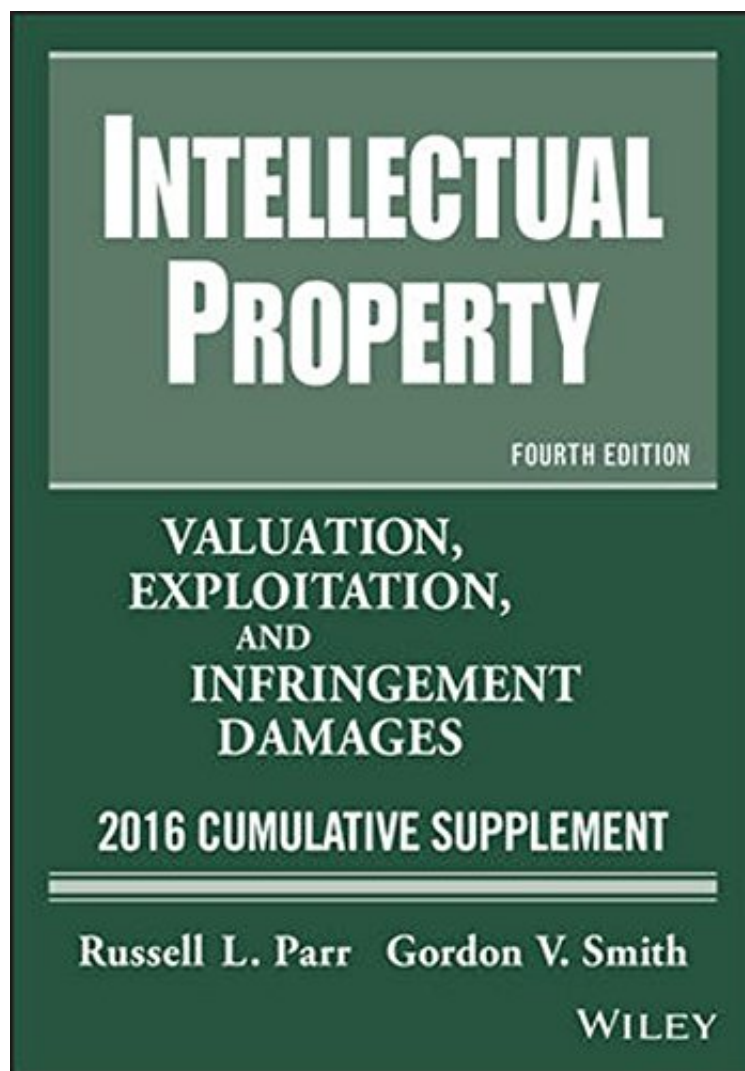


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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Intellectual Property: Valuation, Exploitation, and Infringement Damages, 2016 Cumulative Supplement (Intellectual Property Valuation, Exploitation and Infringement Damages Cumulative Supplement)*:

1 of 1 people found the following review helpful. Highly recommended as a supplement or even as a current stand-alone treatise on intellectual property valuation and licensing. By A. Stowe I highly recommend this cumulative supplement as an accompaniment to *Intellectual Property* by the same author. I also recommend this book as a stand-alone even without purchasing the book to which it is a supplement. The cumulative supplement provides very valuable current information on the intellectual property landscape and dealing with risk and uncertainty in intellectual property valuation and licensing. It also contains new sections on royalty rates and license fees for technology and for pharmaceuticals and biotechnology. As a Certified Patent Valuation Analyst and a Certified Public Accountant practicing in valuation and royalty audit, I particularly like the new sections on the magnitude and meaning of royalty misreporting and intellectual property audit and management. 0 of 0 people found the following review helpful. Not for the layperson. By Filmperfectionist This book is probably excellent for the trained accountant or attorney. I am a lay person, and although I found many useful pieces of information, much of the information was over my head.

Up-to-date, expert guidance and a valuable tool kit for IP valuation. *Intellectual Property, Valuation, Exploitation, and Infringement Damages* provides practical tools and expert clarification for the valuation of intangible assets. This new 2016 Cumulative Supplement contains the latest laws, regulations, and practices surrounding licensing and joint ventures, with practical analytical models that simplify the calculation of royalties and equity splits. As a companion to the comprehensive *Intellectual Property*, this book provides invaluable guidance toward the investment aspects, business strategies, taxes, and accounting practices involved in intellectual property protection and profit, to help licensing professionals structure optimal arrangements and mitigate risks. Written by leading experts in the intellectual property realm, this guide is a must-have resource for anyone working with intangible assets. Intellectual property is more than a simple profit center; to many owners, it's the cornerstone of their organization, and must be rigorously protected and exploited to the fullest extent. This book provides clear guidance on valuation, which is the foundation of a successful IP strategy. Define the value of intangible assets in real-money terms Examine the business economics of licensing and joint venture strategies Understand the relevant legal, tax, and accounting practices Determine fair royalty rates and equity splits Patents, trademarks, formulas, copyrights, brand names, distribution systems all fall under the intellectual property umbrella, and each might be the competitive edge upon which a business is built. Intellectual property can cost hundreds of millions of dollars to create, and is often irreplaceable with no substitute or alternative available, making it an organization's most important asset. Protect it properly, and reap every ounce of profit it can produce with the important guidance in *Intellectual Property, Valuation, Exploitation, and Infringement Damages, 2016 Cumulative Supplement*.