

## Jon Gibbs, Alyson Hoffman Author Article on IP Audits for Orlando Inno

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Jon Gibbs and Alyson Hoffman authored an article entitled “IP Audits: Assess and Optimize Your Intellectual Property” for Orlando Inno, a multi-media platform launched in partnership with the *Orlando Business Journal* that covers headlines focused on innovation, technology and Central Florida startups.

The article discusses the importance of an IP audit and how it can aid a company in determining whether it is managing its assets in compliance with intellectual property laws and optimizing protection, either through licensing or ownership, of any intellectual property that it uses.

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