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Maximizing Corporate Value: Put Your Company in a Position of Strength by Leveraging Strategic Assets and Intellectual Property

Strategic assets sit at the intersection of tangible and intangible assets, create recurring benefits, and are unique and difficult to imitate. They can include intellectual property, customer relationships, proprietary business processes and algorithms, novel revenue models, and brand value.

Whether considering the sale of your business in the future or not at all, expanding your set of strategic assets not only helps increase a company's value, but also puts you in a position of strength in any business interaction.

Participants in this complimentary seminar will better understand methods to: 1) gain competitive advantage and create barriers to competitive entry; 2) assess markets and develop strategic assets; and 3) prepare for a future, high-value liquidity event.

Agenda:

- 8:30 – 9 :00a.m.: Registration and networking
- 9:00 – 10:15 a.m.: Welcome, introductions and presentations
- 10:15 – 10:45 a.m.: Q&A
- 10:45 – 11:00 a.m.: Networking and one-on-one Q&A

Presenters:

- **David Gates**, President and Managing Director, Gates and Company
- **Jeff Rosedale**, Partner, BakerHostetler

Event Details

- ➔ **DATE**
Thursday, Oct. 19, 2017
- ➔ **TIME**
8:30 - 11:00 a.m.
- ➔ **VENUE**
BakerHostetler
Cira Centre
2929 Arch Street
12th Floor
Philadelphia, PA 19104

 **RSVP now**

2.0 hours of CLE credit offered in Delaware, New Jersey, New York and Pennsylvania. Other states available upon request.

Participants will be eligible to receive 1 CPE credit. (Sponsor ID 109502)

1 hour of Basic CPE Credit/Group-Live only. No preregistration required; no advance preparation. For more information regarding administrative policies such as compliance, program cancellation, complaint resolution, and any refund, please contact Dan Greenspan at 215.564.6525. (Sponsor ID 109502)

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