



## IEEPI - Training Info file

### Valuation and exploitation of intangible assets

#### Objectives :

- Review of valuation methodologies.
- Know how to maximize the value from your licensing agreements.
- Being able to conduct an IP due diligence.
- Use of different valuation methods.

#### Target audience :

TTO/KTO (technology transfer officers or knowledge transfer officers), TT managers, Project managers, Business managers, IP experts or IP lawyers, Consultants involved in TT activities.

#### Specifications :

**Duration :** 21h

**Schedule :** Day 1, 2 and 3 : 9:00 - 17:30 in Strasbourg

**Level :** Expertise

**Reference :** S21P003

#### Program :

##### The value of a technology for businesses

- Economic analysis
- PatVal study
- IP as an asset: stock, securitization

##### Why and how to value an asset

- Value and price
- The valuation methods:
  - Cost-based methods
  - Market-based methods
  - Income-based methods

##### How to conduct an ip audit – due diligence

##### Evaluating the impact of risk factors

##### Simulation

- Use of different valuation methods (case study)

#### Details:

#### Requirements

Having a first experience with Technology Transfer





## Assessment

- Quiz
- Examen de certification rncp ou rs

## Statistics

Insignificant data: sample too small

## Instructors

IP Lawyer / Professors

