



On this episode of *The Tech Law Hangout*, host Jordan Becker discusses how to align intellectual property (IP) strategy with company business strategy. He shares nine factors to consider during this process, including geography and relevant market players, as well as team members' individual strengths, weaknesses, and personalities.

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The Tech Law Hangout

Welcome to *The Tech Law Hangout*, where law and technology collide in a dynamic conversation. Join Jordan Becker, a patent attorney and partner at Perkins Coie LLP, as he explores this ever-evolving intersection.

Regularly joined by his Perkins Coie colleagues, this podcast dives deep into the essentials and innovative strategies of technology law, including intellectual property (IP), corporate, privacy, and tech transactions. Whether you're an innovator, entrepreneur, or corporate decision-maker in the tech industry, this podcast is your go-to resource for navigating the legal landscape. Tune in and join the conversation at *The Tech Law Hangout*.

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