



COVID-19 Comeback Plan: Identifying IP Opportunities in Today's Economy

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COVID-19 has taken a significant toll on a variety of businesses, and despite their best efforts, some may end up in bankruptcy. For those businesses, selling IP assets may enable them to find liquidity to satisfy creditors and emerge from bankruptcy. Other businesses may be able to position themselves for longer-term success by identifying and strategically acquiring those potentially valuable IP assets.

Jen McLemore, a partner in Williams Mullen's Bankruptcy & Creditors' Rights Practice, and Rob Van Arnam, chair of the Firm's IP Practice, discuss trends they are seeing in bankruptcy filings—particularly those with brands or IP assets—and how you can identify potential opportunities.

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