



Intellectual Property: Valuation, Exploitation and Infringement Damages 2010 Cumulative Supplement

Russell L. Parr

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Designed to simplify the process of attaching a dollar amount to intangible assets, *Intellectual Property Valuation, Exploitation and Infringement Damages 2010 Cumulative Supplement* provides practical tools for evaluating the investment aspects of licensing and joint venture decisions. It discusses the legal, tax, and accounting practices and procedures related to such arrangements and examines the business economics of strategies involving intellectual property licensing and joint ventures. Licensing professionals are provided analytical models to determine reasonable royalty rates for licensing and for determining fair equity splits in joint venture arrangements.

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