



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 ...



## WHO WE SERVE ...

- Innovators creating brands, licensing software, distributing expert knowledge & content
- Industries: software & tech, food & beverages, manufacturing, healthcare, finance, government, advertising and professional services

## HOW WE SERVE ...

- *Business Ally™ General Counsel Subscriptions* - profitable contracts, executive level legal strategy
- *Business Ally™ Intellectual Property Subscriptions* - trademark, copyright, trade secrets, licensing
- *Assure™ Consulting Projects* - IP revenue programs, Fortune 500 negotiations, Channel expansions

## OUR PODCAST ...



## MORE ABOUT JO ...

- Graduate: Stanford University and Emory School of Law
- Featured By: McKesson Corporation, the American Institute of Graphic Artists, American Bar Association, Cornell and Penn State law schools
- Volunteer Service: Stanford National Black Alumni Association & the Path Project board of directors, over 300 leadership and community service hours since founding HOLMES@LAW