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What happens when a Wall Street banker looks to leverage intellectual property as a tool for growing a brand? He squeezes water from that stone in the form of low-cost bond-financing, backed by the net value of the ideas behind the brand -- otherwise known as whole-company securitization, according to Robert D'Loren, president and CEO of UCC Capital Corp., a firm that has provided financial services to such firms as Converse and Candies. ...

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