

# Patent Valuation

Essentials - Tools - Implementation in Practice



## Topics

- Essentials of patent valuation: aims, factors, approaches
- Value optimization of IP
- Practice of patent valuation: analysis of situation; developing a model; choice of method
- Business essentials and information sources for patent valuation
- Workshop: elaborate case study

**BONUS: 216 € worth - the standard reference book written by our speakers!**

## Your speakers



**Prof. Dr. Alexander J. Wurzer**  
Managing Director,  
IP Management,  
Steinbeis University,  
Munich (Germany)



**Theo Grünewald**  
IP Project Manager,  
IP Management,  
Steinbeis University,  
Munich (Germany)

## Aims and objectives

There are many situations in practical IP management in which companies and their consultants need to proceed to the valuation of patents and patent portfolios: M&A, patent purchase, strategic IP portfolio management and more. Therefore it is important to know how to choose the appropriate patent valuation approaches. Our experienced speakers will help you to tackle patent valuation challenges. You will have the opportunity to do sample calculations in our workshop. The case study will allow you to learn the practice of patent valuation and to get to know solutions for typical problems.

## Who should attend?

- Heads and members of IP/patent/R&D Departments
- Patent and IP attorneys in private practice
- IP/IA valuation analysts and managers

## What our participants say

- 'Clear, complete, professional & practical point of view' (IP Manager)
- 'It helps understanding how valuating works' (European Patent Attorney)
- 'Simply good' (European Patent Attorney)

## BYOD

Valuation as on your desk - bring your notebook with Excel!

## Your speakers



**Prof. Dr. Alexander J. Wurzer**  
Managing Director,  
IP Management,  
Steinbeis University,  
Munich (Germany)

Prof. Dr. Alexander J. Wurzer advises on strategic IP management since 1999. His professional focus is, among others, the valuation of IP assets. He is Professor at CEIPI and holds lectures (in Patent Valuation) at numerous international universities and institutions. He is also Chairman of the German committee for the standardization of patent valuation (DIN 77100), member of the group of experts on IP Valuation of the European Commission and internationally recognized expert for IP valuation in a FRAND context and licensing transactions.



**Theo Grünewald**  
IP Project Manager,  
IP Management,  
Steinbeis University,  
Munich (Germany)

Theo Grünewald is an IP valuation expert with more than 10 years of practical experience. He is a member of the German standardization committee that set up the general principles for monetary patent valuation (DIN 77100) and co-author of several books on this subject.

## BONUS

A copy of the speakers' standard reference 'Valuation of Patents', worth 216 € retail price!

**27 February 2018, 09:00-17:00**

## Essentials of patent valuation

- Target customers of patent valuation and their needs
- Valuation aims and motives
- Factors influencing patent value
- Valuation approaches and methods
- Patents vs patent portfolios: relevant characteristics
- Adoption of actual norms and standards
- Patent valuation profession, service and market needs in Europe

## Value optimization of IP

- IP value creation in the business model
- Value creation from different patent functions
- Value oriented claim design

## Practice of patent valuation

- Developing a valuation model step by step
- Analysis of the valuation situation
- Development of valuation scenarios
- Choosing the adequate valuation method
- Definition and quantification of valuation parameters

## Business essentials and information sources for patent valuation

- Patent valuation as investment appraisal
- Business valuation formulas; implementation and risk parameters
- Sources of necessary patent valuation information
- Information processing in the particular patent valuation case

## WORKSHOP: elaborate case study

- Presentation of the case study
- Development of appropriate valuation models
- Identifying corresponding valuation parameters
- Deducing valuation information from external data
- Implementation of the valuation in Excel

Registration under  
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Fax +49 6221 500-555

## Registration Form

Yes, I will attend the seminar

☐ Patent Valuation

Name

Position, department

Company

Street

Post code, city, country

Tel. no.

E-mail

Contact person at office

Date, signature

## How to register

**Registration: +49 6221 500-500**

**Conference no.: 18 02 171**

### Website:

[www.forum-institut.com](http://www.forum-institut.com)

### Date and venue

Tuesday, 27 February 2018 in Munich  
09:00-17:00

Novotel Munich City Arnulfpark

Arnulfstr. 57 · 80636 Munich

Tel. +49 89 242078-0 · Fax +49 89 242078-150

### Fee

€ 1150.00 (+ German VAT)

The fee includes course documentation (including free download), the speaker's book as well as refreshments, lunch and a certificate. You will receive an invoice as well as confirmation.

### Hotel accommodation:

A limited number of rooms have been reserved at the hotel and are subject to availability. Please book at least six weeks prior to the seminar to obtain a hotel room at the discounted rate. All bookings should be made directly with the hotel quoting FORUM Institut and the Course No.

## Any Further Questions?



Please feel free to contact me if you have any questions.

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