

Valuation Of Intellectual Property And Intangible Assets (Intellectual Property–General, Law, Accounting Finance, Management, Licensing, Special Topics)

This guide presents a set of due diligence procedures and considerations that practical IP valuator can use to create credible, defensible IP valuations. It fills in many of the blanks left open by other IP valuation authors, particularly with respect to performing credible due diligence of IP protections.

The 2004 Cumulative Supplement includes a new chapter entitled New Challenges for the Expert Witness. The chapter provides a discussion of the important Daubert and Kumho cases heard in the U.S. Supreme Court. Expert witnesses in the fields of valuation and economics may well be faced with challenges to the admissibility of their testimony, based on how well it measures up to the application of the "scientific method." Professionals will benefit from the juxtaposition of the Daubert principles and the traditional methods for developing valuation and damages opinions.

"In this book, we attempt to cover some frequently asked questions on intellectual property and intangible assets and to engage in brief discussions on the subject of identifying value. We identify many of the main types of intellectual property and intangible assets. We also look at the primary, traditional, and not-so-traditional methods of valuing these assets and include case studies and various situations in which the valuation of these assets is required." -- from the Introduction, p. 3.

With the recent global economic crisis, attitudes and practices in relation to intellectual property valuation are changing as exemplified by the dichotomy explained in this book, which makes it unique. While there has been a move towards global harmonisation in terms of valuation of both tangible and intangible assets that are based on innovation, there is also a tendency against global harmonisation because of cultural attitudes and practices of different countries. This can be seen most acutely in relation to intellectual property valuation in Asia, especially East Asia, which often differs from the West's perception of valuation. The book is written by experts in intellectual property, valuation and innovation who are mainly practitioners covering innovators, marketers, accountants, social innovators and business and management academics. The breadth and practitioner background of most of the contributors make the material relevant to those involved in valuation, economics, business, management, accounting and finance, law and maritime insurance. This book takes an interdisciplinary approach that cross-cuts all the above-mentioned disciplines and takes the understanding of intellectual property valuation to a new level.

Intellectual Property

Valuation, Exploitation, and Infringement Damages, 2017 Cumulative Supplement

Valuation, Exploitation, and Infringement Damages, 2019 Cumulative Supplement

Patent Valuation

Trademark Valuation

Valuation and Exploitation of Intellectual Property and Intangible Assets

Identifying the optimal price for a transaction involving an intellectual property (IP) asset necessarily involves a thorough, well-reasoned, and well-supported IP valuation analysis. This matchless book draws on decades of experience from the world's most renowned IP valuation experts, patent office chief economists, finance and accounting professors, and top-tier legal professionals to provide clear guidance and immediately actionable knowledge on how to value IP assets in a multitude of scenarios. The contributors explore all major facets of IP valuation, ranging from the basics of value to technical economic methods in an approachable manner. The book examines the valuation of brands, copyright, trade secrets, patents, and other forms of IP from a multidisciplinary viewpoint with worked examples, draft contract language, case law analysis, and up-to-date theoretical considerations. Issues and topics considered in depth include the following: fair, reasonable, and non-discriminatory terms; determining reasonable royalty rates; standard essential patents; profit apportionment; discount rates; role of the IP asset manager and multi-functional teams; IP management in collaborative research and development; financial methods and economic considerations; and operationalization of IP valuation in practice. The handbook is the result of five years of dedication and hard work by the advisors and a growing network of researchers, supporters, and end-users involved in the Asia-Pacific Research and Training Network on Trade. As IP becomes ever more indispensable in so many activities and industries that cross national borders, the need to overcome the lack of shared understanding of how to approach the valuation of IP becomes more urgent. This book will facilitate consistent approaches to the valuation of IP as an indispensable component of trade, investment, and sustainable economic development. It will provide IP asset managers and transactional attorneys, both seasoned experts and newcomers, with up-to-date methods on how to value IP assets and apply them in practice.

Stay informed about every major and recent development in the law of intellectual property in the US In the 2022 Cumulative Supplement to the 5th edition of Intellectual Property: Valuation, Exploitation, and Infringement Damages, a renowned team of authors delivers a comprehensive and authoritative review of the most relevant and impactful changes to the legal regime governing intellectual property in the United States. Current to the year 2022, the Supplement explores the legislative and regulatory changes, as well as major developments in case law, affecting intellectual property in the US. An indispensable update for lawyers advising founders, entrepreneurs, and executives in any industry, and business leaders themselves, this volume is a one-stop resource covering every applicable recent change in a rapidly evolving area of the law.

