



## PRESS RELEASE

*For Immediate Release*

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### **Gleason IP Provides Specialized Expertise to IP Community**

*Division of Gleason & Associates, P.C. Continues to Serve Strategic Market*

**Pittsburgh, PA, January 3, 2012** – Gleason & Associates, P.C., a Pittsburgh-based financial, economic, and accounting consulting firm, is pleased to announce the launch of Gleason IP, a division dedicated to serving the complex needs of the intellectual property community. Gleason IP provides financial and economic consulting and expert services to attorneys, corporations, universities, government agencies, and individuals who practice in the specialized intellectual property arena nationwide.

“Gleason IP offers a wide array of services at every stage of the IP cycle,” said Ivan Hofmann, a Managing Director of Gleason IP. “Our team has deep, proven experience in the diverse, complex, and ever-changing IP landscape ... from imagination to commercialization and beyond.”

While closely aligned with Gleason & Associates, P.C., Gleason IP distinguishes itself with a unique logo, website ([www.GleasonIP.com](http://www.GleasonIP.com)), marketing message, and newsletter. Gleason IP provides services to a wide range of industries in the categories of *Valuation, Litigation Support, and IP Licensing and Management Services*.

- **Valuation** includes intangible asset valuation, business valuation, IP licensing and financial reporting services.
- **Litigation Support** includes patent infringement disputes; trademark, copyright, and trade secret matters; breach of contract disputes, analysis of commercial success, preliminary injunction hearings, and pre-litigation and litigation services.
- **IP Licensing & Management Services** includes royalty audit and transfer pricing matters, contractual analysis and negotiation support, as well as identifying, valuing and inventorying IP assets.

(more)

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As one of five growing core practice areas under the Gleason & Associates, P.C. banner, the IP practice experienced significant growth, particularly in the last decade, resulting in double-digit revenue increases and an extensive nationwide and international client roster. The practice touts growth across industries, engagement size and scope, and by geographic base. Much of this growth results from word-of-mouth referrals and repeat business.

“On behalf of the firm’s shareholders and staff, I am pleased to introduce Gleason IP and its comprehensive menu of strategic services to our IP-focused clients,” said Mark M. Gleason, President and Managing Director of Gleason & Associates. “I am confident that our specialized practice will highlight our quality IP services and build upon our trusted reputation both in our local market and across the U.S.”

**Gleason IP**, a division of Gleason & Associates, P.C., provides its specialized intellectual property-related valuation, litigation support, and IP licensing and management services to the IP community. The Gleason IP identity was launched in 2012, though the practice originated with Gleason & Associates, P.C. in 1988. Visit [www.GleasonIP.com](http://www.GleasonIP.com) for more information.

**Gleason & Associates, P.C.** is a certified public accounting firm that provides specialized financial, economic, and accounting consulting services to attorneys, corporate finance professionals, and investors. Based in Pittsburgh, PA, the firm offers independent, insightful financial analyses and opinions in the following practice specialty areas: litigation support, financial reorganization, forensic accounting, and trust management and consulting. Gleason & Associates’ services incorporate deep industry experience and technical business sophistication to deliver reliable, relevant, and defensible results. For more information, visit [www.gleason-cpa.com](http://www.gleason-cpa.com).

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