4.15- Certified Patent Valuation Analyst

Objectives :

> Valuation of Emerging Technologies
> Negotiating Licensing Agreements for Maximum Returns
> Calculating Damages Resulting from Patent Infringement
> Advanced Patent Valuation

Target audience :

> Intellectual property managers
> Licensing managers
> Technology transfer professionals
> Patent lawyers

Trainer(s) :

David Wanetick (Managing Director)

Follow-up :

> 4.16- Enhanced Negotiating Strategies

TRAINING CONTENT

Valuation of Emerging Technologies

> In depth review of valuation methodologies: Cost, Income, Market, Monte Carlo, Real Options, Reasonable Royalty, Probability Weighted Expected Return Methods, Bayesian Analysis, Binomial Lattices, Markov Chains.
> Introduction to the Patent Valuation Gauntlet (PVG) which takes into account commercial value, assertion value, blocking value, cross-licensing value, reputational value as well as patent invalidity risks and design around risks.
> Excel sheets with 40 valuation methodologies are included with the registration.

Negotiating Licensing Agreements for Maximum Returns

> How to maximize the value from your licensing agreements.
> When to use and how to negotiate the following licensing terms: Royalty rates, Upfront payments and milestones, Granting options to take a license, Royalty stacking, Sublicensing issues, Fields of use, Most favored nation licensing, Managing litigation, Royalty audits.
> Live sessions feature a Negotiating Battle™, with an interactive simulated licensing negotiation.

Advanced Patent Valuation
> Tremendous value can be gained (or squandered) through the drafting of patents. The value of a promising technology can be nullified through sloppy claims construction.
> Review best practices for: Balancing broad versus narrow claims/Getting the mix of independent and dependent claims right/Managing interactions with patent examiners/Selecting and defining the most appropriate terms/Managing the pace of patent review

Calculating Damages Resulting from Patent Infringement

> Numerous judicial rulings and the proliferation of non-practicing entities threatens patent value. On the other hand, the value of patents can surge when sustaining invalidity challenges.
> Review basic tenets of patent infringement such as: Reasonable royalties/Lost profits/Price erosion/Market size/Reputational damage/Market spoilage/The Georgia-Pacific factors/The 25% rule/Cost of next best alternatives/Running royalties vs. lump-sum payments