

## For Immediate Release

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## Katten's Floyd Mandell Named among World's Leading Intellectual Property Strategists by IAM for Second Consecutive Year

**CHICAGO – Katten Muchin Rosenman LLP** is pleased to announce that **Floyd A. Mandell**, national co-chair of the firm's Intellectual Property Practice, has been named to *Intellectual Asset Management* magazine's list of the world's 250 leading intellectual property strategists for the second consecutive year. The second edition of *IAM Strategy 250 – The World's Leading IP Strategists* will be unveiled at the IP Business Congress in Munich in June.

The IAM 250 was created utilizing *Intellectual Asset Management's* extensive research process, which included six months of interviews with international IP professionals. All individuals working in IP-related professions, including intermediaries, financiers, consultants and lawyers, were eligible for inclusion in the list, but were not considered unless nominated by at least three people working in organizations other than the nominees'.

Mr. Mandell focuses his legal practice primarily in the areas of intellectual property counseling and litigation. His areas of concentration include trademarks, trade dress, unfair competition, trade secrets, copyrights, high tech disputes, e-commerce and Internet disputes, and false advertising. Mr. Mandell has served as lead trial counsel for many domestic and international clients, including Microsoft Corporation, Arcadia Group International, RIAA, Fruit of the Loom, Allstate Insurance Co., Sears, Roebuck and Co., Bausch & Lomb, Universal Studios, Universal Music Group, Home Box Office, Inc. (HBO), AIG, Fortune Brands, Motorola, E! Entertainment Television, Planet Hollywood, Polaroid, Sanyo, Arkansas Best (ABF) and many other large companies with valuable intellectual property. Mr. Mandell has been involved in more than 40 published decisions, many of which have included novel or cutting-edge issues. He has also served as a mediator for several courts and organizations.

Katten's national Intellectual Property Practice provides a complete range of services for domestic and international companies seeking to protect and exploit their intellectual property. The firm recognizes that its clients' patents, trademarks, business names, copyrights, proprietary technology and trade secrets are among their most valuable assets. In addition to securing patents, trademarks and copyrights throughout the United States and around the world, and instituting programs to prevent the loss of trade secrets, Katten assists clients in exploiting intellectual property rights through licensing, as well as joint venture and technology transfer agreements. The practice's seasoned litigation attorneys enforce and protect clients' patent, trademark and copyright rights in jurisdictions across the United States and abroad, and they also counsel clients concerning the validity and valuation of intellectual property when faced with potential acquisition, threat of infringement claims or infringement by others.

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