

Publications

What Startups Should Know About Intellectual Property

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Intellectual Property

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Houston Business Journal

Jeremy Harrison, a partner in the Vorys Houston office and a member of the intellectual property and technology group, authored an article for the *Houston Business Journal* titled “What Startups Should Know About Intellectual Property.” The article included several tips for startups to manage company IP. According to the article, what some startups fail to realize, though, is that an established IP asset portfolio can augment the value of a startup for venture funding purposes, and ownership and enforceability of a business’ IP will almost always be analyzed during any IPO or acquisition diligence. Moreover, a solid IP portfolio has the potential to generate revenue through licensing or IP transfers. Unfortunately, by the time some startups decide to focus on protecting company IP, valuable rights may have already been forfeited or substantially weakened.

To read the entire article, visit the *Houston Business Journal* [website](#). (Subscription may be required).