

## **Jon Gibbs, Alyson Hoffman Author Article on IP Audits for Orlando Inno**

Oct 01, 2021



Jon Gibbs and Alyson Hoffman authored an article entitled "IP Audits: Assess and Optimize Your Intellectual Property" for Orlando Inno, a multi-media platform launched in partnership with the Orlando Business Journal that covers headlines focused on innovation, technology and Central Florida startups.

The article discusses the importance of an IP audit and how it can aid a company in determining whether it is managing its assets in compliance with intellectual property laws and optimizing protection, either through licensing or ownership, of any intellectual property that it uses.

Read the article