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# Consider IP Protection Before Disclosing Your Technology

Gearing up to promote your company at FUND Conference? A startup's intellectual property is very often the lifeblood of the company, yet proper protection is often overlooked as a foundation to investment. Investors often focus on IP assets as a signal of a company's market-readiness. However, before disclosing intellectual property either publicly or privately, startups should carefully evaluate what it is they are protecting and think through the implications of all available options.

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