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 | 2020 Asia IP Awards: The WinnersIP Experts: India | |
| February 2021 | Asia IP Survey - CopyrightIP Experts: JapanIP Experts: Hong Kong | |
| March 2021 | 2020 China Awards: The ShortlistIP Experts: PhilippinesIP Experts: Indonesia | |
| April 2021 | 2020 India Awards: The Shortlist2020 China Awards: The WinnersSpecial Focus: Enforcement | |
| May 2021 | Asia IP Survey - TrademarksSpecial Focus: Licensing StrategiesIP Experts: Thailand | 27-28 May - LESI Virtual Annual Conference |
| June/July 2021 | 2020 India Awards: The Winners IP Experts: Singapore IP Experts: Malaysia Special Focus: Patent Strategies Special Focus: IP Strategies in the Philippines | |
| August 2021 | Special Focus: IP Strategies in ChinaSpecial Focus: IP Strategies in IndiaSpecial Focus: Trademark Strategies | 23 - 25 August - IP Week @ SG |
| September 2021 | Asia IP Survey - PatentsIP Experts: South KoreaIP Experts: Taiwan | |
| October 2021 | 2021 Asia IP Awards: The Shortlist Special Focus: IP in ASEAN Country Focus: Japan IP Experts: Vietnam IP Experts: China | 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 | 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 | • 2021 Asia IP Awards: The Winners | December - BIP Asia Forum, Hong Kong |

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Editorial Sections

Asia IP combines the very best of up to the minute coverage of issues and events, with indepth articles covering some of the most important areas of IP law and their developments, and interviews with Asia's IP decision–makers. You should take part covering Indian issues.

Regular sections of the magazine can include:

COVER STORY

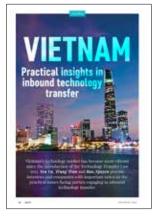
An indepth look at some of the most prominent issues affecting IP owners around the region, written by our team of in-house journalists





SPECIAL FEATURES

Analysis of the latest trends that are impacting intellectual asset owners across Asia and the Pacific, and from further afield.



EXPERT STRATEGIES

In-depth, insightful analysis of the latest issues, in a country by country format, and written by some of the leading IP lawyers in each jurisdiction. Essential information for in-house counsel looking to protect their IP



IN PRACTICE

Leading lawyers share their experience and expertise on the key topics of the day.



CASENOTES

Indepth reports from the courts of the latest ground-breaking cases that will impact IP jurisprudence in the region, with analysis of what it means for companies.



CORPORATE INSIGHT

The view from inside. Commentary from some of Asia's leading in-house counsel on the issues they face when trying to protect their IP.



NEWS ANALYSIS

Concise and authoritative coverage of the latest news and views from around the region.



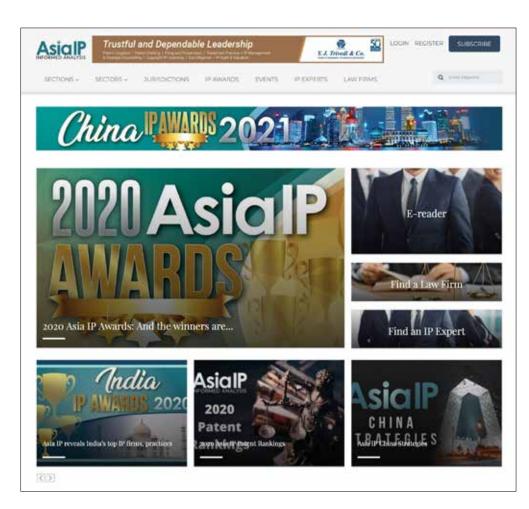
PEOPLE & PLACES

All the latest office and personal news from around the region, including mergers, new hirings, promotions, and office relocations



CORRESPONDENT

Regular columns from Asia's leading IP experts, covering essential analysis of the latest developments in IP.



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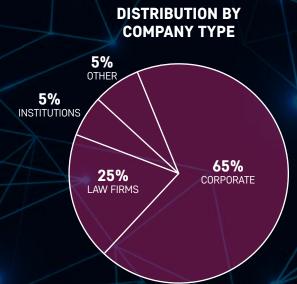
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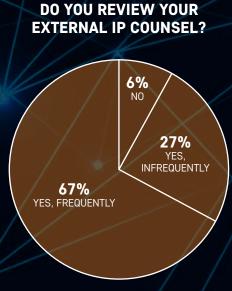
Asia IP's reaches the people that matter most – IP owners and decision–makers in companies with active IP portfolios, and the law firms they work with. Available to delegates at the INTA meeting, LESI Annual Meeting, BIP Asia Forum, and the AIPPI Annual Meeting, Asia IP reaches your potential clients.

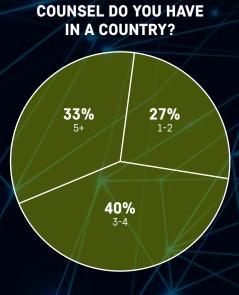
Asia IP is your link to a global audience of IP decision-makers who all have an interest in Asia.

MONTHLY PRINT READERSHIP

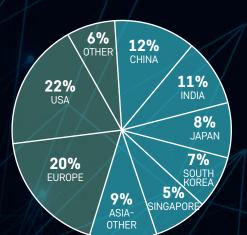
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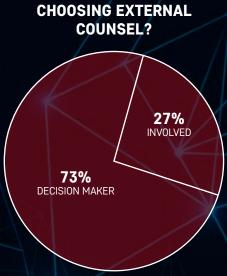




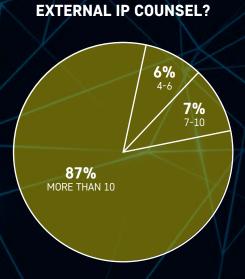
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