Intellectual Property Valuation Case Law Compendium: 3rd Edition

Description: Intellectual property (IP) litigation has received remarkable attention lately. Headlines and the notion of billion-dollar damage awards have captured the imagination of patent owners and potential defendants alike. With billions of dollars at risk, the implication for expert witnesses focused on valuation is acute. Confidently navigate your next IP engagement with new thought leadership in the Intellectual Property Valuation Case Law Compendium, Third Edition. Ensure you have the most current analysis on how courts across the U.S. view key business valuation issues.

This compendium includes in-depth analysis on nearly 200 court cases, several chapters with insight and advice from top business valuation experts, and a list of the top 20 questions to ask when completing due diligence for an IP valuation. Add this must-have desktop reference to your bookshelf today!

Highlights of the Compendium include:

- Confidently navigate your next IP valuation with insight and advice from top business valuation experts on valuing brands, copyrights, patents, and more.
- Stay current on key business valuation issues related to intellectual property with in-depth analysis on nearly 200 cases from BVR's legal team, plus online access to all of the full court opinions.
- Easily search valuation cases using the Compendium's handy chart that organizes the cases by name, state, and date, and includes a short summary of each.
- An entire chapter dedicated to the top 20 questions to ask when completing due diligence for an IP valuation.

Contents:

Chapter 1. Intellectual Property Overview by Michael A. Crain
Chapter 2. 20 Questions to Ask When Doing Due Diligence For an IP Valuation
Chapter 3. Latest Techniques to Sort Out the Complexities of Brand Valuation
Chapter 4. Debunking the Myth That Business Appraisers Lowball Brand Values by Christof Binder
Chapter 5. The Residual Contribution Method for Valuing a Corporate Brand by Rene Hlousek
Chapter 6. Cost of Capital: You Can Love More Than Just One by David Wanetick
Chapter 7. Uniloc v. Microsoft: Where Do We Go From Here? by Brad Pursel
Chapter 8. Uniloc v. Microsoft: Lessons Outside of the Courtroom by Brad Pursel
Chapter 9. A Poor Example of Celebrity Valuation by Mike Pellegrino
Chapter 10. Wrestling Match Over Valuation of Hulk Hogan Sex Tape by Doug Bania and Brian Buss
Chapter 11. 10 Key Patent Damages and Valuation Takeaways from Google v. Oracle by Steven R. Hansen
Chapter 12. Indirect Profits from Copyright Infringement: Establishing a Connection Between Profits and the Infringement by John Pilkinton and Ryan Bell
Chapter 13. Patent Infringement Damages: Lost Profits and Royalties by Richard Bero
Chapter 14. Using Internet Analytic Tools for Valuation and Damages Calculations in Internet IP Infringement and Defamation Cases by Doug Bania and Brian Buss
Chapter 15. Three-Step Analysis to Manage the ‘Noise’ in IP Royalty Rate Data
Chapter 16. Proving Damages in Trademark Cases by Stanley P. Stephenson and Gauri Prakash-Canjels

Chapter 17. Lost Profits in Trademark and Copyright Cases by Rick Hoffman, Mark Glick, and Milan Politi

Chapter 18. Case Law Digests

Ordering:

Order Online - http://www.researchandmarkets.com/reports/4200886/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: Intellectual Property Valuation Case Law Compendium: 3rd Edition
Web Address: http://www.researchandmarkets.com/reports/4200886/
Office Code: SC

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World