

DON'T LEAVE MONEY ON THE TABLE! IP STRATEGIES TO GROW PROFITS AND MAXIMIZE VALUE

The Hoge Fenton Intellectual Property Group Present:

Don't Leave Money on the Table!

IP Strategies to Grow Profits and Maximize Value

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Wednesday, October 23, 2019

7:30 – 8:00 a.m. *Registration & Breakfast*

8:00 – 10:00 a.m. *Program*

Hoge Fenton
60 South Market Street, 2nd Floor
Conference Room
San Jose, CA, 95113

Join us for a lively business-focused discussion about IP as a business strategy. The discussion will focus on growing revenue, profits, and value, as well as mitigating risk.

Corporate attorney **Darlene D. Chiang** will be your “Counsel for the Day”, leading you through a discussion with Hoge Fenton’s senior IP attorneys on:

- Building company value and attracting investors or buyers with a robust IP portfolio
- Generating revenue through licensing, enforcement, and asset sales
- Identifying and avoiding IP risks

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Hoge Fenton Clients: Please check your email for our invite with registration instructions.

Non-Clients: Please RSVP to Wen Chu at **wen.chu@hogequenton.com** by October 21, 2019.

Our Presenters:



Amy J. Embert

will address patent strategy and the importance of patents in creating value or funding and acquisition.



Dana B.

will address trademark and branding strategy and le
open, and



Stephanie O. Sparks

will address the importance of trade secrets, strategies for identifying and protecting trade secrets, and IP
litigation.

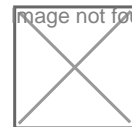


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Darlene

will take the role of a corporate General Counsel. She
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This seminar is provided as an educational service by Hoge Fenton for clients and friends of the firm. This communicate is an overview only, and should not be construed as legal advice or advice to take any specific action. Please be sure to consult a knowledgeable professional with assistance with your particular legal issue.

Find out More About our Intellectual Property Group

Related Attorneys

- Amy J. Embert
- Dana Brody-Brown
- Stephanie O. Sparks
- Darlene D. Chiang