

IP Valuation and related activities at EUIPO



IP IS POWERFULL...



93%

of SMEs
experienced
positive impact of
registering IPRs

(2022 Intellectual Property
SME Scoreboard)



68%

of SMEs that own
IP rights have more
revenue per employee
than those that do not

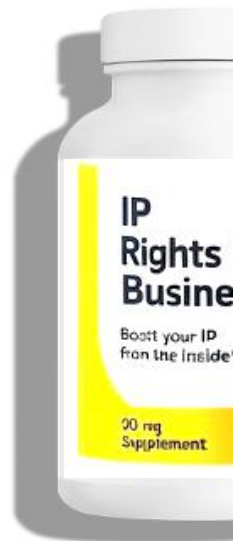
(EUIPO/EPO: Firm-level analysis
report February 2021)



36%

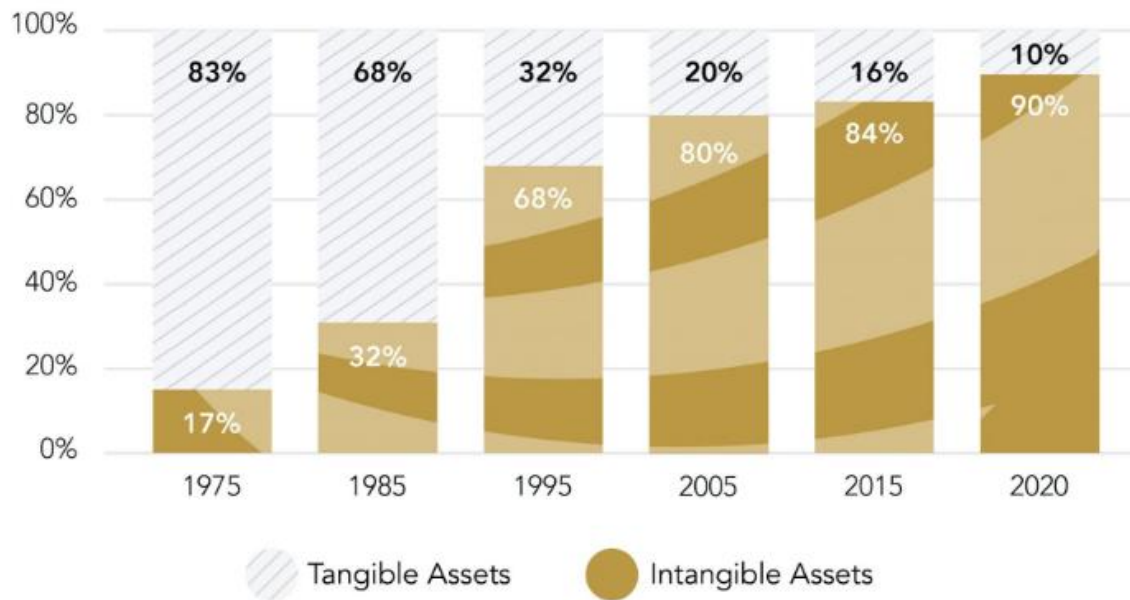
of SMEs
achieved financial
gain through their
registered IPRs

(2022 Intellectual Property
SME Scoreboard)



