



Intellectual Property: Valuation, Infringement, and Joint Venture Strategies

Russell L Parr

[Download now](#)

[Read Online](#) 

Intellectual Property: Valuation, Infringement, and Joint Venture Strategies

Russell L Parr

Intellectual Property: Valuation, Infringement, and Joint Venture Strategies Russell L Parr
A new edition of the trusted book on intellectual property

Intellectual Property simplifies the process of attaching a dollar amount to intellectual property and intangible assets, be it for licensing, mergers and acquisitions, loan collateral, investment purposes, and determining infringement damages.

Written by Russell L. Parr, an expert in the valuation/intellectual property field, this book comprehensively addresses IP Valuation, the Exploitation Strategies of Licensing and Joint Ventures, and determination of Infringement Damages. The author explains commonly used strategies for determining the value of intellectual property, as well as methods used to set royalty rates based on investment rates of returns.

This book examines the business economics of strategies involving intellectual property licensing and joint ventures, provides analytical models that can be used to determine reasonable royalty rates for licensing and for determining fair equity splits in joint venture arrangements.

Key concepts in this book are brought to life by presenting real-world examples of exploitation strategies being used by major corporations.

Provides practical tools for and examines the business economics for determining the value intellectual property in licensing and joint venture decisions Presents analytical models for determining reasonable royalty rates for licensing and for determining fair equity splits in joint venture arrangements Provides a detailed discussion about determining intellectual property infringement damages focusing on lost profits and reasonable royalties.

Intellectual Property: Valuation, Infringement, and Joint Venture Strategies Details

Date : Published April 17th 2018 by Wiley

ISBN : 9781119356219

Author : Russell L Parr

Format : Hardcover 672 pages

Genre :

 [Download Intellectual Property: Valuation, Infringement, and Joi ...pdf](#)

 [Read Online Intellectual Property: Valuation, Infringement, and J ...pdf](#)

Download and Read Free Online Intellectual Property: Valuation, Infringement, and Joint Venture Strategies Russell L Parr

From Reader Review Intellectual Property: Valuation, Infringement, and Joint Venture Strategies for online ebook

Intellectual Property: Valuation, Infringement, and Joint Venture Strategies Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Intellectual Property: Valuation, Infringement, and Joint Venture Strategies Russell L Parr books to read online.