

In The News

# Mark Passler and Rachel Rudensky Author *Daily Business Review* Article on IP Considerations for Startups

November 1, 2013

Mark Passler, chair of Akerman's Intellectual Property Practice, and Rachel Rudensky co-authored an article in the *Daily Business Review* titled, "Startups Must Consider Protecting for Their Top Asset," which described how startup companies and entrepreneurs should protect their intellectual property to avoid ownership problems in the future.

The authors write, "Startup entrepreneurs need to be aware that IP protection comes in different forms, and one size does not fit all. It is advisable for founders of startup companies to meet with experienced IP counsel and identify and protect all of their startup's IP."

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