



# Intellectual Property, Valuation, Exploitation, and Infringement Damages, 2016 Cumulative Supplement

*Russell L. Parr, Gordon V. Smith*

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## Intellectual Property, Valuation, Exploitation, and Infringement Damages, 2016 Cumulative Supplement Russell L. Parr, Gordon V. Smith 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*.

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