

News & Insights

Aaron Kaufman Discusses Valuing IP in Bankruptcies with *Bloomberg*

July 27, 2020

Aaron Kaufman, Dallas-based Member in Dykema's Bankruptcy group, was quoted in the *Bloomberg Law* article, "Bankrupt Retailers' IP Assets Draw More Demand in Online Shift."

The article discusses how many brick and mortar retailers have pivoted to online companies, making their branding, trademarks and patents, customer lists, and software code more valuable to investors buying bankrupt retailers. Kaufman talked about the importance of involving an IP attorney in the transactions to help with due diligence.

To read the entire article, [click here](#).

Practice Areas

Bankruptcy, Insolvency & Creditors' Rights

Intellectual Property

Patent Prosecution

Trademark