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### [Maximizing Patent Quality to Satisfy Sophisticated Investors](#)

by [Gerson S. Panitch](#)

Not so long ago, during investment rounds, the IP due diligence typically conducted by a VC or CVC involved little more than asking, “How many patents does your company have?” A satisfactory number provided in response often ended the inquiry.

Today however, investors have become much more sophisticated. It’s no longer simply about patent quantity. It’s about quality. Now, investors often spend the time between the term sheet and the closing carefully assessing the blocking power of the investment’s patent portfolio. They examine the IP with a magnifying glass. If investors are not satisfied with the strength of a patent portfolio, they walk away from the deal or lower the valuation. To learn more on how to avoid this risk, click [here](#).



### [How to Convince a Startup to Think About IP](#)

by [Robert G. Kramer](#)

Your client is starting a successful new company. It has a good product that it believes people will want to use. It has some funding from friends and family and interest by an entrepreneur or mentor it met recently. The stage is set for success, all it needs to do is stay focused, keep costs and distractions low, execute, and pay your bills. Why then should you encourage your client to spend its valuable time and money exploring intangible things such as intellectual property? To find out how to convince a start up to think about IP, click [here](#).

## Upcoming Events



### [Five Finnegan Partners Tapped to Speak at Israeli IP Conferences in March](#) March 12-13, 2018 | Tel Aviv

At the sixth annual Best Practices in IP law conference in Tel Aviv, five Finnegan partners, [Gerson Panitch](#), [Jeffrey Berkowitz](#), [Darren Jiron](#), [Elliot Cook](#) and [Trenton Ward](#) will address important and diverse patent topics including, “Investing in Powerful Patent Portfolios: Making the Case to Senior Management,” “Intellectual Property in Health Tech: How to Do It Right” and “Attacking and Defending Patents in the U.S. Patent Office”. As a special bonus, Finnegan partner Trenton Ward, a former Patent Judge in the U.S. Patent and Trademark Office, will preside over a mock PTAB trial, providing audience members with an insider’s view on this streamlined process for attacking (and defending) patents. The conference draws intellectual property experts, investors, and entrepreneurs, as well as Israeli executives and IP professionals. For more information, click [here](#). Finnegan clients, please email [zehava.avior@finnegan.com](mailto:zehava.avior@finnegan.com) for a discount.

[The International Association for the Protection of Intellectual Property](#)  
April 30-May 1, 2018 | Tel Aviv



On May 1, Finnegan partner Patrick Coyne will discuss recent developments in U.S. IP law at the 3rd International Convention on the Economy of Innovation. The convention is hosted by AIPPI and will include over 100 speakers from all around the world. Patrick, an AIPPI Board Member, is also a seasoned U.S. patent litigator with deep insights on how developments in U.S. law can be used to attack and defend patents in U.S. courts. For more information, click [here](#).

## Free Webinar



### Drafting the “Global” Patent Application

It all starts with drafting. A poorly drafted patent application, more often than not, leads to poor patent protection. The goal of providing enforceable claims starts and ends with a well drafted application. And what may be a well drafted European patent application may not provide the same level of protection in the United States (and vice versa!!). The differences can be confusing for even the most seasoned practitioner. Click [here](#) to download the webinar.


## About Finnegan

Finnegan is one of the world’s largest IP law firms and a go-to source for Israeli companies. We represent more than 100 of Israel’s leading and most sophisticated enterprises, helping navigate IP disputes and patent infringement litigation, counseling on how to strategically protect technology to maximize value, managing patent portfolios, and developing revenue streams through creative patenting and licensing. In the words of *Chambers USA*, “Finnegan’s work is nothing short of exceptional.” [www.finnegan.com](http://www.finnegan.com) [www.finnegan.co.il](http://www.finnegan.co.il)

## Finnegan Resources

Finnegan publishes newsletters, blogs, and *IP Updates* that provide news, statistics, and analysis of recent court decisions. Our blogs focus on **Federal Circuit practice**, **PTAB practice**, **trademark and copyright law**, **patent prosecution and counseling**, and **notable IP developments for FDA-regulated products**. To sign-up to receive newsletters, blog posts, or *IP Updates*, please click [here](#).

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