

Foundations in IP Valuation

May 3 | 8am-5pm ET

Price – Member - \$499.00 USD, Non-Member - \$649.00 USD, Student - \$324.00 USD

How do you put a value on your intellectual property assets? Have you ever wondered whether you left money on the table? Has the other side ever suddenly lost interest in your offer? Move to the next level in negotiating your deals by applying valuation approaches that the experts use.

In this interactive course, you will:

- Learn the three primary IP valuation approaches and how and when to apply them.
- Walk through the key steps and considerations in implementing a cost, market and income approach valuation and how to apply them.
- Learn practical approaches for assessing risk and incorporating risk adjustments into an IP valuation.
- Apply IP valuation to develop negotiating strategies and deal terms and how deal terms can be used to manage risk.