



THINK FORWARD

Brinks Gilson & Lione shareholder Spink named world-class IP Strategist by IAM Strategy 300

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ANN ARBOR – [Michael N. Spink](#), shareholder in the Ann Arbor office of Brinks Gilson & Lione, one of the largest intellectual property law firms in the U.S., has 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.

Spink's 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. He chairs Brinks' intellectual asset management practice group, is co-chair of the Michigan chapter of the Licensing Executives Society (LES), and serves on the management committee of the Intellectual Property Owners Association.

This is the first time Spink was included on the *IAM Strategy 300*. Also included on the list are his colleagues, James R. Sobieraj, patent attorney and president of Brinks, and [Allen R. Baum](#) managing shareholder of Brinks' Research Triangle Park, N.C. office, and co-chair of the firm's chemical, energy and agriculture practice group.

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.

