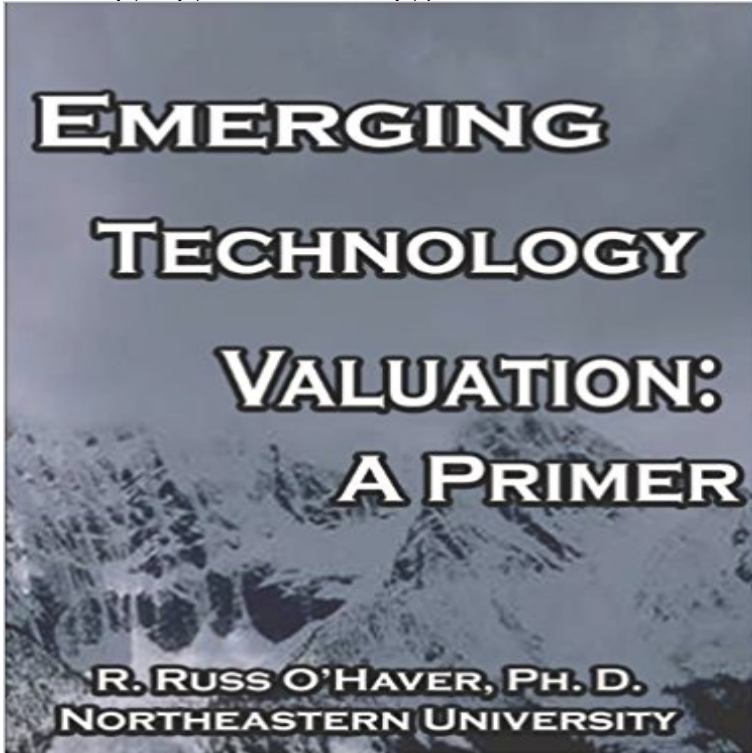


## Emerging Technology Valuation: A Primer



The book provides a primer for IP valuation techniques, organized as follows. As a foundation, this book addresses the definition of IP (and the broader field of intangible assets) and the basic concepts of valuation. The section that follows discusses why valuation is important in the IP field, and in what specific contexts (and what different standards are applicable by context) the need for valuation typically arises. The different standards can impact the selection and application of alternative valuation methodologies. The third, and largest, section presents the basic IP valuation methods - Income, Market, Cost and Relief from Royalty -- used in practice. Other approaches - relied upon in certain circumstances - are also presented. Examples are provided throughout, with an emphasis on providing a concise and practical overview.

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