

WEBINAR RECORDING - YOUR IP: BETTER THAN GOLD IN TURBULENT TIMES



Thank you to everyone who joined us for our **Your IP: Better than Gold in Turbulent Times** webinar. Please click below to watch the recorded webinar.

We hope you found the discussion with Hoge Fenton patent attorney **Amy Embert**, Managing Director of Andersen **Petra Loer**, CFO for start-ups **Betty Kayton**, and CTO of the Fogarty Institute **Denise Zarins** helpful.

Please do not hesitate to reach out to **Amy Embert** if you need more guidance and visit our **Reopening California Resources** page for additional support.



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 start-ups 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.

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Related Attorneys

- Amy J. Embert