

Reaching Your Potential Clients

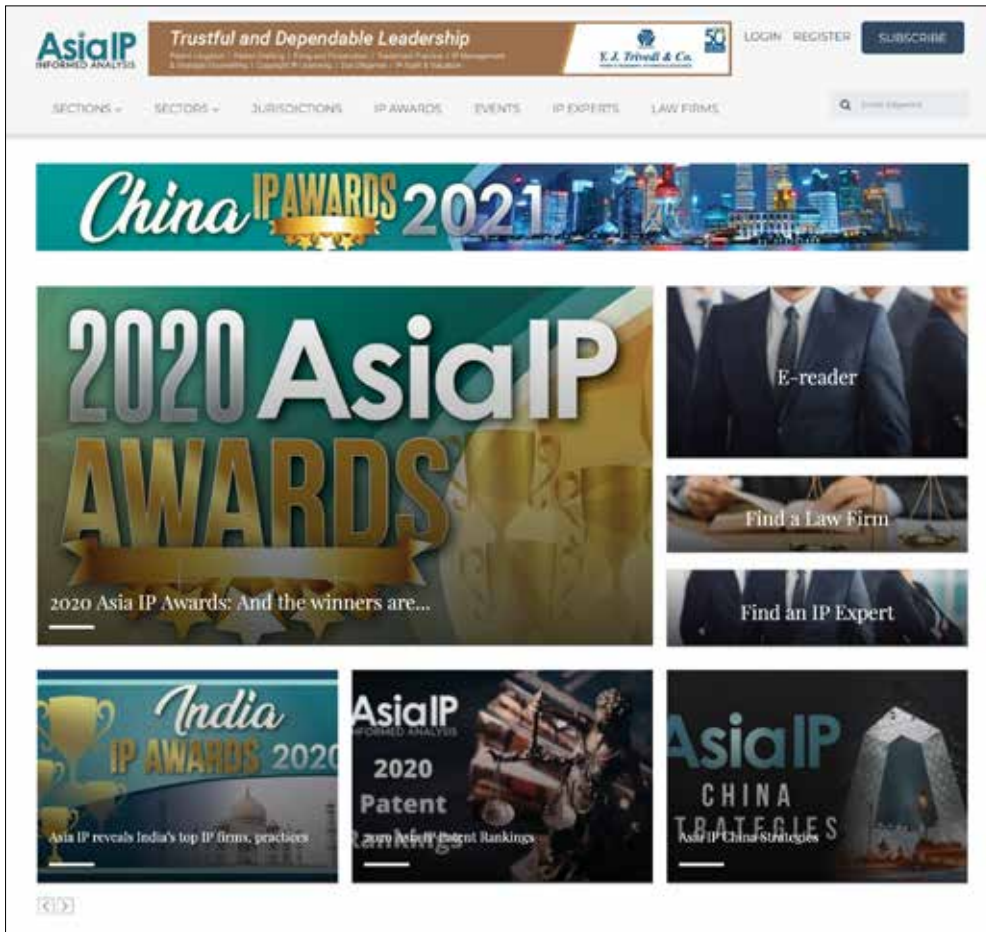
Asia's leading IP resource is your gateway to key IP owners, brand managers and in-house counsel, all with an interest in Asia. Asia IP is the go-to source for information on the issues behind the headlines.

Helping companies manage and protect their intellectual assets, Asia IP explains recent legislative changes, speaks with leading advisers, and highlights the strategies companies should be using to secure their IP rights in Asia.

Editorial Calendar

Some of the topics planned for 2021 include:

ISSUE	TOPICS	EVENTS
December 2020 / January 2021	<ul style="list-style-type: none"> • 2020 Asia IP Awards: The Winners • IP Experts: India 	
February 2021	<ul style="list-style-type: none"> • Asia IP Survey - Copyright • IP Experts: Japan • IP Experts: Hong Kong 	
March 2021	<ul style="list-style-type: none"> • 2020 China Awards: The Shortlist • IP Experts: Philippines • IP Experts: Indonesia 	
April 2021	<ul style="list-style-type: none"> • 2020 India Awards: The Shortlist • 2020 China Awards: The Winners • Special Focus: Enforcement 	
May 2021	<ul style="list-style-type: none"> • Asia IP Survey - Trademarks • Special Focus: Licensing Strategies • IP Experts: Thailand 	27-28 May - LESI Virtual Annual Conference
June/July 2021	<ul style="list-style-type: none"> • 2020 India Awards: The Winners • IP Experts: Singapore • IP Experts: Malaysia • Special Focus: Patent Strategies • Special Focus: IP Strategies in the Philippines 	
August 2021	<ul style="list-style-type: none"> • Special Focus: IP Strategies in China • Special Focus: IP Strategies in India • Special Focus: Trademark Strategies 	23 - 25 August - IP Week @ SG
September 2021	<ul style="list-style-type: none"> • Asia IP Survey - Patents • IP Experts: South Korea • IP Experts: Taiwan 	
October 2021	<ul style="list-style-type: none"> • 2021 Asia IP Awards: The Shortlist • Special Focus: IP in ASEAN • Country Focus: Japan • IP Experts: Vietnam • IP Experts: China 	<ul style="list-style-type: none"> • 16-20 October - AIPPI World IP Congress, Hangzhou, China • 28 October - 2021 Asia IP Awards, Gold Coast, Australia • 29 Oct - 2 Nov - APAA - Gold Coast, Australia
November 2021	<ul style="list-style-type: none"> • IP Experts: India • Special Focus: IP Strategies in Myanmar • Special Focus: Litigation Strategies 	15-19 November - INTA Annual Meeting, Houston, USA
December 2021 / January 2022	<ul style="list-style-type: none"> • 2021 Asia IP Awards: The Winners 	December - BIP Asia Forum, Hong Kong



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And of course, these profiles link directly to your own site, making client contacts easier.



