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EVERYTHING YOU NEED TO KNOW BEFORE YOU INVEST IN INTANGIBLE ASSETS

*We help you find the perfect intellectual property to
invest in...!*

IPR Valuation

An enterprise's assets can be divided into two categories: **tangible assets** – including buildings, machinery, equipment, cash, and office supplies; and **intangible assets** – that lack physical existence and are fruits of a company's creative and innovative talents.

IP assets are legally protected and that protection can be enforced in a court of law. They can be independently identified, are transferrable, and have an economic lifespan. Depending on the nature of your intangible assets, you are offered different legal instruments by which you may protect and ultimately benefit from using them. **IP protection and management should be a key element of your business strategy.**

It is important to understand the economic value of your IP assets by carrying out **an IP valuation**. Having an idea of how much your assets may be worth will be helpful for various transactions including licensing, sale, donation of IP rights, or entering into joint ventures and other collaborative arrangements.

Why IP Valuation is important to Enterprises?

The value of an IP asset represents the potential future economic benefits to the IP owner or authorized user. Value can be derived through:

- direct exploitation of the IP by integrating it within the product; sale or licensing of the IP to a third party; and
- other means, such as raising barriers to entry or reducing the threat of substitutes.

Prerequisites

To be able to value an IP asset, the asset should meet the following conditions:

- It must be separately identifiable (subject to specific identification and with a recognizable description)
- There should be tangible evidence of the existence of the asset (e.g. a contract, a license, a registration document, record in financial statements, etc.)
- It should have been created at an identifiable point in time.
- It should be capable of being legally enforced and transferred.
- Its income stream should be separately identifiable and isolated from those of other business assets.
- It should be able to be sold independently of other business assets.
- It should be subject to destruction or termination at an identifiable point in time.

*Talk to us to learn more about IP Valuation and
Management*