...AND THEREFORE HAS A VALUE FOR COMPANIES

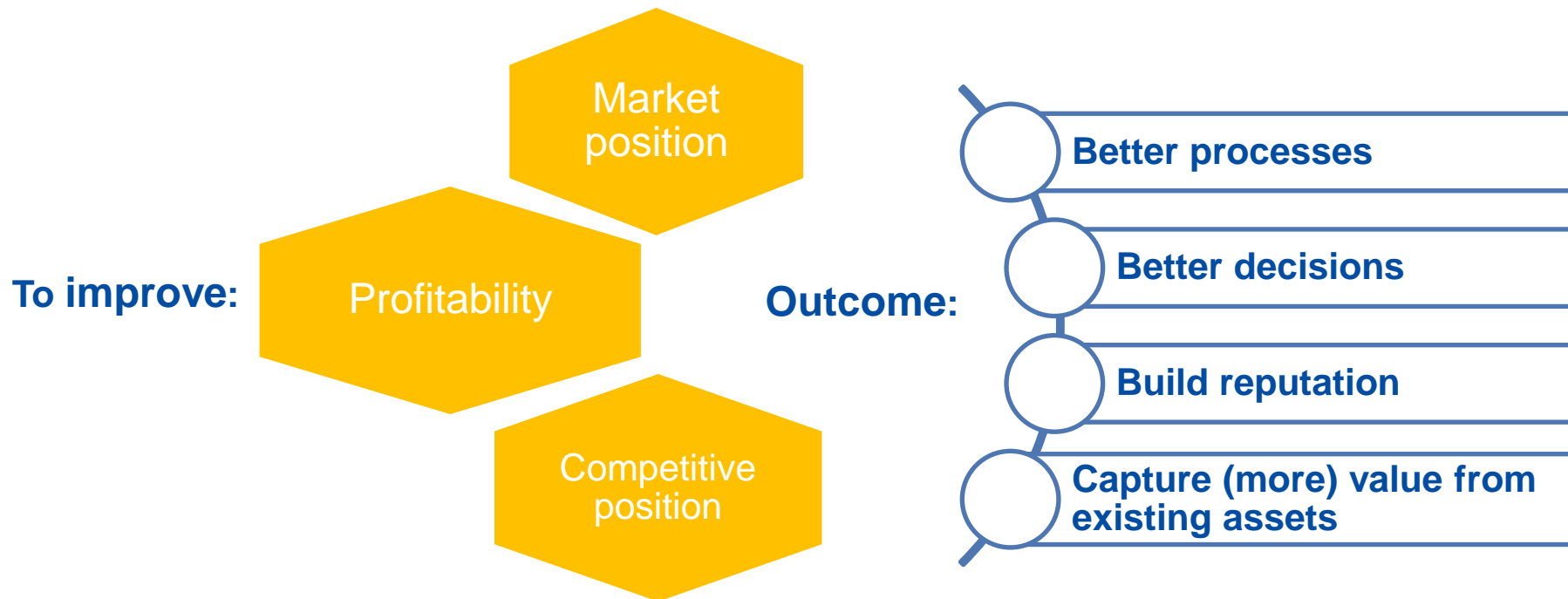
COMPONENTS *of* S&P 500 MARKET VALUE



WHY IP IS THEN IMPORTANT?

- **Protect innovation**
- **Company's growth**
- **Exclusivity**
- **Solid marketing strategy**
- **Expansion to other markets**
- ...

ROLE OF IP IN INNOVATION AND BUSINESSES



AND ALSO OPENS NEW MONETISATION OPPORTUNITIES

- **Selling**
- **Licensing**
- **Franchising**
- **Co-branding**
- ...

WHAT can be monetized?	Names, logos, numbers etc.	Technical solutions or processes	Valuable secret information/ know how	Appearance of a product	Creations/software
WHICH IP Right do you need?	Trade mark Design	Patent or trade secret	Trade secret	Design	Copyright
HOW can be monetised?	Licensing Selling Cobranding Franchising	Licensing Selling	Licensing Selling	Licensing Selling	Licensing Selling

WHAT IS IP VALUATION



Intellectual Property (IP) Valuation is the process of determining the monetary worth or economic value of intellectual property assets including trade marks, copyrights, trade secrets, and other intangible assets

IP VALUATION TO UNDERSTAND THE VALUE OF THIS COMPANY ASSET

Valuation

QUANTITATIVE APPROACH

QUALITATIVE APPROACH

Cost-based
method

Market-based
method

Income-based
method

Option-based
method

Qualitative
method

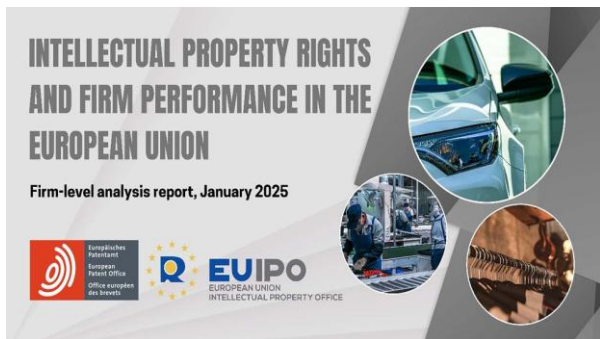
OBJECTIVE OF THE VALUATION IS ESSENTIAL

Objectives	Activity
Monetisation	<ul style="list-style-type: none">• IP sale• IP licensing/ cross-licensing• Co-branding• Franchising• Joint venture/ M&A• Donation
Financing	<ul style="list-style-type: none">• Venture capital / Buying equity• Business Angels• Crowdfunding• Family revenues• IP-Backed Financing
Internal use	<ul style="list-style-type: none">• Resource allocation decisions• Bankruptcy• Taxation• Portfolio management• Reporting
Enforcement	<ul style="list-style-type: none">• Infringement costs calculation

Defining the **objectives**
and context of the
valuation is
essential since it determines
the strategy and the type of valuation
method that should be used.

