

For Immediate Release
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BROOKS, HOUGHTON & COMPANY, INC. TO CO-HOST IP EVENT

New York, NY – On October 1st, Brooks, Houghton & Company, Inc., in collaboration with the law firm of Nixon Peabody, will co-host the Investment Trends in IP and Technology roundtable discussion in New York.

“With the ever increasing emphasis on intellectual property as a source of value in the business world, we could not be co-hosting this roundtable event at a more opportune time. Our goal is to make senior managers, investors and thought leaders aware of the transaction strategies and options that can be utilized to create value for their shareholders, partners or clients. We have an outstanding group of panelists who will provide valuable information for all attendees,” said Kevin Centofanti, Senior Managing Director, of Brooks, Houghton.

Key topics that will be discussed include:

- What strategies and structures work best for maximizing the value of IP assets?
- What are the latest trends in the sale, finance and licensing of IP Assets?
- What is the role of private equity firms in the IP transaction space?
- What are the best practices for assessing the strengths and weaknesses of IP assets when examining a potential acquisition?
- What are prudent practices for managing a buy or sell process involving IP assets?
- How is potential value in IP assets realized in the post-acquisition context?
- What are the latest trends and market data in patent transactions?

Brooks, Houghton is a merchant banking firm located in New York that focuses on debt and equity financing, strategic and mergers and acquisitions advisory services, and direct investing utilizing dedicated investment funds. The firm’s broker-dealer, Brooks, Houghton Securities, is a FINRA and SIPC member.

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