



Valuing and Licensing Intellectual Property (6)

John P Mc Manus

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For many knowledge-intensive or technology-based start-up companies, the professional management of intellectual property (IP) is critically important. In fact, IP may be the main asset by which the value of a young company is determined and on which decisions to invest in the company are based – and so IP needs to be considered very early in the planning process. The Commercialising Intellectual Property series of ebooks provides a detailed grounding for innovators and researchers. The sixth ebook in the series, Valuing and Licensing Intellectual Property, looks at the key methods of valuing IP, with a focus on its value in a licensing transaction. Topics covered include identifying what is being valued, valuation approaches, valuing a licence, negotiating a licence, licence terms and heads of agreement.



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