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Evaluation of IP for the purpose of their commercialization

Gerald Ruppert | Vienna | 01-06-2012

Evaluation vs. Valuation of IP

- Evaluation: qualitative analysis
- Valuation: quantitative analysis
- evaluation+valuation: both required for successful commercialization of IP
- But: positive evaluation and promising valuation of IP cannot guarantee a successful commercialization
- Since 2011: Austrian Standard ÖNORM A6801 „Method for Patent Valuation“

Evaluation of IP (I)

■ Technology

- Technology platform with broad application vs. one-product-technology
- Technology maturity
- Cost to develop into product

■ Patent protection

- Portfolio
- Ownership
- Legal status
- Patent strength
- Freedom to operate
- Resistance to patent infringement

Evaluation of IP (II)

■ Market

- Market need
- Market opportunity (revenue generating potential)
- Market access
- Time to market
- Competition
- Regulatory barriers
- Price structure
- Possible licensees

- Financing opportunities

Summary

- Thorough qualitative evaluation of IP is an important prerequisite for quantitative valuation
- When evaluating IP, most important step is to evaluate its market
- Cooperation of inventor/technology owner is a key soft factor
- IP must be able to be translated into a business case

“You don’t get the deal that you deserve, you only get the deal that you negotiate”

David Wanetick, CEO, Business Model Validation

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