Intangible assets such as knowledge or brands are increasingly important to companies. Such assets are essentially needed to develop new innovative products and to introduce them to the market. Philipp Sandner is one of the first researchers to approach the valuation of both technology- and market-based intangibles simultaneously by relying on portfolios of intellectual property (IP) derived from patents and trademarks.

In the information age, intellectual property rights such as patents, copyrights, and trademarks are among companies' most valuable assets. Today, managers and investors in a wide variety of industries need to understand the fundamentals of intellectual property rights in order to make informed decisions about the companies they run and the investments they hold. From Ideas to Assets provides a detailed overview of what intellectual property assets are and how they work - and what you need to know about them to succeed today's competitive business environment. It offers techniques for valuing intellectual property and discusses ways to help you maximize returns and discern performance variables. The 25 expert contributors to this volume approach the subject from the varied perspectives of shareholders, managers, analysts, accountants, advisors, and other professionals. Original tables, graphs, and statistics related to intellectual property returns and performance indices are included to clarify important legal and accounting concepts. This easy-to-read guide covers strategies for businesses in various industries, including the financial and manufacturing sectors. This is not a textbook or a stock-picking manual. From Ideas to Assets is a focused resource that provides diverse audiences with valuable guidance on the IP basics they need to know.

Royalty Rates for Licensing Intellectual Property

Valuation of Intellectual Property Assets

Valuation, Exploitation and Infringement Damages 2009 Cumulative Supplement

Intellectual Property, 2019 Cumulative Supplement

Profiting from the Intellectual Property Economy

Practical Guide to Successful Intellectual Property Valuation and Transactions

Update yourself on the latest developments in intellectual property regulation and practices As the 2019 supplement to the Fifth Edition of Intellectual Property, Valuation, Exploitation, and Infringement Damages, this handbook covers changes made to laws and industry practices within the last year since the current edition's release. Like its parent volume, it is designed to simplify the process of attaching a dollar amount to intangible assets, be it for licensing, mergers and acquisitions, loan collateral, or investment purposes. The author explains commonly used strategies for determining the value of intellectual property, as well as methods used to set royalty rates based on investment rates of returns. The text also examines the business economics of strategies involving intellectual property licensing and joint ventures, providing practical tools for evaluating the investment aspects of such arrangements and discussing the legal, tax, and accounting practices and procedures related to them. In addition, analytical models are provided that can be used to determine reasonable royalty rates for licensing and for determining fair equity splits in joint venture arrangements. The author gives these models practical applications, critiquing commonly used royalty rate derivation techniques and presenting real world examples of exploitation strategies being used by major corporations. Understand the theory behind intellectual property law and industry practices Learn from practical real-world case studies Ensure compliance with any relevant regulations Get ahead of the competition by subscribing and being among the first to receive the supplement Written by the President of Intellectual Property Research Associates, this supplement is an excellent expansion of the foundation laid in Intellectual Property, Valuation, Exploitation, and Infringement Damages. It will prove a valuable investment for any professional whose field deals with intellectual property, its law, and its administration.

