

Intellectual Property

SAVE THE DATE

for the

9th Annual Hot Topics Luncheon

at the

Georgia State University Student Center

on

May 14, 2013 at 12 Noon

featuring

From Assets to Profits

author

Bruce Berman

in a presentation entitled:

How are Public IP Companies (PIPCOs) Affecting Innovation and Investment?

- There has been a recent proliferation of PIPCOs. Most have been built on patent licensing and monetization activities. Public ownership of IP assets provides several benefits for patent holders, including access to the capital markets and a level of transparency they may not otherwise be able to provide. Will companies like Vringo, VirntetX, Pendrell and Unwired Planet, to say nothing of Acacia, RPX and InterDigital, fulfill their promise and reward investors? Will they really help inventors, SMEs and businesses by supporting innovation, or are these companies merely the latest trend in business models for patent holders wishing to cash in?
- Bruce Berman is CEO of Brody Berman Associates, Inc., a management consulting and strategic communications firm that focuses on innovative businesses and intangible assets.

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