

ONLINE WORKSHOP ON IPR VALUATION

Date: 12/02/2020

Organizing Department: Department of Law

Mode: Online

No. of Participants: 30

Duration of Event: 10:00 am to 1:00 pm

Resource Person: Dr. Legha Mamta, Assistant Professor, Department of Law Kurukshetra University, Kurukshetra

Coordinator Name: Dr. Veenu Rajpurohit

Event Platform: Webex, CISCO



Speakers delivering their views on IPR

Brief Report

The session was attended by around 30 people. The speaker discussed various aspects of how the income method is the most commonly used method for IP valuation. It values the IP asset on the basis of the amount of economic income that it is expected to generate. It promotes the process, dissemination of the latest knowledge and technologies, supports innovation, promotes research and development, creates new enterprises, offers the economy location

advantages, and reduces transaction costs. The seminar enabled the participants to understand the benefits of IP valuation with reference to entrepreneurship based on innovation.

The seminar covered following topics:

- Market size: Prospective licensee must choose a desirable location wherein the IP is saleable at a higher demand.
- Technology life cycle: Examining the viability of IP on factors of it becoming rudimentary or obsolete.
- Growth rate: To determine the growth rate of the IP, the demand for the same must be examined.
- Percentage margin/ BOM Cost: The valuer must consider the profitability of the IP. Higher the percentage margin, higher will be the return.
- Cost incurred: The cost incurred on commodities, labour, project size, the time duration in developing such IP ought to be calculated for the purpose of valuation.
- Competitors: Comparing the technology of pre-existing IP in the market based on parameters of cost-effectiveness.