Trademarks are among the most intangible of assets, yet they can have enormous value for an enterprise. The pink color of Owens-Corning insulation, McDonald's golden arches, the unique shape of the classic Coke bottle, these words, symbols, and colors embody the goodwill of the companies and institutions they represent. Potent cultural icons, trademarks are associated with quality, security, and even a sense of belonging in the minds of consumers. But how, exactly, do you determine the value of your trademark? How do you know if you are getting the best return on investment from your trademark? And what are the potential advantages and disadvantages of licensing your trademark, or even selling it outright? The first guide devoted exclusively to an increasingly important area of intellectual property, Trademark Valuation provides answers to these and all your questions about how to value your trademark and to develop strategies for exploiting its full potential. Gordon V. Smith, a consultant with more than three decades of experience advising clients on the value of their intellectual property, dispels common myths and misconceptions about trademarks and replaces them with logical, down-to-earth, practical guidance. Employing his unique talent for translating complex legal and financial concepts into plain English, he acquaints you with all the key legal and financial concepts, terms, principles, and practices, and guides you step-by-step through the entire valuation process. And, perhaps most importantly, he shows you how to use the information derived from your valuation to develop surefire strategies for getting the most out of your trademark. With the help of dozens of case studies, Smith places the subject of trademark management in a contemporary, real-world context. He examines the role of crucial factors such as trademark longevity and offers guidelines for analyzing current and future market trends. He explores the implications of the emerging world marketplace. And he considers various worst-case scenarios, including infringement and piracy, bankruptcy, acts of consumer terrorism, and other potential crises that can have a disastrous effect on the value of a trademark. Trademark Valuation is required reading for valuation experts, trademark specialists, and licensing executives, as well as the accountants and attorneys who work with them. It is also a valuable reference for advertising executives, business appraisers, and institutional investors. "They can be nostalgic reminders of times past, examples of outstanding graphic design, or the symbols of powerful institutions that influence our lives. As pleasant as it might be to contemplate their nostalgic or artistic aspects . . . trademarks are business assets and must be viewed primarily in the context of commercial enterprise. Their task is to contribute to the profitability of the parent enterprise. Commerce is driven by return-on-investment principles, and trademarks are not exempted from that requirement. Even trademarks that are associated with nonprofit, governmental, or institutional organizations are used for a purpose and promoted with an objective in mind. They must be judged by how well they meet those objectives." - Gordon V. Smith Written by an expert with thirty-five years of experience in the field, this is the first and only guide devoted exclusively to this vital area of intellectual property. Trademark Valuation includes: * Methods to determine the real value of your trademark and exploit its full potential * Dozens of case studies that illustrate how to apply valuation methods and strategies to real-world situations * Complex legal and financial concepts, terms, principles, and practices translated into plain English * Discussions of GATT, NAFTA, emerging markets, piracy, and other international trademark considerations * An appendix with valuable benchmarking information on the roles trademarks play in the financial life of many diverse industries

A practical resource for valuing patents that is accessible to the complete spectrum of decision makers in the patent process In today's economy, patents tend to be the most important of the intellectual property (IP) assets. It is often the ability to create, manage, defend, and extract value from patents that can distinguish competitive success and significant wealth creation from competitive failure and economic waste. Patent Valuation enhances the utility and value of patents by providing IP managers, IP creators, attorneys, and government officials with a useable resource that allows them to use actual or implied valuations when making patent-related decisions. Involves a combination of techniques for describing patent valuation Includes descriptions of various topics, illustrative cases, step-by-step valuation techniques, user-friendly procedures and checklists, and examples Serves as a useable resource that allows IP managers to use actual or implied valuations when making patent-related decisions One of the most fundamental premises of the book is that these valuation skills can be made accessible to each of the various decision makers in the patent process. Patent Valuation involves narrative descriptions of the various topics, illustrative cases, step-by-step valuation techniques, user-friendly procedures and checklists, and an abundance of examples to demonstrate the more complex concepts.

An up-to-date and in-depth examination of intellectual propertyissues in mergers and acquisitions In mergers and acquisitions, intellectual property assets can be especially difficult to accurately value, most notably in rapidlyevolving high-tech industries. Understanding the factors thatcreate value in intellectual property assets, and the part suchassets play in both domestic and international mergers, is vitallyimportant to anyone involved in the merger and acquisition process.This book provides an overview of the intellectual propertylandscape in mergers and acquisitions and thoroughly coversimportant topics from financial and accounting concerns to due diligence and transfer issues. Bringing together some of the leading economists, valuationexperts, lawyers, and accountants in the area of intellectualproperty, this helpful guide acts as an advisor to businessprofessionals and their counsel who need answers for intellectualproperty questions. The valuation methods presented here are simpleand don't require a background in finance. Whether you're a manageror executive, an accountant or an appraiser, Intellectual PropertyAssets in Mergers and Acquisitions offers all the expert help youneed to better understand the issues and the risks in intellectualproperty assets in mergers and acquisitions.

Methods and Applications

Hidden Value

THE HANDBOOK OF BUSINESS VALUATION AND INTELLECTUAL PROPERTY ANALYSIS

From Ideas to Assets

Valuation and Pricing of Technology-Based Intellectual Property

Valuing Intellectual Property in Japan, Britain and the United States

In a time of great economic, social and political change in the world, intellectual property is more important than ever. Given the current trouble surrounding businesses and portfolios, clients are actively seeking legal guidance and advisement to make wise decisions about intellectual property. IP Valuation and Management is an easy-to-use, concisely thorough reference. This book delves into how intellectual property is defined, grouped, valued, managed and monetized.

