

## PRESS RELEASE

### **UBM TechInsights VP Honored Among World's Leading IP Strategists**

***Mike McLean recognized for the third time in the IAM Strategy 250 Listing***

OTTAWA, June 22, 2011/PR Newswire/ -- [UBM TechInsights](#), the preeminent provider of services for companies seeking to leverage their technology and intellectual property assets, is pleased to announce that [Mike Mclean](#), Vice President Intellectual Property Rights, Professional Services has been named one of the World's Leading IP Strategists by IAM magazine. The [IAM Strategy 250](#) identifies individuals who offer world-class strategic IP business advice to IP owners. Only individuals shown to have exceptional skill sets, as well as profound insights into the development, creation and management of IP value, feature in the IAM Strategy 250. This is the third time Mr. McLean has received this honor.

McLean has close to 20 years of engineering and intellectual property rights management experience and has worked with some of the largest technology and semiconductor companies on their IP development and execution plans. He has served as the strategic lead in the negotiations of multi-million dollar licensing agreements for numerous clients.

"We are delighted at this prestigious recognition for Mike McLean. He is the visionary behind UBM TechInsights IP Lifecycle, a structural approach that companies can use to create, manage and monetize the Intellectual Property. Mike has successfully led our professional services team, who have been instrumental in enabling our global client base to successfully execute on their IP campaigns," said Harry Page, CEO UBM TechInsights.

Mike is a respected industry speaker who has led numerous discussions on the state of IP in China. He recently spoke at the China Patent Counsel in Shanghai, and at the IP Business Congress in San Francisco on this subject.

#### **About UBM TechInsights**

UBM TechInsights provides professional services and essential intelligence to manage technology and Intellectual Property (IP) portfolios. With over 20 years of experience in technical analysis and IP matters UBM TechInsights provides a comprehensive IP management process that delivers maximum strategic advantage and financial returns for customers around the world. The company provides information and customized services in IP, Technical Intelligence, and Business Intelligence for each stage of the IP lifecycle. Global markets served include Automotive, Clean Technologies, Consumer Electronics, Investment, Legal, Medical Devices, Semiconductors, and Software. For more information, please visit [www.ubmtechinsights.com](http://www.ubmtechinsights.com).

###



## PRESS RELEASE

For more information:

For more information, contact:

Jill Perry, Senior Marketing Manager, UBM TechInsights

T: +1-613-576-0144

E: [jperry@ubmtechinsights.com](mailto:jperry@ubmtechinsights.com)

**UBM TechInsights**  
3000 Solandt Road  
Ottawa ONK2K 2X2  
Canada

T: +1 613 599 6500

[www.ubmtechinsights.com](http://www.ubmtechinsights.com)