

Jayson Pankin Named as One of the World's Leading Intellectual Property Strategists Three Consecutive Years

- The world's top IP value creators are named in new edition of market-leading publication
- AutoHarvest Foundation's co-founder recognized for leadership to spur technology transfer through a neutral e-collaboration marketplace for advanced manufacturing

DETROIT, Mich., June 14, 2016. AutoHarvest Foundation, a global on-line meeting place for innovators of all types with an interest in advanced manufacturing, announced today that its co-founder & president, Mr. Jayson D. Pankin was ranked one of the World's Leading Intellectual Property Strategist for the third consecutive year.

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*.

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 characterised 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.

"The IP market is becoming increasingly international, with companies across the world now focusing on creating maximum value from the assets that they own. That makes IP strategists more important than they have ever been before," says *IAM* editor Joff Wild. "We are delighted that this publication has become the recognised source of reference for those seeking to identify the men and women who offer best-in-class expertise. What's more, we believe that the roles all those named in the *IAM Strategy 300* play is only going to increase importance over the coming years. We salute each and every one of them." "Jayson's recognition by IAM acknowledges AutoHarvest's important role in the manufacturing sector as a neutral meeting place for innovation collaboration. For example, this year, the Accenture Institute for High Performance published a new website to reveal its findings on "Digital Shoring for Networked Innovation" which prominently features AutoHarvest and Jayson Pioneers as best practice leaders in the emerging ecosystem methodologies used to accelerate innovation and commercialization" said founding AutoHarvest board member Dr. Val Livada, retired faculty member of the MIT Sloan School.

The IAM Strategy 300 is available in printed format and online at www.IAM-media.com/strategy300.

AutoHarvest Foundation

AutoHarvest Foundation, a 501(C) (3) nonprofit organization, created and operates a unique innovation ecosystem led by some of the most highly respected figures in the automotive and manufacturing industries. In 2012, AutoHarvest.org was launched as the world's only truly neutral and global on-line meeting place for innovators of all types with an interest in advanced manufacturing. This system allows users of all types to showcase capabilities, technologies and needs system-wide and then privately connect with fellow inventors and commercializers to explore technology and business development opportunities of mutual interest. The AutoHarvest interest group consists of over 300 prominent R&D and manufacturing organizations from industry, government and academia. AutoHarvest is part of the Detroit Regional Innovation Network. For more information, visit: www.autoharvest.org

IAM

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.

Accenture Institute for High Performance

The <u>Accenture Institute for High Performance</u> develops and publishes practical insights into critical management issues and global economic trends. Its worldwide team of researchers connects with Accenture's business leaders to demonstrate how organizations become and remain high performers through original, rigorous research and analysis.

"Digital shoring for networked innovation" -Research reveals digital technologies can help innovators find each other. https://www.accenture.com/us-en/insight-digital-shoring-networked-innovation