Hidden Value describes in detail why there is a movement of market value from one industry player to another and helps the reader to evaluate why Amazon.com can have a greater market capitalization than Texaco. It addresses the Wall Street side of the intellectual property equation.

Cutting-edge techniques for intellectual property valuation and commercialization Today, intellectual property (IP) accounts for over seventy five percent of a company's market capitalization. Intellectual Property and Financial Markets presents the cutting-edge tools needed to thrive in today's volatile markets. This timely and essential book focuses on increasing your bottom-line as a result of IP, using methods such as brand securitization, enforcement litigation, and patent sale/license back. Helps executives and finance professionals understand the various markets for IP Explains how companies can use IP to realize significant financial gains Raises awareness for establishing the process and controls necessary to protect every organization's IP assets Accountants, business appraisers, and licensing executives will gain much from this relevant collection of innovative techniques for intellectual property valuation and commercialization.

This volume take the reader through the legal and accounting principles that govern the valuation of assets. A crucial problem for legal, accounting, banking and venture capital professionals, it is also important to owners and managers of IP assets.

Multinationals and Taxhavens

A Primer for Identifying and Determining Value

IP Valuation and Management

A Seminar

Valuing Intellectual Capital

Valuation, Exploitation, and Infringement Damages 2015 Cumulative Supplement

In the definitive reference to draw credible and defensible IP value conclusions, leading expert Pellegrino delivers real-world case studies of IP valuation analyses from start to finish in each of the primary IP categories. This practical, hands-on guide presents an objective framework for conducting due diligence of IP rights, performing the legal analysis, and correlating the impacts of IP rights on value.

The relevance of intellectual property law has increased dramatically over the last several years. Globalization, digitization, and the rise of post-industrial information-based industries have all contributed to a new prominence of IP law as one of the most important factors in driving innovation and economic development. At the same time, the significant expansion of IP rules has impacted many areas of public policy such as public health, the environment, biodiversity, agriculture, and information in an unprecedented manner. The growing importance of IP law has led to an exponential growth of academic research in this area. This book offers a comprehensive overview of the methods and approaches that could be used as guidelines to address and develop scholarly research questions related to intellectual property law. In particular, this volume aims to provide a useful resource that can be used by IP researchers who are interested in expanding their expertise in a specific research method or seek to acquire an understanding of alternative lenses that could be applied to their research. This edited collection is one of the largest compilations, to date, of existing methods and approaches from different lenses, perspectives, and experiences from a diverse group of scholars who derive from a wide range of countries, backgrounds, and legal traditions. This diversity, both regarding the topics and the authors of the contributions, is a fundamental feature of this collection, which seeks to assist IP researchers across many countries in the developing and developed world. This is an open access title available under the terms of a CC BY-NC-ND 4.0 International licence. It is offered as a free PDF download from OUP and selected open access locations.

Royalty Rates for Licensing Intellectual Property includes critical information on financial theory, rules of thumb, industry guidelines, litigation based royalty rates, and tables of actual rates from real deals for different industries. Up-to-date, expert guidance and a valuable tool kit for IP valuation Intellectual Property, Valuation, Exploitation, and Infringement Damages provides practical tools and expert clarification for the valuation of intangible assets. This new 2016 Cumulative Supplement contains the latest laws, regulations, and practices surrounding licensing and joint ventures, with practical analytical models that simplify the calculation of royalties and equity splits. As a companion to the comprehensive Intellectual Property, this book provides invaluable guidance toward the investment aspects, business strategies, taxes, and accounting practices involved in intellectual property protection and profit, to help licensing professionals structure optimal arrangements and mitigate risks. Written by leading experts in the intellectual property realm, this guide is a must-have resource for anyone working with intangible assets. Intellectual property is more than a simple profit center; to many owners, it's the cornerstone of their organization, and must be rigorously protected and exploited to the fullest extent. This book provides clear guidance on valuation, which is the foundation of a successful IP strategy. Define the value of intangible assets in real-money terms Examine the business economics of licensing and joint venture strategies Understand the relevant legal, tax, and accounting practices Determine fair royalty rates and equity splits Patents, trademarks, formulas, copyrights, brand names, distribution systems—all fall under the intellectual property umbrella, and each might be the competitive edge upon which a business is built. Intellectual property can cost hundreds of millions of dollars to create, and is often irreplaceable with no substitute or alternative available, making it an organization's most important asset. Protect it properly, and reap every ounce of profit it can produce with the important guidance in Intellectual Property, Valuation, Exploitation, and Infringement Damages, 2016 Cumulative Supplement.

