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Licensing

Applying her technical expertise and thorough understanding of intellectual property markets, Krista F. Holt can advise you on the best monetization strategy for your clients' specific assets. This can include not only licensing but commercially exploiting the assets and aggressively defending against infringement, finding alternative applications, exploring an outright sale or securitization arrangement, allowing free adoption or licensing on a FRAND (fair, reasonable and nondiscriminatory) basis, and acquiring complementary rights.

Krista Holt assists clients with determining the best strategy to maximize revenue streams through licensing negotiations. Ms. Holt can help you identify potential licensees, research comparable licensing rates, and advise you on licensing agreement structures to help you prepare for negotiations. She is a Certified Licensing Professional ("CLP").

CONTACT

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