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Turning Internet of Things Data into Opportunities [VIDEO]

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The Internet of Things has resulted in an endless amount of data production. Foley Partner John Lanza discusses how companies can use their data to monetize information and improve both operations and customer relationships.

John Lanza is a partner and intellectual property lawyer with Foley & Lardner LLP where he excels at helping companies identify and maximize the corporate value of their intellectual property assets. He provides strategic advice to his clients regarding the acquisition, transfer and enforcement of intellectual property rights and counsels them regarding their business operations in the face of adverse intellectual property rights. Mr. Lanza is a member of the firm's Electronics Practice and the Technology Industry Team.

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