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# Strategies for Building and Managing a Global IP Portfolio

*Landslide® - March/April 2021: Volume 13, Number 4*

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As the world is shifting to a global marketplace, it is becoming increasingly more important for all companies and intellectual property (IP) owners to be thinking about a global IP portfolio. In this article, we provide some key takeaways to consider when strategizing an IP portfolio, with an emphasis on China.

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