

For immediate release

**Oxford University Press and the German Association for the Protection of Intellectual Property
announce new publication partnership**

Oxford University Press (OUP) and the German Association for the Protection of Intellectual Property (GRUR) are very pleased to announce a new partnership between the [Journal of Intellectual Property Law & Practice](#) (JIPLP) and *Gewerblicher Rechtsschutz und Urheberrecht, Internationaler Teil* (GRUR Int.), a publication of the GRUR.

The publishing partnership will be based on exchange of content between the two journals. Under this agreement, both journals will include a section in each issue which will be filled by content from the partner journal. There is no additional cost to the customer, and the only change for each journal's subscriber base will be the benefit of additional interesting content.

Rhodri Jackson, Senior Publisher for Law Journals and Oxford Open at OUP, said: "We're really excited about this new arrangement, which we believe will allow JIPLP and GRUR Int. alike to extend their reach into new markets in an immediately visible and original way. Best of all, the partnership will provide new and interesting content to all our subscribers. JIPLP has become a very successful journal since we launched in 2006, and the partnership with GRUR shows our continuing commitment to innovating with the JIPLP formula in order to make the journal as compelling as possible to readers internationally."

Professor Dr Michael Loschelder, Secretary General at GRUR, commented: "Intellectual property (IP) law has become increasingly global in nature and has developed into one of the most vibrant and challenging areas of law. As an academic non-profit IP association, GRUR is genuinely interested in fostering the dissemination and perception of IP content of general interest within Europe and beyond. Partnering with the renowned journal JIPLP provides an excellent new platform for this and will contribute to raising the international profile of GRUR Int."

The first issues of GRUR Int. and JIPLP featuring content from the partner journal will be published in January 2013.

For more information, please contact:

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Notes to editors

[Oxford University Press](#) is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide. OUP is the world's largest university press with the widest global presence. It currently publishes more than 6,000 new publications a year, has offices in around fifty countries, and employs more than 5,500 people worldwide. It has become familiar to millions through a diverse publishing program that includes scholarly works in all academic disciplines, bibles, music, school and college textbooks, business books, dictionaries and reference books, and academic journals.

Established in 1891, [GRUR](#) is the oldest and largest association of its kind in Germany devoted to the academic advancement and development of industrial property and copyright law at the German, European and international level. With over 5,200 members coming from 46 countries, GRUR offers an umbrella for a wide range of IP professionals. Besides conferences and workshops, the Association provides further education courses for lawyers and patent attorneys and publishes four leading German IP professional journals comprising academic articles on German, English and international intellectual property law as well as significant case law and legislative material: GRUR, GRUR Int., GRUR-RR and GRUR-Prax.