

1. Record Nr.	UNINA9910818110203321
Autore	Parr Russell L.
Titolo	Intellectual property : valuation, exploitation, and infringement damages, 2015 cumulative supplement / / Russell L. Parr, Gordon V. Smith ; contributors, William J. Murphy [and four others]
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2015 2015
ISBN	1-118-92843-1 1-118-92844-X
Edizione	[11th ed.]
Descrizione fisica	1 online resource (363 p.)
Disciplina	346.73048
Soggetti	Intellectual property - United States Intellectual property - Valuation - United States Intellectual property infringement - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	""Become a Subscriber!""; ""Title Page""; ""Copyright""; ""About the Authors""; ""About the Contributors""; ""Preface""; ""Part 1: Valuation""; ""Chapter 1A: Intellectual Property Landscape (New)""; ""1A.1 80% of Corporate Value Is Intellectual Property and Intangible Assets""; ""1A.2 Over Seven Million Patents""; ""1A.3 Corporations Own the Most Patents""; ""1A.4 All Industries Are Patenting Inventions""; ""1A.5 Trademarks""; ""1A.6 Trademarks Are Supported with Huge Ad Spending""; ""1A.7 Copyrights""; ""1A.8 Trade Secrets""; ""1A.9 Business of Licensing"" ""Chapter 1B: U.S. Congress Flirts with Disaster (New)""""1B.1 Patent Litigation Venue""; ""1B.2 Patent Infringement Damages""; ""1B.3 Injunctions for Only Competitors""; ""1B.4 Harming Our Only Economic Advantage""; ""Chapter 12A: Risk-Adjusted Cash Flows (New)""; ""12A.1 Required Rates of Return""; ""12A.2 Capital Asset Pricing Model""; ""12A.3 Build-up Method""; ""12A.4 Venture Capital Rates of Return""; ""12A.5 Probability of Success""; ""12A.6 Conclusion""; ""Chapter 12B: Dealing with Risk and Uncertainty in Intellectual Property Valuation and Exploitation (New)""

""12B.1 Risk versus Uncertainty""""12B.2 Decision Analysis and Decision Trees""; ""12B.3 Decision Tree Components and Conventions""; ""12B.4 Monte Carlo Techniques 26""; ""12B.5 Markov Chains""; ""12B.6 Obtaining Information from Indirect Observation: Shadow Pricing""; ""12B.7 Bayesian Analysis""; ""12B.8 Option Pricing Models""; ""12B.9 Limitations on Rationality in Decision Making: The Effects of Perception and Biases on Decision Making""; ""12B.10 Conclusion""; ""Chapter 14A: Rights of Privacy, Publicity, and Celebrity Persona (New)""; ""14A.1 Introduction""; ""14A.2 Legal Underpinnings"" ""14A.3 Trademark Rights""""14A.4 Copyright""; ""14A.5 Legal Uncertainties and Solutions""; ""14A.6 A Photography Issue""; ""14A.7 Conclusion""; ""Chapter 14B: Intellectual Property and Intangible Asset Volatility (NEW)""; ""Part 2: Licensing""; ""Chapter 27A: Royalty Rates and License Fees for Technology (New)""; ""27A.1 Royalty Rates""; ""27A.2 Per Unit Royalties""; ""27A.3 Royalties Based on Profitability""; ""27A.4 License Fees""; ""27A.5 Medical Device Industry Royalty Rates""; ""27A.6 Medical Device Industry License Fee Distribution""; ""27A.7 Conclusion"" ""Chapter 27B: License Fees and Royalty Rate Frequency for Technology (New)""""27B.1 Real Deal Royalty Rates""; ""27B.2 Per Unit Royalties""; ""27B.3 License Fees""; ""27B.4 Conclusion""; ""Chapter 27C: Royalty Rates and License Fees for Pharmaceuticals and Biotechnology (New)""; ""27C.1 The Parties-Licensing between Corporations Dominates""; ""27C.2 Royalty Rates""; ""27C.3 License Fees""; ""27C.4 Key Technologies""; ""27C.5 Developmental Stages of Technology""; ""27C.6 Conclusion""; ""Chapter 33A: The Magnitude and Meaning of Royalty Misreporting (New)""; ""33A.1 Introduction"" ""33A.2 "Why?" versus "How?""""
