



## **IAM Recognizes Julia Elvidge and Terry Ludlow from Chipworks as Two of the World's Foremost IP Strategists**

*Terry Ludlow and Julia Elvidge are both members of an elite group who have been recognized every year since the IAM list of the World's Leading IP Strategists debuted in 2009.*

**OTTAWA, ONTARIO, CANADA, June 18, 2015** – Chipworks, the patent and technology partner to the world's most successful companies, today announced that its Chief Executive Officer Terry Ludlow and President Julia Elvidge have been named to the prestigious *IAM Strategy 300 – the World's Leading IP Strategists 2015*. Published since 2009, the *IAM Strategy 300* is a peer-reviewed guide to globally renowned creators of IP value and designed for executives working within IP-owning organizations.

In announcing the *IAM Strategy 300* on his blog, Joff Wild noted that "These individuals possess world class skills in the development and roll-out of strategies that maximise the value of patent, copyright, trademark and other IP rights as well as profound insights into the development, creation and management of IP value."

One of the most exciting IP developments and pressing challenges in 2015 and beyond is the Internet of Things (IoT), which will facilitate greater interaction between our homes, workplaces and vehicles. Ms. Elvidge points out in her article "[The IP of the IOT](#)," which appeared in *IAM's* June issue that the top five IoT markets already are driving billions of shipments per year in silicon and devices. "In addition to driving revenues, the patent licensing landscape for these markets is on the verge of explosive growth, especially since many of the patents used in IoT technology and Things are nearly 20 years old," she said. "Many companies new to the IoT market may have strong and expansive portfolio positions for assertion. Even so, understanding the market players, their experience, and their patents in similar products, is vital in creating a product and IP strategy that can deliver a high return in the IoT market."

Recognized annually in *IAM's* list of the World's Leading IP Strategists both Mr. Ludlow and Ms. Elvidge are trusted by business leaders, technical teams, and legal counsel around the world for strategic guidance on critical IP issues. [Mr. Ludlow](#), who founded Chipworks in 1992, is a recognized leader and pioneer in the use of advanced semiconductor reverse engineering processes to support innovative product design and extract maximum value from intellectual property. [Ms. Elvidge](#), known for her deep knowledge of strategic IP issues and keen insights, has been a vital part of building Chipworks into a globally recognized leader in patent and competitive technical intelligence for the world's largest semiconductor and electronics companies.

"Julia and I are honored to be included in the *IAM Strategy 300* and for the ongoing recognition from our industry, our peers, and our customers as a trusted patent and technology partner to the world's largest and most successful companies," said Terry Ludlow, CEO of Chipworks. "As a team, Chipworks is committed to helping our customers identify and fully leverage their most valuable patents and to providing crucial analysis of high-revenue products in the most competitive, fastest changing technology markets."

### **About Chipworks**

**PATENT AND TECHNOLOGY PARTNER TO THE WORLD'S MOST SUCCESSFUL COMPANIES**

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For over 20 years Chipworks has been a trusted patent and technology partner to the world's largest and most successful companies. Business leaders rely on the company to help them identify and fully leverage their most valuable patents and provide crucial analysis of high-revenue products in the most competitive, fastest changing technology markets. By combining deep patent and market knowledge with an unmatched ability to analyze the broadest range of technology products, Chipworks is able to provide the most insightful Patent Intelligence and Competitive Technical Intelligence services in the industry.

Chipworks is based in Ottawa, Canada and works with customers from its offices in the United States, Europe, Japan, Taiwan, and Korea. For more information visit [www.chipworks.com](http://www.chipworks.com), email [info@chipworks.com](mailto:info@chipworks.com), or call +1.613.829.0414.

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