Valuing Intellectual Property in the Context of Bankruptcy

Description: This session provides a thorough overview of how intangible assets-ranging from patents to trademarks and from copyrights to trade secrets-are valued in restructuring scenarios and in bankruptcy proceedings. Keen insight into the bankruptcy process-including the role of trustees and creditors committees-are imparted. The session ends with case studies that provide real world insight into how intangible assets are valued in bankruptcy proceedings.

If you don't know the answers to questions such as those below, you really should listen to this webinar:

- What is a stalking horse and what is the role of a stalking horse in bankruptcy?
- Is it suitable to use valuations from recent rounds of financing to value intangible assets in bankruptcy?
- Is it necessary to prepare an apportionment analysis when valuing intellectual property in bankruptcy?
- When valuing patents, when is the value of a patent for internal uses controlling? When is the value of a patent for licensing controlling? When is the value of a patent for sale controlling?
- What are accepted formulas for determining the values of trademarks in bankruptcy?
- What is relatively more important than the rate of growth in determining the ratio of the trademark asset as a proportion of (initial) annual sales?
- Generally, what kinds of discounts should sellers of trademarks expect to receive when selling their trademarks in bankruptcy?
- Which intangible assets typically need to be transferred along with trademarks to have value?
- Who are the most likely purchasers of trade secrets of companies in bankruptcy?
- In the context of bankruptcy, when are fairness opinions or court approvals required to sell intangible assets?

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