

Attorneys**Partner**

- Jeffrey C. Johnson

Partner Jeffrey Johnson Authors Article About Evaluating IP Assets in an M&A Transaction

Pryor Cashman Partner Jeffrey Johnson has authored an article entitled *Evaluating IP Assets in an M&A Transaction*. In the article, which was published in *The Deal* on May 28, 2010, Johnson considers the critical role of intellectual property specialists in transactional due diligence.

In an age of deals driven by new technologies, and the intellectual property rights that protect them, Johnson discusses the importance of IP and ensuring that it is handled properly in any M&A transaction. He focuses on ensuring that corporate generalists and IP specialists alike educate their clients on this important aspect of any transaction so that corners aren't cut to unfortunate effect.

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