Intellectual Property Assets in Mergers and Acquisitions

Valuation of Intellectual Property and Intangible Assets, 2004 Cumulative Supplement

Creating Economy

An Exploration of Patent and Trademark Portfolios

2021 Cumulative Supplement

Valuation, Exploitation, and Infringement Damages, 2016 Cumulative Supplement

Featuring the contributions of experts from leading valuation; accounting; investment banking; and law firms; this text provides a comprehensive review of contemporary valuation issues related to businesses; securities; and intellectual property. --

A practical and useful resource for valuing trademarks The Second Edition of Trademark Valuation is afresh presentation of basic valuation principles, together withimportant recent changes in worldwide financial reportingregulations and an update on the current worldwide legal conditionsand litigation situation as they relate to trademarks. A new section discussing issues surrounding valuation ofcounterfeits and the economic effects of trademark counterfeitings included in this informative Second Edition.

Considers methods to determine the real value of your trademarkand exploit its full potential Offers dozens of case studies that illustrate how to applyvaluation methods and strategies to real-world situations Communicates complex legal and financial concepts, terms,principles, and practices in plain English Discusses GATT, NAFTA, emerging markets, and otherinternational trademark considerations

This book fills an important gap in the literature and will be very useful both to students of intellectual property and practitioners confronted by the problem of valuing their patent portfolios. An excellent overview of an evolving and challenging area, it

provides the necessary background to thinking about the problem of valuation and describes all the major methods in use, including the real options approach. Bronwyn H. Hall, University of California, Berkeley, US In depth knowledge and scientific approach

are used to improve patent valuation techniques. . . a dream book for both researchers and practitioners interested in identifying the value of creative minds. Bruno van Pottelsberghe, Solvay Brussels School of Economics and Management, ULB, Belgium The Economic Valuation of Patents provides an original and essential analysis of patent valuation, presenting the main methodologies to value patents in different contexts. Starting with an analysis of the relevance of patent valuation from a strategic, economic and legal perspective, the book undertakes a thorough review of the existing financial and qualitative valuation methodologies. The contributing authors, IP experts from academia and business, discuss the application of valuation issues in various contexts such as patent portfolio management, licensing agreements, IP litigation, IP-backed finance and accounting. For each topic, an introductory theoretical background is provided and specific application contexts are then investigated. This multidisciplinary book bridges theory and practice in a unique and novel way that will be appreciated by graduate students, scholars and practitioners alike.

Describes major aspects of intellectual property such as types and definition along with examples of its exploitation, techniques for determining remaining economic life and a review of current legal events affecting intellectual property. This edition contains updated information on trends in court decisions that make patents and trademarks more valuable than ever before, royalty rate decision factors, even more detailed authentic examples, scores of illustrative charts and graphs and easy-to-use checklists. Supplemented annually.

- Towards global harmonisation
- BVR's Guide to Intellectual Property Valuation
- The Valuation of Intellectual Property and Intangible Assets
- Handbook of Intellectual Property Research
- The Valuation of Intangible Assets
- Lenses, Methods, and Perspectives

This indispensable tool provides readers with complete coverage of the issues, methods, and art of valuing and pricing of early-stage technologies including backgrounds in the core concepts, sources of value, methods of valuation, equity Creativity is at the vanguard of contemporary capitalism, valorised as a form of capital in its own right. It is the centrepiece of the vaunted 'creative economy', the creative industries, and is increasingly a focus of public policy. But what is creative labour become the basis for a distinctive global industry? And how has the solitary artist, a figment of the romantic thought, become the creative entrepreneur of twenty-first century economic imagining? This book offers a fresh industries through a focus on intellectual property. It follows IP and its associated rights (IPR) through the creative economy, showing how it shapes creative products and configures the economic agency of creative producers. IP helps t revenues, and protect future profits. It is the central mechanism in organising the market for creative goods. Most importantly, it shows that IP/IPR is crucial in the dialectic between symbolic and economic value on which the creative ind industries together. This book is based on a detailed empirical study of creative producers in the UK, extending the sociological studies of markets to an analysis of the UK's creative industries. In doing so, it makes an important, empirically creativity, entrepreneurship, and uncertainty in creative industries, and will be of interest to scholars and policymakers alike.

