



JoAnn Holmes ("Jo") helps innovative 7 and 8 figure companies monetize intellectual property ("IP"), negotiate lucrative contracts, and implement profitable legal strategy.

For 20+ years, Jo has successfully negotiated with Fortune 100s, and managed IP portfolios spanning 150 countries that generate over \$2 billion in annual revenue.

"Jo is a top notch professional with a wealth of experience. She knows business."

NEGOTIATIONS ...



LET'S TALK ...

- Fortune 500 deal tactics
- Monetizing brands, software, expertise and content ("IP")
- IP licensing ladders and recurring revenue models
- Smart contract negotiation tips
- SMB legal risks & opportunities

ASK ...

- How to win in Fortune 500 negotiations.
- What is intellectual property (trademarks, copyrights, trade secrets and patents)?
- Key legal & IP strategies to improve your business bottom line now.
- Am I leaving money on the table, or taking too many risks with my contracts?

MORE ABOUT JO ...

- Speaking: McKesson Corporation, the American Institute of Graphic Artists, SCORE (SBA partner), Business Radio X
- Featured By: American Bar Association, Assoc of Corporate Counsel, Cornell Law, State Bar of Georgia
- Graduate: Stanford University & Emory Law

OUR PODCAST ...



strategic law for midsize companies