BERGER SINGERMAN
FLORIDA'S BUSINESS LAW FIRM

# DAILY BUSINESS REVIEW, "MIDDLE MARKET MINDSET: NEW CONSIDERATIONS FOR IP AUDITS IN 2023"

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CEOs and CFOs often focus on sales (projections or receivables) as their most bankable assets. What is most often overlooked, however, is the value of intellectual property (IP) assets to both short-term and long-term business goals.

## Related Practices

Intellectual Property

## Related Practice Teams

Dispute Resolution

## Related Team Member(s)

Geoffrey Lottenberg

## Topics

Intellectual Property

Intellectual Property Audits