4.15 – Certified Patent Valuation Analyst

Objectifs :

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

Intervenant :

David Wanetick (Managing Director)

En complément :

> 4.16 – Enhanced Negotiating Strategies

Public :

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

CONTENU DES ENSEIGNEMENTS

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