GoPro’s IPO Stock and Apple’s Camera Patents

Hulsey Calhoun P.C. will present “GoPro’s IPO Stock and Apple’s Camera Patents: Legal & Business Reactions and Responses When A Tech Market Shift Happens” in both live format and as a webinar.

The free live event will be Thursday, Jan. 29, at the IC2 Institute of The University of Texas at Austin, 2815 San Gabriel, Austin, Texas from 11:30 a.m. to 1 p.m. Participants may opt for an online webinar at the same time.

The firm explains that after a successful 2014 IPO and strong showing at the 2015 Consumer Electronics Show, GoPro shares dropped 12% on Jan. 13 when the U.S. Patent and Trademark Office granted a cache of competing camera patents to Apple. One of these newly issued Apple patents discloses a wearable camera that could compete with GoPro’s high-definition cameras.

The event will cover:

• GoPro’s products, the exciting 2014 IPO presentation, and the impact on the consumer electronics industry;

• How Apple’s camera patents may pose challenges for GoPro’s technological advancement and the financial relationship between GoPro’s technology and stock valuation;

• Possible legal actions open to both Apple and GoPro, stock value reactions, and strategic responses relevant to sudden and unexpected shifts in technology leadership; and

• What company executives and technology leaders can do to limit permanent business damage as a result of technology shifts affecting market perceptions.

Get more information and register for the event.