

Practising Law Institute: IP Issues in Business Transactions 2014

FEBRUARY 27-28, 2014

Attend this program to gain an in-depth understanding of intellectual property issues that arise in corporate transactions, while exploring the strategic role of intellectual property in a company and delving into the many unique considerations that come into play. Topics to be discussed include identifying the IP a business should own and how to monetize these assets, entering strategic alliances and engaging joint venture partners, strategies for licensing of intellectual property assets, and due diligence tips and practice points. Maximizing the value of intellectual property assets, licensing considerations in a bankruptcy context, special considerations concerning data and online assets, as well as a new topic related to understanding the social media ecosphere will be addressed.

WilmerHale Partner Jason Kipnis will be a featured speaker on the panel entitled, “How IP Issues Arise in Business Transactions and New Legal Issues Impacting IP Transactions: Copyrights, Trademarks, Domain Names, Patents, and Trade Secrets.” He will contribute to a discussion on pure intellectual property transactions, transactions involving significant and tangential IP components, and legislative developments, among other topics.

[READ MORE ABOUT THE EVENT](#)

Speakers



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