Existing standards differ in terms of valuating patents for example versus brand valuation. There is no single IP valuation standard that serve all IPRs.

WORK OF EUIPO UNTIL NOW: ANALYSIS, AWARENESS AND EDUCATION



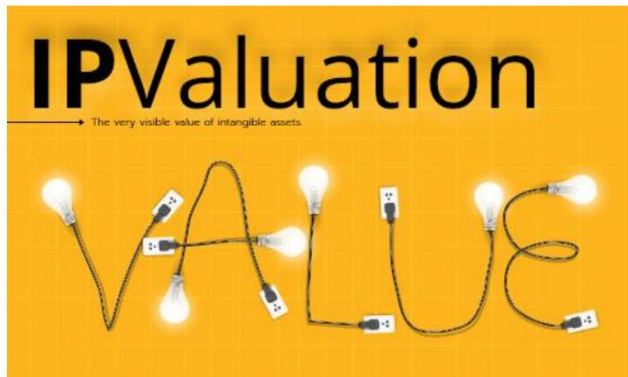
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News All the relevant news and updated business information for you.

The very visible value of intangible assets: why IP valuation matters

08 February, 2023

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Protecting your ideas

The protection of intellectual property (IP) is crucial to individual creators, inventors, designers, and companies alike.

From big corporations to small and medium-sized enterprises (SMEs), IP assets represent an extremely significant portion of the overall value of any organisation. That is true not only when IP rights are being sold and purchased, but also when they are exploited through licensing and franchising.

The importance of IP valuation

IP valuation serves to determine the monetary value of IP assets such as trade marks, designs, patents, and copyrights and to assess how much of a competitive advantage a company may have over others in the industry. One of the biggest challenges for SMEs is how to assign value to their IP: while some IP rights generate direct revenues (for example licensed trade marks), others (for example trade secrets) only have value as the negative right to prevent others from encroaching




EUIPO - European Union Intellectual Property Office

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Unlock IP Monetisation Opportunities for SMEs

The European Union Intellectual Property Office (EUIPO) has launched a new online activity designed for business advisers, including accountants, chambers of commerce, and business angels, to help your SME clients unlock the value of their IP assets.


 Interactive checklist with practical questions to uncover monetisable IP assets.

 Short guides to explain IP monetisation to your clients.

 Infographic outlining next steps and services for IP monetisation.

 An interactive practical case to apply what you've learned.

 Video explanations on leveraging IP for business success.

 Certificate of completion for those who finish the interactive case.

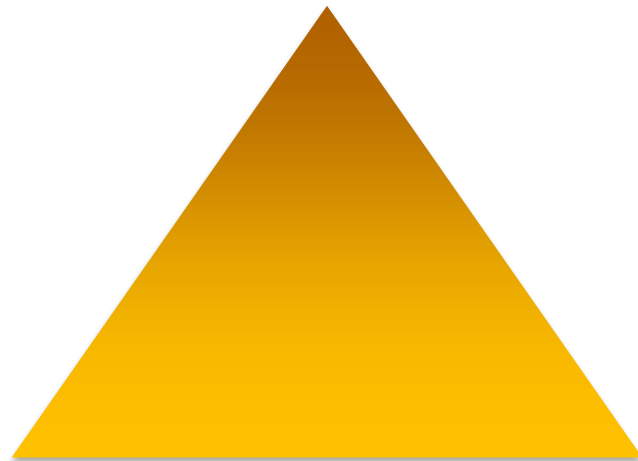
Access now  <https://lnkd.in/dEAFpwtA>

#IPMonetisation #SMEs #BusinessAdvisers #IntellectualProperty #EUIPO
#Innovation #BusinessSuccess #IP #Entrepreneurship



ON WHAT WE ARE WORKING NOW

**Analysing the landscape in the
EU covering IP-backed finance**



**Analysing
methodologies and
pragmatic approaches**

**Collaboration with
partners,
stakeholders in the
business financial
ecosystem, IPOs and
experts**

OUR END GOAL

**Facilitate the access to
finance to EU companies
thanks to IP, improving
competitiveness and growth**



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THANK YOU

Presentation		
Status	DRAFT / APPROVED	
Approved by owner	-	
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0.1	DD/MM/YYYY		
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