

Welcome

In these difficult economic times, a strong brand can be invaluable. It is those brands with the ability to communicate an instant message to a target audience, and to command consumer loyalty, that thrive in a downturn. As consumers become more selective about their purchases, the need increases for brands that instil confidence – brands that assure consumers of all kinds that the choices they are making offer them a high level of consistency and quality.

Given the importance of these assets, it is no surprise that brands and branding are attracting growing attention from boardrooms and investors. Stakeholders expect that those running companies understand the major principles that drive and sustain brand value, and that they are working to ensure that an effective strategy is in place to maximise that value.

In developing a branding strategy there are a number of issues that need to be considered. These include choosing the right name; developing the most effective way of conveying that name to the target audience; securing the intellectual property protection available; structuring the best possible marketing programme; and managing the relationships between the various stakeholders involved in the entire process.

With this in mind, it is a pleasure to welcome you to the sixth edition of *Brands*

in the Boardroom: Key branding issues for senior executives, a special supplement to *Intellectual Asset Management* magazine. Published to coincide with the 131st annual meeting of the International Trademark Association, being held in Seattle from 16th to 20th May, *Brands in the Boardroom 2009* seeks to identify some of the major trends in brand management and trademark law and practice, and to explain their relevance to a readership of decision makers inside brand-owning businesses.

To ensure the highest possible quality, we have once again ensured that only those recognised as experts were asked to contribute. As well as chapters from private practice experts that look at specific legal issues, this supplement also focuses on trademark management strategies from the corporate perspective. In this year's edition we feature interviews with the people responsible for the trademark management strategies of two of the world's most valuable brands – Coca-Cola and Microsoft.

We are grateful to all of our authors for their participation and hope you agree that, with their help, we have created a publication that will prove to be a source of constant value.

Sara-Jayne Adams
Reporter, *IAM* magazine

Editorial board

Bruce Berman
President, *Brody Berman Associates*
Douglas R Elliott
Founder and CEO,
TEQ Development LLC
Scott Frank
President,
AT&T Intellectual Property
Bruce Lehman
Chairman of the *International Intellectual Property Institute*
Daniel M McGavock
Vice President and Global IP Practice
Leader, *CRA International*
Ruud Peters
CEO *Philips IP & Standards*
Marshall Phelps
Corporate Vice President for
Intellectual Property, Microsoft Corp.
Herbert C Wamsley
Executive Director, *Intellectual Property Owners Association*
Rob Willows
Vice President, *Thomson Scientific Industrial Property Markets Division*

Editor

Joff Wild
jwild@iam-magazine.com

Finance editor

Nigel Page
npage@iam-magazine.com

Contributing editors

Richard Marsland
rmarsland@iam-magazine.com

Adrian Preston
apreston@iam-magazine.com

Reporter

Sara-Jayne Adams
sadams@iam-magazine.com

Sub-editor

Carolyn Boyle
cboyle@iam-magazine.com

Design and production

Russell Anderson
John Meikle

Subscriptions and marketing manager

Alan Mowat
amowat@theipmediagroup.com

Circulation

Amanda Green
agreen@iam-magazine.com

Antonio Ignatius

Associate publishers

John Eborall
jeborall@theipmediagroup.com

David House
dhouse@theipmediagroup.com

Nicholas House
nhouse@theipmediagroup.com

Group publisher

Gavin Stewart
gstewart@theipmediagroup.com

Publishing director

Tony Harriss
tharriss@iam-magazine.com

Globe White Page Ltd

New Hibernia House
Winchester Walk
London SE1 9AG, UK

Tel +44 20 7234 0606

Fax +44 20 7234 0808

Email info@iam-magazine.com

Web www.iam-magazine.com

Brands in the Boardroom 2009 is a free supplement to *IAM* magazine. Contact Alan Mowat at amowat@theipmediagroup.com to subscribe to *IAM* magazine.

Part of  **The IP Media Group**

ISSN 1741-1424

Printing and origination by
Pyramid Press, Nottingham, UK

© Globe White Page Ltd

Copyright applies. No photocopying.
For licensed photocopying please
call +44 20 7234 0606

This publication does not
purport to provide investment advice.
The publishers do not bear the
responsibility for any errors or
omissions contained in the magazine.