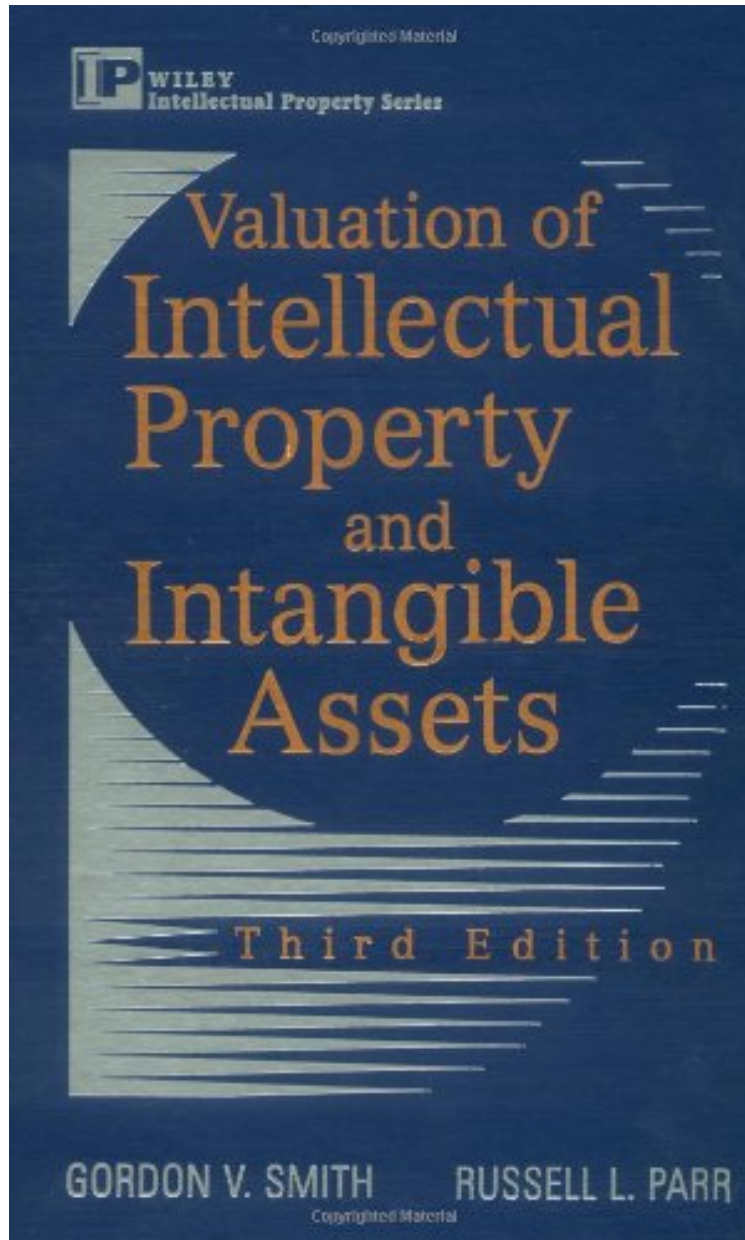


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Valuation of Intellectual Property and Intangible Assets, 3rd Edition

Gordon V. Smith, Russell L. Parr
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Property and Intangible Assets, 3rd Edition:

This book is designed to simplify the process of attaching a dollar amount to intangible assets be it for licensing, mergers and acquisitions, loan collateral, or investment purposes. In plain English, the authors answer key questions, such as "What is intellectual property? How do I identify it?" They also provide examples of how to exploit it and methods for determining the economic remaining lives. They explain commonly used strategies for determining the value of intellectual property, as well as methods used to set royalty rates based on investment rates of returns. The Third Edition has been significantly reorganized and revised. The book has been broken down into three sections: The Nature of Intellectual Property, Valuation, and Unique Circumstances. Revised and expanded to include up-to-date information on: including market value and accounting value, capitalization, licensing an royalty rates, domain name valuation, embryonic technology valuation, and university technology transfers. Also covered are tax strategies, income contribution, discount cash flow, infringement litigation, and bankruptcy and their impact on the valuation of intellectual property and intangible assets. The appendices include investment rate of return requirements, the Use and Abuse of the Iowa Curve, Sample Patent Registration, Sample Copyright Registration, and Sample Copyright Registration. This book is supplemented annually.