

**INNOVATION PROTOCOL'S "BEHIND THE LOGO"
SEMINARS ON BRANDING STRATEGY DRAW
ENTHUSIASTIC AUDIENCES IN LOS ANGELES AND ORANGE COUNTY**

LOS ANGELES (September 21, 2009) – Innovation Protocol, an award-winning brand strategy consulting firm with clients worldwide, recently completed “Behind the Logo,” a limited series of affordable seminars on branding and brand strategy. The series drew more than 750 business owners and marketers and was held at the Skirball Cultural Center in Los Angeles and the University of California Irvine in Orange County. The company hopes to offer the series again in 2010 as part of its commitment to help Southern California companies succeed.

“In the current economic downturn, businesses are reducing marketing budgets and demanding greater return on every dollar spent,” says Sasha Strauss, managing director of Innovation Protocol and an award-winning speaker. “Too many businesses will waste those scarce marketing dollars on the wrong products, the wrong messages and the wrong audiences because they lack a sound brand strategy.”

The seminars covered branding basics, personal branding and brand strategies specific to such hot categories as green technology, biotech and social media. The seminars were useful for marketing executives, business decision makers, product leads, or anyone who wants to build a business. Participants acquired the knowledge and skills to create a brand strategy, manage branding programs and ensure healthy brands as their businesses grow.

Sasha Strauss presented the seminars. He included real-world examples of brand strategies and methodologies he has used to build brands for such world-renowned companies as Adobe, Microsoft, and Johnson & Johnson.

“Branding is the foundation of a successful marketing program, but many businesses think branding ends with the logo,” says Strauss. “In “Behind the Logo” we showed local business owners how to create a strategy that communicates your value to customers, develops sales and builds a business. We had a great turnout and we hope to present another series of seminars in 2010.”

ABOUT SASHA STRAUSS

Sasha Strauss is the managing director of Innovation Protocol and an internationally-known expert on branding. He has more than 14 years of experience in strategic brand development and has lead international branding programs for such companies as Microsoft, TiVo, Thermos, Electronic Arts, Yahoo!, eBay, and Adobe.

Mr. Strauss is an adjunct professor at the University of Southern California’s Annenberg School for Communication, where he teaches brand strategy at the post-graduate level. He is a regular guest lecturer at nationally-known branding studies programs including the Anderson School at UCLA, MIT Sloan, The Johnson School at Cornell University and Columbia Business School. He is a frequent speaker for such professional groups as The American Marketing Association (AMA) and The

American Institute of Graphic Arts (AIGA). Mr. Strauss has appeared on NPR, ABC Radio and in The Wall Street Journal to share his expertise on branding everything from software to presidential candidates.

Mr. Strauss holds a bachelor's degree from UC Irvine, a master's in strategic corporate communication management from USC and an executive business management degree from UCLA's Anderson Graduate School of Management.

ABOUT INNOVATION PROTOCOL

The protocol for brands that innovate™

Innovation Protocol is a brand strategy consulting firm that exclusively serves organizations that are changing the nature of the market they target. Innovation Protocol has constructed proprietary methodologies that are clear, efficient and deeply rooted in business strategy. These exclusive processes are optimized for the rigor and timeliness of innovative ideas. The result is rational, effective solutions to the most sophisticated brand challenges. Solutions that appeal to the savviest marketers and empower partners, rally leadership and invigorate stakeholders. For more information visit

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