

## **ICEBERG's Patrick Snow Named Among the World's Leading Intellectual Property Strategists**

London, UK (21<sup>st</sup> June 2010) – [ICEBERG](#) Global Ventures LLP announced today that founder and chairman Patrick Snow has been included in the IAM Strategy 250 – The World's leading IP strategists, which identifies individuals who offer world-class services related to the development and implementation of strategies that enables intellectual property (IP) owners to maximise the value of their rights portfolios.

An entrepreneur and an innovator, Mr Snow's interests and expertise include serial innovation venturing, collaborative innovation, IP trading and technology invention. As founder of ICEBERG Global he has been instrumental in forming partnerships with Fortune 500 companies, government organisations and other innovation entities to leverage key technology assets to originate new ventures across a range of sectors. These target sectors include global security, health and environmental technologies.

"World-class IP strategists do not see IP from just one perspective; instead, they possess a fully rounded approach to management and value creation, and focus on how both must be aligned to overall business strategy. The best IP strategists look beyond monetisation to understand the range of value-creation options available to rights owners," says [IAM Magazine](#).

Inclusion into the IAM Strategy 250 is dependent upon nomination by three other peers outside of the individual's own organisation and a rigorous assessment of the individual's performance by IAM Magazine.

"To be recognised by the industry's leading publication as one of the world's foremost IP strategists is a great accolade," comments Patrick Snow. "As a company, our ethos has always been to consider the wider picture when advising organisations as to the most appropriate strategy to optimise their IP portfolio and it is very rewarding to have this recognised by the inclusion into the IAM Strategy 250."

Through the group's professional services company, ICEBERG Transactions, Mr Snow has successfully led more than 100 IP deals, facilitating transactions in the United States, Canada, the United Kingdom and mainland Europe, the Middle East, India, Australia and Japan.

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### **About ICEBERG Global Ventures LLP**

ICEBERG Global is a lead originator and investor; building highly focused, sustainable ventures that provide real-world solutions to real-world needs. Professional service companies within the ICEBERG group include ICEBERG Transactions Limited, a globally recognised IP transactions company and ICEBERG Intelligence Limited, a provider of enterprise knowledge management solutions and applications. For more information visit [www.iceberg-global.com](http://www.iceberg-global.com)

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