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## TANGIBLE IP CEO NAMED AS ONE OF THE WORLD'S LEADING IP STRATEGISTS

*Louis Carbonneau Named to IAM Strategy 300 for the Fifth Consecutive Year*

**Seattle – June 22, 2016.** TANGIBLE IP, LLC, an international patent brokerage and Intellectual Property advisory firm headquartered in Seattle, with offices in San Francisco and Montreal, announced today that its Founder and CEO, Mr. Louis Carbonneau, was among the [World's Leading IP Strategists](#) named to the Intellectual Asset Magazine (IAM) Strategy 300 for the fifth consecutive year. This unique guide is a listing of individuals - identified by in-depth research undertaken by a team based in London, Washington, D.C., and Hong Kong - with an established track record in developing and rolling out world-class IP value creation programs.

*"It is an honor to once again be on the select list of the best Intellectual Property Strategists worldwide, said Louis Carbonneau, Founder and CEO of Tangible IP. "We believe -and all financial indicators confirm it- that intangibles are the most important assets of businesses nowadays and it is therefore paramount for business owners to invest the same efforts and energy in defining a sound IP strategy as they do for their other functions such as R&D, sales and marketing. This enables them to more successfully navigate the competitive landscape knowing that they have minimized their IP exposure towards others, while building their own solid IP foundation that will ensure them a sustained commercial advantage."*

*"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 recognized 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 in importance over the coming years. We salute each and every one of them."*

**About TANGIBLE IP, LLC.** Founded in 2011 by former Microsoft GM of IP & Licensing Louis Carbonneau, Tangible IP offers full-service patent brokerage and strategic IP advisory services. For more info, visit [www.tangibleip.biz](http://www.tangibleip.biz) or contact us via email at [info@tangibleip.biz](mailto:info@tangibleip.biz) or by phone at +1 (425) 868-9280.

**About IAM.** IAM 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.