Targeted Readership

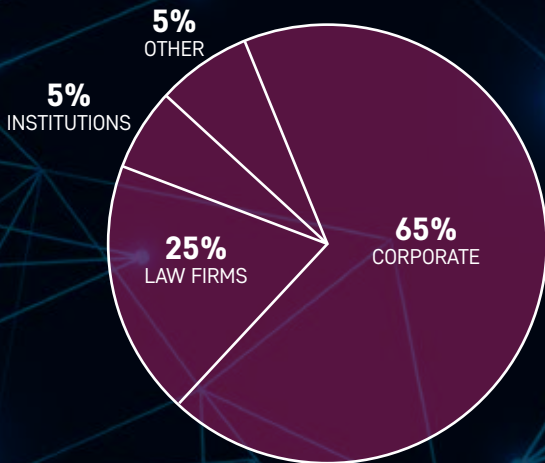
Asia IP's reaches the people that matter most – IP owners and decision-makers in companies with active IP portfolios, and the law firms they work with. Available to delegates at the INTA meeting, LESI Annual Meeting, BIP Asia Forum, and the AIPPI Annual Meeting, Asia IP reaches your potential clients.

Asia IP is your link to a global audience of IP decision-makers who all have an interest in Asia.

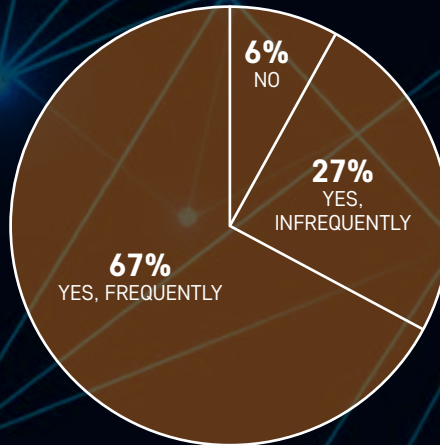
MONTHLY PRINT READERSHIP

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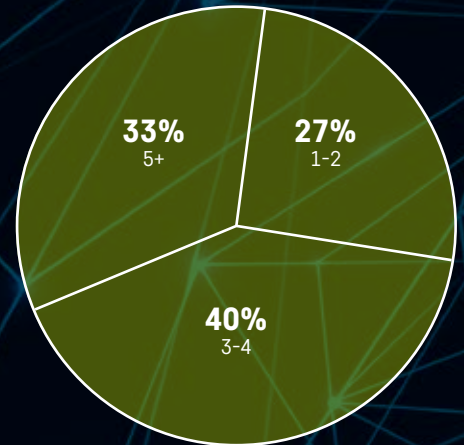
DISTRIBUTION BY COMPANY TYPE



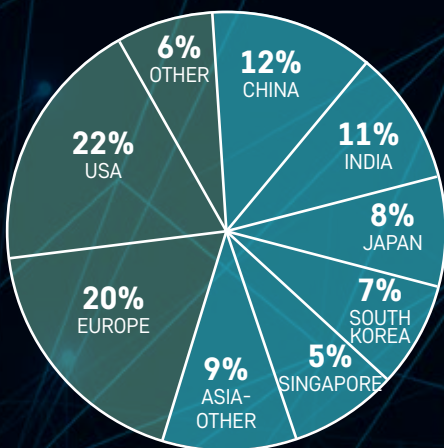
DO YOU REVIEW YOUR EXTERNAL IP COUNSEL?



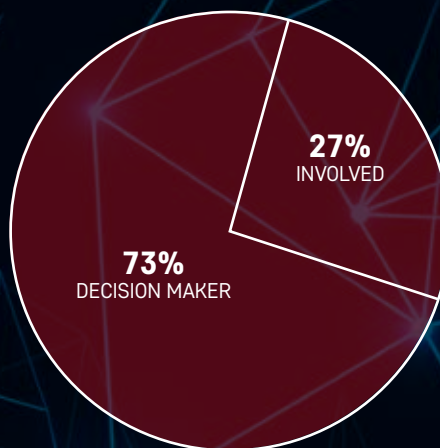
HOW MANY EXTERNAL COUNSEL DO YOU HAVE IN A COUNTRY?



WHERE ARE READERS BASED?



ARE YOU INVOLVED IN CHOOSING EXTERNAL COUNSEL?



HOW OFTEN DO YOU USE EXTERNAL IP COUNSEL?