A new edition of the trusted book on intellectual property Intellectual Property simplifies the process of attaching a dollar amount to intellectual property and intangible assets, be it for licensing, mergers and acquisitions, loan collateral, in infringement damages. This book comprehensively addresses IP Valuation, the Exploitation Strategies of Licensing and Joint Ventures, and determination of Infringement Damages. The author explains commonly used strategies for determini well as methods used to set royalty rates based on investment rates of returns. Key concepts are brought to life through real-world examples of exploitation strategies being used by major corporations.

Are you looking for a comprehensive approach to determining the future of new technologies based on technology rights, risk assignment, the art of deal-making, and deal economics? This indispensable tool provides you with complete cov valuing and pricing early-stage technologies including backgrounds in the core concepts, sources of value, methods of valuation, equity realizations, and negotiation strategies--all based on the author's real-world experiences. Order your co Enterprise, Intellectual Property, and the Valuation of Goods

- Intellectual Property Valuation
- Investing Wisely in Intellectual Property
- Intellectual Property Valuation and Innovation
- Intellectual Property and Financial Markets
- Principles, Methods and Tools

Valuing Intellectual Capital provides readers with prescriptive strategies and practical insights for estimating the value of intellectual property (IP) and the people who create that IP within multinational companies. This book addresses the crucial topic of taxation from a rigorous and quantitative perspective, backed by experience and original research that illustrates how large corporations need to measure the worth of their intangible assets. Each method in the text is applied through the lens of a model corporation, in order for readers to understand and quantify the operation of a real-world multinational enterprise and pinpoint how companies easily misvalue their intellectual capital when transferring IP rights to offshore tax havens. The effect contributes to the issues that can lead to budgetary crises, such as the so-called "fiscal cliff" that was partially averted by passage of the American Taxpayer Relief Act on New Year's day 2013. This book also features a chapter containing recommendations for a fair and balanced corporate tax structure free of misvaluation and questionable mechanisms. CFOs, corporate auditors, corporate financial analysts, corporate financial planners, economists, and journalists working with issues of taxation will benefit from the concepts and background presented in the book. The material clearly indicates how a trustworthy valuation of intellectual capital allows a realistic assessment of a company's income, earnings, and obligations. Because of the intense interest in the topic of corporate tax avoidance the material is organized to be accessible to a broad audience.

A comprehensive reference for valuation of intangible assets Intellectual Property, Valuation, Exploitation, and Infringement Damages provides in-depth, up-to-date guidance about the valuation of intangible assets. Covering patents, trademarks, copyrights, trade secrets, and more, this book describes the standards, best practices, and case law relating to valuation, licensing, and infringement damages. Intellectual property strategies are examined from a business economic standpoint, and analytical models are provided to streamline the calculation of valuations, licensing royalty rates, and fair equity splits in joint venture arrangements. Designed to ease the task of attaching monetary value to intangible assets, this invaluable reference includes extensive practical guidance including sample royalty rate information, diffusion sales forecasting models, detailed treatment of investment rate of return, and the valuation of early-stage technology. Intellectual property is rapidly becoming a major profit center for an increasing number of companies, who may invest billions of dollars in development of an irreplaceable asset. This book provides an authoritative reference for exploiting this property to its fullest extent, and quantifying its actual economic value. Now that intangible assets are becoming the cornerstones of corporations, applying a logical, analytical approach to valuation has become more important than ever. Intellectual Property, Valuation, Exploitation, and Infringement Damages provides expert guidance for each stage of the asset's life cycle, with recommended procedures and strategies grounded in case law and real-world practice.

