



Intellectual Property, 2008 Cumulative Supplement: Exploitation, and Infringement Damages (Valuation of Intellectual Property and Intangible Assets Cumulative Supplement)

Russell L. Parr, Gordon V. Smith

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Designed to help you simplify the process of attaching a dollar amount to intangible assets?be it for licensing, mergers and acquisitions, loan collateral, or investment purposes?this supplement provides you with the practical tools for evaluating the investment aspects of licensing and joint venture decisions. Analytical models are included to determine reasonable royalty rates for licensing and for determining fair equity splits in joint venture arrangements.

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