



JoAnn Holmes ("Jo") helps innovative midsize companies negotiate profitable deals, leverage IP (trademarks, copyrights, knowledge) for recurring revenue, and implement impactful business 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 deals
- Profitable contracts
- IP (trademark, copyright, expert knowledge & content)
- Licensing and monetizing IP
- Business strategy (growth opportunities & expensive risks)

ASK ABOUT ...

- Insider tactics to get and grow Fortune 500 customers
- Leveraging IP for recurring revenue
- Losing money on poorly negotiated contracts
- Exiting bad deals
- How businesses can improve legal ROI to benefit your bottom line

MORE ABOUT JO ...

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

OUR PODCAST ...



strategic law for midsize companies