

For Immediate Release**Paul R. Juhasz***The Juhasz Law Firm, P.C.*

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**Juhasz Law Firm strikes alliance with The Sage GroupSM
Delivering a “Path to Value” for Intellectual Property****Houston, TX** – November 20, 2009

The Juhasz Law Firm announced today a strategic alliance with The Sage Group, a value strategy company headquartered in Seattle, WA.

Through this alliance, both companies intend to make available the **IP Path to ValueSM** suite of products and service offerings through a nine stage multi-disciplinary approach. “We are assisting companies to strategically identify, grow and realize a company’s patent portfolio value”, said Paul R. Juhasz, the founder of the Juhasz Law Firm and co-developer of The **IP Path to Value** services.

“We intend to guide an organization to strike the appropriate balance between patenting everything (but doing so at considerable cost and inefficiency) and patenting little to nothing leaving the company unprotected with unrealized intellectual capital”, said Juhasz.

“The **IP Path to Value** suite of products and service offerings integrate patent management with business strategy and technical innovation”, said Ron Worman, Managing Director of The Sage Group. “We believe organizations can leverage intellectual property assets to drive technology leadership, market position, and competitive advantage resulting in increased economic value using our approach.”

The Juhasz Law Firm has been qualified as a preferred vendor of independent legal services in the **IP Path to Value** program. The Sage Group manages the value strategy propositions in the **IP Path to Value** suite of products and service offerings.

“**The IP Path to Value** suite of products and services is available to clients of the firm as yet another tool to assist them to think more strategically about their patents – not just when it comes to asserting their patents through downstream licensing programs or in litigation, but at every upstream step of the patent process,” said Juhasz. “**The IP Path to Value** suite of products and services provides clients of the firm with certain strategic patent thinking options that nicely complement the traditional patent lawyering services that are provided by The Juhasz Law Firm.”

The **IP Path to Value** suite of products and services is scheduled for wide release in January, 2010.

About the Juhasz Law Firm, P.C.

The Juhasz Law Firm is an IP counseling, protection, licensing and litigation company. Combining deep IP experience, broad IP capabilities across a wide spectrum of industries and technologies, and extensive expertise in IP strategies, The Juhasz Law Firm collaborates with clients to help them better see, understand, and realize the potential strategic value from their IP. Contact Paul R. Juhasz. @ 281-741-0633. www.patenthorizon.com

About The Sage GroupSM

Fundamentally, *The SAGE Group* is about "value". SAGE assists business owners and leadership teams facing a business inflection point around "value": how to see "value" more clearly, how to grow "value" more effectively, and how to realize "value" more predictably. SAGE works closely with client's internal resources and the company's market ecosystem creating a path to achieve optimized value for their business by defining, accelerating, and sustaining compelling personal, professional, and corporate performance. Contact Ron Worman @425.467.4667. www.the-sage-group.com