

The Intellectual Property Law Association of Chicago

Proudly Presents

The Creator of the Year Award for 2007

To

**Wm. Wrigley Jr. Company
Chicago, Illinois**

Founded in 1891, the Wm. Wrigley Jr. Company is one of Chicago's leading corporate citizens and a giant in the consumer products world. In the 110 years since Wrigley introduced its first two products, JUICY FRUIT and WRIGLEY'S SPEARMINT chewing gums, Wrigley has developed brands for chewing gum and other confectionery products that are now sold and known in over 180 countries around the world. Wrigley's oldest brands, including JUICY FRUIT, WRIGLEY'S SPEARMINT and DOUBLEMINT, as well as the WRIGLEY name itself, are iconic Chicago and American brands that are easily recognized around the world. Wrigley has added many famous brands to its portfolio, including, among others, BIG RED, WINTERFRESH, EXTRA, ECLIPSE, FREEDENT, HUBBA BUBBA, EXCEL and ORBIT. Wrigley has promoted and increased the reach of its famous brands through innovative and effective marketing and advertising campaigns. Wrigley also recently acquired and is now the steward of additional very famous brands such as ALTOIDS and LIFE SAVERS. Wrigley protects its famous brands through trademark registrations all over the world.

IPLAC is proud to recognize Wrigley as its 2007 Creator of the Year for its creation of world famous brands and powerful marketing and advertising campaigns that support of those brands.