
INTELLECTUAL PROPERTY VALUATION

Today, most businesses derive their value from their intellectual properties and intangible assets. Therefore, understanding the value of IP and the value of opportunities to leverage IP are more important than ever.

IP valuation provides the foundation for IP strategies, indicating how existing IP is benefiting the corporation, or how much IP assets could be worth to someone else. Evaluation of any opportunity to leverage, monetize, license or use IP as security in obtaining new capital should start with an IP valuation.

WHAT IS IP VALUATION?

IP valuation is the art and science of measuring the economic benefits provided by use of patents, copyrights and trademarks. An IP valuation quantifies the contribution made by IP assets to financial performance, investigating and calculating how the subject asset impacts the volume of units sold, effects sales prices, reduces costs or changes cash flows. IP assets can be valued in both the context of a hypothetical license to use the property, or by quantifying the portion of profits contributed by the IP asset.

IP valuation approaches and principals can also be applied to value key intangible assets such as brands, websites, social media and online marketing activities, trade secrets, proprietary business processes and more. IP and intangible asset valuation requires an understanding of the business using the asset, benchmarking financial performance, and an understanding of how the IP will contribute in the future. Nevium's IP valuation experts have conducted these analyses and provided thorough yet understandable IP valuation opinions for a wide range of business owners, managers and investors.

BUSINESS QUESTIONS NEVIUM ANSWERS DURING THE IP VALUATION PROCESS

Nevium's IP strategy and valuation services address many common IP-related questions, including:

- What assets are in our IP portfolio?
- Which assets are contributing to sales, earnings and cash flow?
- Should we sell or license any of our IP?
- Can my IP be used as collateral to obtain loans or new capital?
- Has my business paid the appropriate amount of taxes?
- Are we using the appropriate royalty rates in our license agreements?
- Are there additional opportunities to generate revenue and reduce costs?
- Are our investments in marketing effective?
- How much are our trademarks, copyrights and patents worth?

SAMPLE IP VALUATION PROJECTS

Past IP valuation and strategic assignments included:

- Valuation of copyright, trademark and patent assets in accounts at the wealth management department of a major bank.
- Bi-annual valuation of IP and proprietary technology assets at high growth food distribution company.
- Valuation of brand assets at a rapidly growing consumer products company to assist management and ownership in review of a possible name change.
- Valuation of technology and marketing assets and evaluation of potential technology licensing and distribution opportunities for ownership of a wireless healthcare company evaluating an acquisition offer.

We serve clients across the country operating in a wide variety of industries.

ABOUT NEVIUM

Nevium specializes in intellectual property valuations and expert testimony. We provide the IP community with a visionary approach to calculating and communicating the financial impact of trademarks, copyrights, patents, brands and intangible assets.

For IP litigators we provide expert damages testimony that combines our knowledge of Internet and social media analytic tools with accepted methodologies and concise narratives. For C-level Executives and In-House Counsel we provide IP valuation and portfolio strategies with a focus on connecting IP to financial performance and using IP to increase profits.

CONTACT NEVIUM

To investigate if an IP strategy project would be a fit for your organization or clients, ask Brian or Doug at:

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