

Inside Views Editorial Guidelines

We strive to ensure that all content published in *Intellectual Property Watch*, including our guest content, meets high standards and provides value to our readers. Here are a few guidelines:

- Your article should offer thoughtful analysis or commentary on issues relevant to international IP or innovation policy written by someone who has expertise or experience.
- Strive to educate but don't advertise. While it's acceptable to mention your company's work, it will be more impactful to broaden the focus to address developments or trends happening in the industry and community.
- We prefer to keep articles to 500 - 1,500 words, though exceptions are possible. They should include links to research and other specific items that you're discussing. If you cite a study, for example, please include a link to it if possible. Deadline for submissions is usually flexible, but must be mutually agreed.
- Please include a brief 1-2 sentence bio and, if desired, an image to accompany the story and/or a headshot (preferably in .jpg format) for your bylined author. We also will try to include any graphics in the story such as charts or diagrams.
- Examples: For some recent examples of Inside Views articles, click here: www.ip-watch.ch/category/features/inside-views
- Sponsored Content: Since Inside Views placements are in high demand and to improve your chances of acceptance, you may also consider our sponsored content option. For more information on guidelines, availability and cost, please contact us at ads@ip-watch.ch.

Please note: IP Watch reserves the right to decline any submission. If accepted, you grant us the nonexclusive right to publish the piece online or in any other formats. You retain copyright of the piece.

Please send a short summary of your article (or the full article) or questions to: editorial@ip-watch.ch.