

YOUR IP: BETTER THAN GOLD IN TURBULENT TIMES

FREE WEBINAR

Your IP: Better than Gold in Turbulent Times

TUESDAY, JUNE 30, 2020

12:00 PM - 1:00 PM PDT

HOGE • FENTON

In uncertain times, businesses conserve cash. They also make strategic investments to maintain and grow their long-term value. Join our panel of trusted advisors as they discuss why now - more than ever - investing in your company's intellectual property is your smartest move.

In this fireside chat, our panel will share their personal experiences regarding the following topics:

- How the VC funding landscape has changed as a result of COVID-19
- Whether IP-heavy companies are faring better in today's challenging environment
- The importance of IP in valuing a business
- What investors want to know about your IP strategy
- How to build a well-managed IP portfolio that adds value to a business

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Meet our Trusted Advisors



Amy Embert is an experienced patent attorney focused on helping clients maximize and protect their company's intellectual property. Amy works with companies at all stages of growth to develop rock solid patent portfolios that highlight their expertise and establish sustainable competitive advantage in the marketplace. Amy works with companies in multiple industries including medical device, IT, software, semiconductor, material science, computer hardware, consumer electronics, optics, photonics, and apparel.



Petra Loer is a Managing Director in the Valuation Services Group at Andersen. Her experience includes the valuation of closely held businesses, business interests, intangible assets, intellectual property, debt instruments, and derivatives. These engagements span a variety of purposes, including financial reporting, tax planning and reporting, mergers and acquisitions, litigation support, strategic planning, and restructuring.



Betty Kayton is a CFO for Startups and a member of the Board of Directors of Financial Executives International. As an early member of the venture-funded start-up executive team, Betty develops and implements infrastructure for rapid growth. She manages all finance and administrative functions, enabling the executive team to focus on achieving product milestones and acquiring customers. In 2017, Betty was honored as the Financial Executive of the Year for small, private companies.



Denise Zarins, CFO of the Fogarty Institute will be our moderator. She has over 20 years of experience conceptualizing and developing products in the medical device industry. Denise began her career as a research and development engineer and manager at AneuRx, a startup that was founded by Dr. Fogarty and later acquired by Medtronic (MDT:NYSE). She subsequently joined another Fogarty-backed startup, Bacchus Vascular, which was later acquired by Covidien.

Related Attorneys

- Amy J. Embert