

PUBLICATION

Recession-Proofing: IP is Key

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Today's tough economy presents a number of formidable obstacles to businesses in virtually every industry.

Consumer spending has decreased dramatically. Layoffs of tens of thousands of employees headline the news nationwide nearly every day, from established companies like AT&T, Bank of America, General Motors, Home Depot, Microsoft and Pfizer, just to name a few. Credit continues to be tight and banks are reluctant to lend. Nearly every business is experiencing cash flow issues that did not exist a year ago and they are struggling to simply stay afloat.

From the largest corporation to the smallest technology company, recession-proofing steps are being taken to minimize or avoid the threat this economy poses to success and profitability. Intellectual property protection and enforcement is critical for businesses, particularly those utilizing cutting edge technologies that are planning to survive today and thrive tomorrow.