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Joff Wild writes the widely-read IAM blog and has been the editor of Intellectual Asset Management magazine (www.iam-magazine.com) since it was established in 2003. He is also editor-in-chief of the London-based IP Media Group. As a journalist Joff has specialised in covering IP since the early 1990s. In addition to IAM, he has written on IP-related subjects for a range of publications including The Times, The Financial Times, the BBC News website, Euromoney magazine, the American Lawyer and Latin Finance.