An updated, comprehensive guide to monetizing intellectual property assets Intellectual Property, Valuation, Exploration, and Infringement Damages removes complexity and provides solutions to the challenge of placing a dollar amount on intellectual property. This revised and updated cumulative supplement for 2015 provides insight that reflects the latest regulations and best practices, and the most up to date practical tools for evaluating the investment aspects of licensing and joint venture decisions. The discussion includes procedures for accounting, tax, and legalities, and examines the business economics of strategies involving intellectual property, and analytical models are provided to help you determine reasonable royalty rates for licensing and fair equity splits in joint venture arrangements. With detailed explanations and expert insight into the realities surrounding these assets, you'll have everything you need to exploit your product to the fullest extent. Companies are increasingly looking to their intellectual property as a profit center. Patents, trademarks, formulas, copyrights, and brand names can easily become the cornerstone of a corporation, and its most important asset, all while remaining difficult to quantifiably value. This supplement simplifies the challenge by providing the tools, precedent, and expert advice you need to approach these assets with clarity and understanding. Overcome valuation challenges and avoid common errors Understand the associated legal, tax, and accounting practices Study analytical models for fair licensing and equity splits Review precedent for determining infringement damages Intellectual property can cost hundreds of millions of dollars to create, and is often irreplaceable with no substitute or alternative available. These assets need protection, and companies need recourse in case of infringement. Intellectual Property, Valuation, Exploration, and Infringement Damages clarifies the legal, financial, and investment issues to give you a deeper understanding of how best to handle these valuable assets.

As over half the assets of many major companies are now intangible assets, there is an increasing need to assess more accurately the value of intellectual property (IP) from a wider interdisciplinary perspective. Re-evaluating risk and understanding the true value of intellectual property is a major problem, particularly important for business practitioners, including business analysts and investors, venture capitalists, accountants, insurance experts, intellectual property lawyers and also for those who hold intellectual property assets, such as media, publishing and pharmaceutical companies, and universities and other research bodies. Written by the foremost authorities in the field from Britain, Japan and the US, this book considers the latest developments and puts forward much new thinking. The book includes thorough coverage of developments in Japan, which is reviewing the value of IP at a much quicker pace than any other country and is registering ever-increasing numbers of patents in the course of inventing its way out of economic inertia.

- Valuation of Intellectual Property and Intangible Assets**
- A Tool for Brand Management**
- Improving Decision Making through Analysis**
- The Economic Valuation of Patents**
- Valuation and Dealmaking of Technology-Based Intellectual Property**
- A Valuation and Commercialization Handbook**

This book is designed to simplify the process of attaching a dollar amount to intangible assets be it for licensing, mergers and acquisitions, loan collateral, or investment purposes. In plain English, the authors answer key questions, such as "What is intellectual property? How do I identify it?" They also provide examples of how to exploit it and methods for determining the economic remaining lives. They explain commonly used stratgeies for determining the value of intellectual property, as well as methods used to set royalty rates based on investment rates of returns. The Third Edition has been significantly reorganized and revised. The book has been broken down into three sections: The Nature of Intellectual Property, Valuation, and Unique Circumstances. Revised and expanded to include up-to-date information on: including market value and accounting value, capitalization, licensing an royalty rates, domain name valuation, embryonic technology valuation, and university technology transfers. Also covered are tax strategies, income contribution, discount cash flow, infringement litigation, and bankruptcy and their impact on the valuation of intellectual property and intangible assets. The appendices include investment rate of return requirements, the Use and Abuse of the Iowa Curve, Sample Patent Registration, Sample Copyright Registration, and Sample Copyright Registration. This book is supplemented annually.

Companies are increasingly looking to their intellectual property as a profit center. This book is designed to simplify the process of attaching a dollar amount to intangible assets be it for licensing, mergers and acquisitions, loan collateral, or investment purposes. The 2009 Cumulative Supplements provides practical tools for evaluating the investment aspects of licensing and joint venture decisions. Also, it discusses the legal, tax, and accounting practices and procedures related to such arrangements. Accountants, business appraisers and executives, valuation/trademark specialists, and licensing executives will benefit from this book.

- Intellectual Property, Valuation, Exploitation, and Infringement Damages
- Valuation of Intellectual Property and Intangible Assets, 2001 Supplement
- Valuation, Exploitation, and Infringement Damages, 2022 Cumulative Supplement
- Valuation, Exploitation, and Infringement Damages, 2020 Cumulative Supplement
- BVR's Guide to Valuing Patents, Trademarks and Other Intellectual Property