen R. Baum](#) and [Michael N. Spink](#), shareholders at Brinks Gilson & Lione, have been named to *IAM Strategy 300—The World's Leading IP Strategists*, the sixth annual guide to globally renowned creators of IP value published by *Intellectual Asset Management (IAM)* magazine.

Sobieraj is president of Brinks and a licensed patent attorney with over 30 years of experience in the enforcement, licensing and procurement of intellectual property rights. A trained electrical engineer, Sobieraj represents clients in a range of technologies in the electrical and computer arts. He is a past president of the Licensing Executives Society (LES, USA & Canada), and currently serves as treasurer and counsel to the board of LES International. Sobieraj is also a past president of the Intellectual Property Law Association of Chicago, and was inducted into the National Inventors Hall of Fame in 2004 and the IP Hall of Fame Academy in 2007.

Baum is managing shareholder of Brinks' Research Triangle Park, N.C. office, and co-chairs the firm's chemical, energy and agriculture practice group. Although he has an extensive litigation background, Baum is also frequently retained to evaluate the strength of patents under consideration for licensing, acquisition or investment and has provided opinions on patents protecting products with sales in excess of \$1 billion. Formerly a pharmaceutical chemist, Baum represents both global Fortune 100 companies and venture backed start-ups in the areas of chemistry, pharmaceuticals, biochemistry, biotechnology and medical devices. He was the president and chairman of the Board of Governors for Certified Licensing Professionals (CLP), and was president of LES in 2006-2007.

Spink, who joins colleagues Sobieraj and Baum for the first time in this year's edition of *IAM Strategy 300*, is a shareholder in the firm's Ann Arbor, Mich. office, and chairs its intellectual asset management practice group. His practice focuses on all aspects of client counseling, including procurement, licensing and opinions on patents, trademarks and copyrights for clients in the automotive, medical devices and software industries. Spink is co-chair of the Michigan chapter of LES, and serves on the management committee of the Intellectual Property Owners Association.

The IAM Strategy 300 identifies individuals who offer top-flight services related to the development and implementation of strategies that enable IP owners to maximize the value of their rights portfolios. Senior executives at IP-owning organizations use the list as a resource for finding world-class IP strategists who take a holistic approach to management and value creation, and focus on how both must be aligned to overall business strategy; look beyond monetization to understand the range of value creation options available to rights owners; and develop new solutions to deal with very specific sets of circumstances.

IAM magazine seeks to address the need for organizations to maximize the value of their IP and other intangibles, and to examine the strategies they can put in place to do this. More information is at

<http://www.iam-magazine.com/strategy300>.

**Brinks Gilson & Lione**

*Brinks Gilson & Lione has 160 attorneys, scientific advisors and patent agents who specialize in intellectual property, making it one of the largest intellectual property law firms in the U.S. Clients around the world use Brinks to help them identify, protect, manage and enforce their intellectual property. Brinks lawyers provide expertise in all aspects of patent, trademark, unfair competition, trade secret and copyright law. The Brinks team includes lawyers with advanced degrees in all fields of technology and science. Based in Chicago, Brinks has offices in Washington, D.C., Research Triangle Park, N.C., Ann Arbor, Detroit, Salt Lake City and Indianapolis. More information is at [www.brinksgilson.com](http://www.brinksgilson.com).*