

# **PATEV-ICM**

I N T E R N A T I O N A L

## *Technology and IP Management Webinars*

### **“Technology & IP Valuation”**

Friday 8<sup>th</sup> April 2016

h. 10.00 – 11.00 (CET)

## Background

How valuable a technology is in the marketplace is a complex question.

The valuation of technology assets considered as a bundling of know-how and related IP (patent, know how, trade secret) requires deep expertise, appropriate methodologies and advanced competitive technology Intelligence capabilities. A technology bundle can be either as simple as a single patent or as complex as a family of patents applied for products, processes and technical know-how.

Technology and IP valuation must consider not only financial drivers but industrial and strategic value of the technology and IP asset are the starting point in order to quantify their potential economic value.

Valuation is an important phase of a larger Technology and IP Management and it has strategic implication providing a comprehensive analysis of the technology strengths, the assessment of risks and the valuation of the potential in terms of applications/end markets.

Valuation makes it possible for executives to estimate the current and future value of IP, technology and business opportunities in order to make sound decisions helping them to deeper understand the role of technology and IP assets as “business “asset and to leverage on them to increase company value

**Based on the above considerations and on its extensive experience on Valuation, PATEV-ICM organize a webinar to share approach and best practices on “Technology and Intellectual Property Valuation”, second step of a cycle of web-event on best practices in Technology and IP strategy at European level**

## Webinar Objectives

The webinar will propose practical approach, methodologies and experiences in technology and IP valuation issues and needs for mid-size and large companies. This webinar has the aim to show how industrial, strategic and financial valuation of technology and IP assets can support strategic management process both for internal and external objectives:

- providing technology and IP evaluation about strengths, potential and risks
- providing the economic value of the technology
- supporting the best options (further investments, partnership, equity, licensing, transfer,...)
- optimizing financial management of IP assets

## Webinar Agenda:

- Why to value IP and technology assets
- Valuation approach and methods
- Role of Valuation in Technology management
- Case “Patent Valuation and Corporate Financing”

**Presenters: Dr. Cristina Odasso, Dr. Edelbert Häfele**

## Interested Management

Management and key Professional of the following functions:

- Strategy and Business Development
- Finance
- Technology/Innovation
- R&D
- Legal

**[Webinar participation is free, for subscription click here: SUBSCRIBE](#)**

## PATEV-ICM PROFILE

PATEV-ICM is the European leader in Technology and IP Management Services. PATEV-ICM supports organizations in maximizing the financial value of their technology and IP portfolios. PATEV-ICM leverages on the strong assets and experience of two European leaders: PATEV Associates GmbH in Germany, Austria and Switzerland and ICM Advisors Sàrl in Switzerland, Italy and France.

With 7 offices in Central Europe and about 100 professionals PATEV-ICM covers substantial European markets of all industries. To meet economic, linguistic and cultural requirements throughout Europe, North and South America as well as Asia PATEV-ICM has a network of local expert partners.

PATEV-ICM works on the relevant interface between business objectives and technology/IP strategy leveraging on 16 years of broad and deep experience.

The work of PATEV-ICM is about assessing and improving the impact on business competitiveness, financial value of technology and IP assets, speed and quality of key technology/IP strategic decisions as well as quality and costs of technology and IP value management processes.

PATEV-ICM members are established and trusted, as well as proven. Its clients portfolio include many of the European large and mid-sized corporations, research organizations, industry clusters, financial institutions, universities and government agencies.

## PATEV-ICM contacts

18, Avenue Louis Casai  
1209 Genève – Switzerland  
Tel.+41 22 747 7832  
Fax+41 22 747 7900

Offices: Geneva – Berlin – Düsseldorf – Karlsruhe – Milan – Munich – Turin  
website: [www.patev-icm.com](http://www.patev-icm.com)