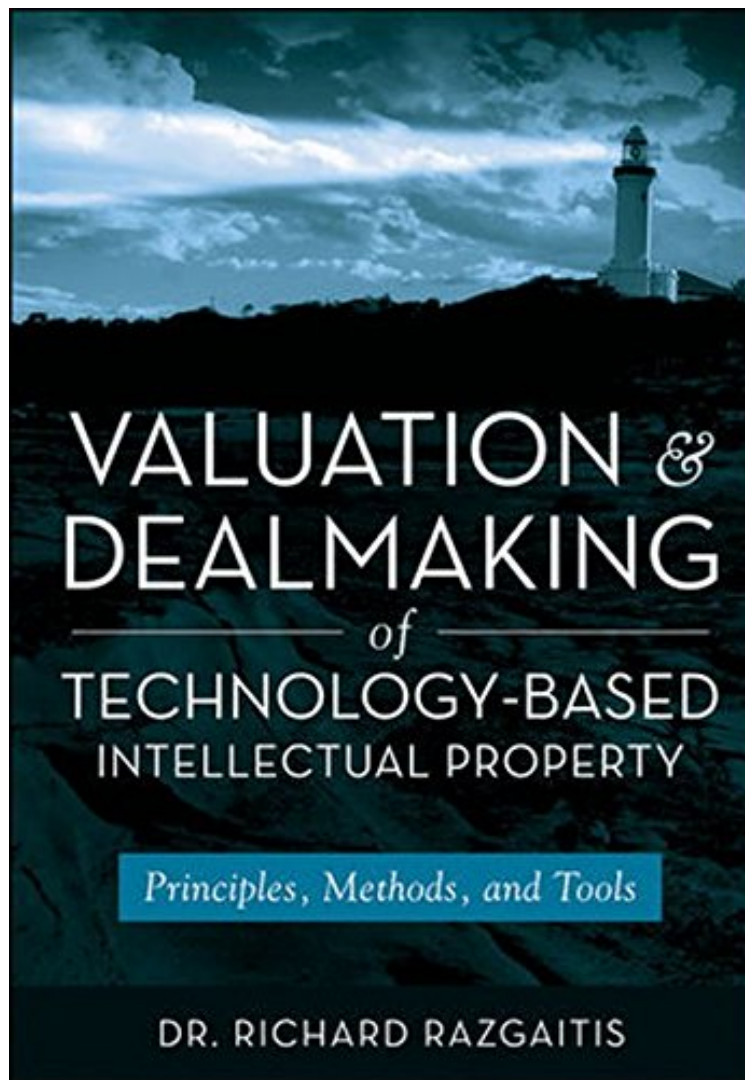


(Mobile ebook) Valuation and Dealmaking of Technology-Based Intellectual Property: Principles, Methods and Tools

Valuation and Dealmaking of Technology-Based Intellectual Property: Principles, Methods and Tools

Richard Razgaitis

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#1048318 in Books Richard Razgaitis 2009-08-03 Original language: English PDF # 1 10.30 x 1.72 x 7.50l, 2.75 #File Name: 0470193336624 pages Valuation and Dealmaking of Technology Based Intellectual Property Principles Methods and Tools | File size: 68.Mb

Richard Razgaitis : Valuation and Dealmaking of Technology-Based Intellectual Property: Principles, Methods and Tools before purchasing it in order to gauge whether or not it would be worth my time, and all praised Valuation and Dealmaking of Technology-Based Intellectual Property: Principles, Methods and Tools:

0 of 0 people found the following review helpful. Dr. Razgaitis' Brilliant Work By paula n chavez I've been in the IP biz

for 25 years and as of now, Dr. Razgaitis' book is my go-to book on this important topic. Dr. Razgaitis' brilliant work has not only been a pleasure to read with many clever insights, but has put the big topic of technology valuation methods into easy to understand terms so that a layperson can apply the principles to their business without prior IP accounting knowledge. Also, so many other books only focus on patents. What I value here is that Dr. Razgaitis addresses all IP in the licensing Box, a view point rarely addressed well. 7 of 9 people found the following review helpful. Excellent work

By Ingo Leung
Dr. Razgaitis has achieved an excellent job in illustrating most types of market-practiced methods in the valuation pricing of tech-based intellectual property. He has done it not just in a coherent manner, but also with a touch of humorous philosophical elements, which makes the book a surprisingly enjoyable read. Despite the fact that each valuation methods has different, or even diverse, characteristics, Dr. Razgaitis managed to clearly present how each method can be practically applied in various situations, and how these methods can be jointly applied to solve business problems. He has skillfully provided knowledge guidelines for readers to come up with their own judgement regarding what methods to be applied in various real-world situations, rather than promoting a particular method as the 'silver bullet', like some other authors may attempt to do; this is refreshing pragmatic as technology valuation is both art science. The references of the book are also highly valuable, as they provides good pointers to resources that would enable readers to practice the methods.

