

## Collateral-based Lending in the IP World

Webinar

03.24.2021 | 1 - 2:30 p.m. CT

When raising capital, borrowers traditionally have had two options: selling equity in the business (and potentially diluting ownership and/or reducing control) or borrowing based on the strength of the balance sheet, including using hard assets as collateral.

For many companies, whose value lies more in intangible assets than PPE, IP-backed lending offers an appealing alternative.

Please join us for an informative webinar, “Collateral-based Lending in the IP World,” presented by Aon plc and Stinson LLP, where we will help guide you through the IP collateralization process, present Aon’s non-dilutive IP-based debt capital solution, cover patent diligence necessary for IP valuation, and provide an overview of how experts conduct sophisticated IP evaluation.

Please register online to attend this webinar.

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