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Autore	Parr Russell L.
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Nota di contenuto	Introduction -- Intellectual properties definitions -- Intangible assets definitions -- Business enterprise - Section II : valuation -- Valuation principles -- Cost approach -- Market approach -- Income approach -- Risk adjusted income -- Valuation errors -- Early stage -- Special valuation situations - Section III : exploitation -- Exploitation strategies -- More exploitation strategies -- License negotiations & agreements -- Royalty rates for licensing -- 25% Rule -- Determining a royalty rate : an example -- Monitoring royalty payments -- Patent aggregators -- University licensing -- Joint ventures -- IP audit -- Organizing for the future -- Transfer pricing - Section IV : infringement damages -- Lost profits -- Entire market value rule -- Royalty rate and the Georgia-Pacific factors -- Evolving patent damages -- Trademark, copyright, & trade secret damages.