0 of 0 people found the following review helpful. Five Stars

By Smolz
Great book

This indispensable tool provides readers with complete coverage of the issues, methods, and art of valuing and pricing of early-stage technologies including backgrounds in the core concepts, sources of value, methods of valuation, equity realizations, and negotiation strategies.

From the Inside Flap
Commercializing technology innovation is no risk-free journey. But as technology licensing expert Richard Razgaitis thoroughly explains, by applying reasoned judgment and proven approaches, methods, and tools, you can profitably succeed in riskbased opportunity. Essential reading for licensing executives, MA dealmakers, technology startups, and intellectual property consultants and attorneys, *Valuation and Dealmaking of Technology-Based Intellectual Property* shows you how. This new book a completely revised and expanded edition of Razgaitis's previous book *Valuation and Pricing of Technology-Based Intellectual Property* brings together material designated as "Approaches" into three core technology business processes used for transforming technology into money: opportunity Discovery, Valuation, and Dealmaking, or the acronym D-V-D. In addition, this book introduces, develops, and applies the following six valuation methods: Use of Industry Standards for Valuation The Rating/Ranking Method, and Tool Rules of Thumb to Determine Valuation Discounted Cash Flow Method to Determine Valuation Advanced Valuation Methods Valuation by Auctions The use of Monte Carlo as an Advanced Valuation method has also been expanded in this new edition and an accompanying Web site, www.razgaitis.com, provides spreadsheets used in this book as well as a link to a free trial of the Monte Carlo software to allow professionals to run their own simulations. Guiding licensing executives through world-class techniques on how to transform a technology opportunity into a reason-based valuation and consummated license/sale, *Valuation and Dealmaking of Technology-Based Intellectual Property* provides the critical guidance licensing professionals need.

From the Back Cover
Updated, expanded and proven methods to account for risk and assign value, from Richard Razgaitis
Developers of cutting-edge technologies are confronted with compelling questions years before their technologies even reach the marketplace: To develop or not to develop? To license or not to license? What price will be a true reflection of the product's value from the buyer's and seller's points of view? In *Valuation and Dealmaking of Technology-Based Intellectual Property*, author Richard Razgaitis answers these questions and more, offering updated and complete coverage of the issues, methods, and art of valuing and pricing "early-stage" technologies. This guide presents three core technology commercialization business processes: opportunity Discovery, Valuation, and Dealmaking, or Technology Licensing D-V-D, authoritatively covering topics including: Risk and Reward Taxonomy of Technology Licensing Principle Based Valuation Methods (and Tools) Monte Carlo and Real Options as an Advanced Valuation Method Identifying and Prioritizing Technology Opportunities Term Sheets and Deal Teams for Negotiation Readiness and Dealmaking Drawing upon over thirty years of experience in developing technology-based intellectual property, the author thoroughly examines these challenging business processes from a practical, experienced-based perspective. An accompanying Web site, www.razgaitis.com, provides spreadsheets used in this book and a free trial of the Monte Carlo software to allow you to run your own simulations. Presenting six proven valuation methods as well as a series of case studies showing them in action, *Valuation and Dealmaking of Technology-Based Intellectual Property* is an essential addition to every technology/RD manager, MA dealmaker, and IP lawyer's professional library.

About the Author
Dr. Richard Razgaitis is a Senior Advisor at CRAI, an international consulting firm providing expertise in economics, finance, and business strategy. He has over thirty years of experience working with the development, commercialization, and strategic management of technology, more than twenty-five of which have been spent specializing in the commercialization of intellectual property. He has negotiated numerous commercialization agreements with clients in the United States, Europe, and the Far East, ranging from Fortune 500 to small startup companies and is the author of four books on

valuation and negotiation/dealmaking published by John Wiley and Sons.