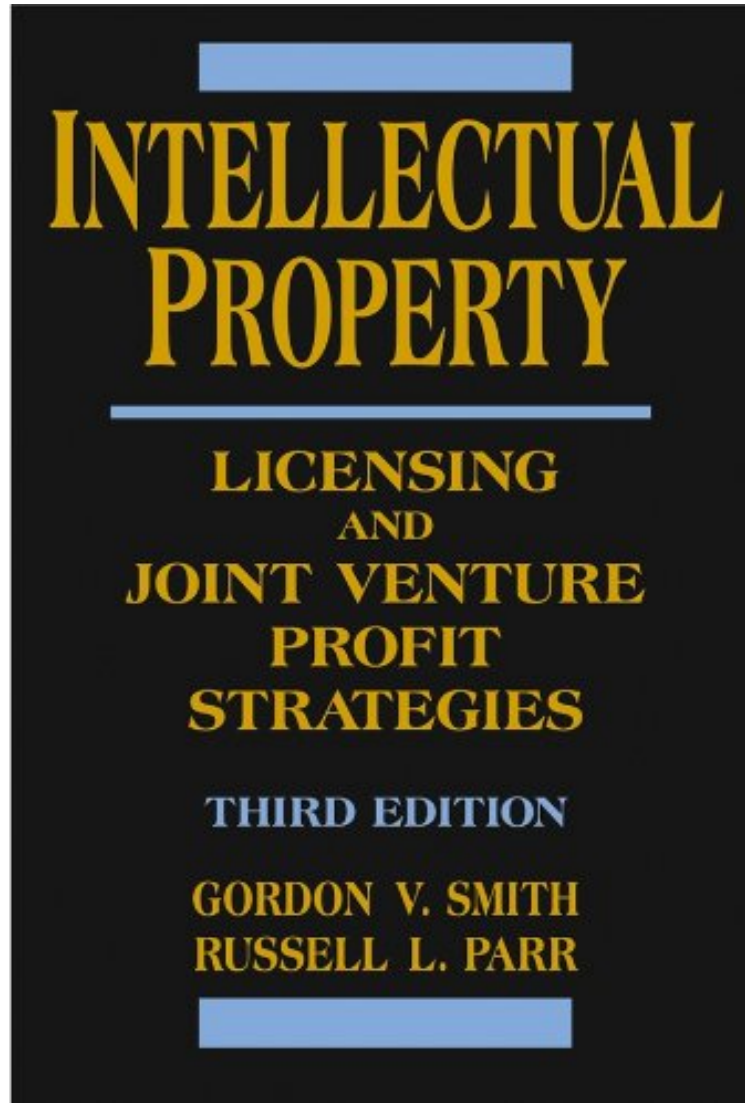


Intellectual Property: Licensing and Joint Venture Profit Strategies

Gordon V. Smith, Russell L. Parr

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Gordon V. Smith, Russell L. Parr : Intellectual Property: Licensing and Joint Venture Profit Strategies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Intellectual Property: Licensing and Joint Venture Profit Strategies:

Companies are increasingly looking to their intellectual property (patents, trademarks, formulas, copyrights, brand names, distribution systems, etc.) as a profit center. As they try to extract more value from their holdings, some of which have been left dormant for years, many are looking beyond their own core products to partnerships with outside

industries. Now in its third edition, "Intellectual Property: Licensing and Joint Venture Strategies" provides the most up-to-date practical tools for evaluating the investment aspects of licensing and joint venture decisions, and discusses the legal, tax, and accounting practices and procedures related to such arrangements.

From the Publisher Answers important financial questions about company compensation for contributions of technology or trademarks to a licensing or joint venture arrangement. Provides practical tools for evaluating the investment aspects of licensing and joint venture decisions; shows how to derive royalty rates for licensing agreements and profit- and equity ownership-splits for joint ventures; and presents examples of exploitation strategies used by major corporations. Also includes easy-to-use checklists, charts and graphs that assist readers in assessing licensing and joint venture arrangements. Annual supplements will keep subscribers apprised of legal, tax and accounting practices and legislation impacting the licensing and joint venturing of intellectual property and other intangible assets.

From the Back Cover Now in a revised Third Edition, *Intellectual Property: Licensing and Joint Venture Profit Strategies* provides the most up-to-date tools for evaluating the investment aspects of licensing and joint venture decisions. Through a hands-on approach that incorporates easy-to-use checklists and procedures to assist readers in assessing licensing and joint venture arrangements, this practical book discusses the legal, tax, and accounting practices and actions related to such arrangements. *Intellectual Property: Licensing and Joint Venture Profit Strategies, Third Edition* includes:

- Real-life examples from all key industries that provide benchmarks for licensing transactions
- Expert coverage by two industry leaders who offer broad experience and tested analytical techniques

Intellectual Property: Licensing and Joint Venture Profit Strategies, Third Edition is an essential volume for licensing executives, research and development executives, trademark attorneys, accountants, business appraisers, and valuation and trademark specialists.

About the Author GORDON V. SMITH is President of AUS Consultants and has advised clients in valuation matters for almost 40 years. His assignments have included appraisals of nearly every type of tangible and intangible asset as well as consultations relative to royalty rates and the economic life of property. Clients have been many of the Fortune 500, as well as research and government institutions, regulatory bodies, and the US government. He has served as an expert witness on numerous occasions regarding valuations and valuation theory.

RUSSELL L. PARR is Senior Vice President of the Valuation Services Group of AUS Consultants and expert at assessing the value of intellectual property and intangible assets. He advises clients about the value of patents, trademarks, copyrights, and other intangible assets to help accomplish strategic mergers, acquisitions, licensing transactions, and joint ventures.