

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

January 31, 2023

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Daily Business Review

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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.

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