

Patent Valuation: Improving Decision Making through Analysis

By William J. Murphy, John L. Orcutt, Paul C. Remus

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A practical resource for valuing patents that is accessible to the complete spectrum of decision makers in the patent process

In today's economy, patents tend to be the most important of the intellectual property (IP) assets. It is often the ability to create, manage, defend, and extract value from patents that can distinguish competitive success and significant wealth creation from competitive failure and economic waste. *Patent Valuation* enhances the utility and value of patents by providing IP managers, IP creators, attorneys, and government officials with a useable resource that allows them to use actual or implied valuations when making patent-related decisions.

- Involves a combination of techniques for describing patent valuation
- Includes descriptions of various topics, illustrative cases, step-by-step valuation techniques, user-friendly procedures and checklists, and examples
- Serves as a useable resource that allows IP managers to use actual or implied valuations when making patent-related decisions

One of the most fundamental premises of the book is that these valuation skills can be made accessible to each of the various decision makers in the patent process. *Patent Valuation* involves narrative descriptions of the various topics, illustrative cases, step-by-step valuation techniques, user-friendly procedures and checklists, and an abundance of examples to demonstrate the more complex concepts.

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Editorial Review

From the Inside Flap

Patent Valuation

Improving Decision Making through Analysis

In today's economy, entrepreneurial energies, government attention, and every company's resources are—rightly so—more and more focused on developing various forms of intellectual property (IP), with patents predominantly viewed as the most important of these intellectual property assets. *Patent Valuation: Improving Decision Making through Analysis* enhances the understanding of these assets by providing IP managers, IP creators, attorneys, and government officials with a hands-on resource that allows them to use actual or implied valuations when making patent-related decisions.

In *Patent Valuation,* intellectual property experts William Murphy, John Orcutt, and Paul Remus explore a broad range of topics, including:

- Foundations for patent valuation and decision making
- Using valuation analysis to improve patent decision making
- Using disassembly to develop higher quality data
- Patent valuation techniques
- Valuing patents using option pricing
- Unlocking the potential value within patents

Valuation, particularly with regard to patents, continues to be an increasingly important element in management, litigation, administrative proceedings, and basic decision making, as well as in informing complex legislative and policy choices. Filled with illustrative cases, step-by-step valuation techniques, user-friendly procedures and checklists, *Patent Valuation* is a practical guide accessible to the complete spectrum of decision makers in the patent process.

From the Back Cover

Praise for **Patent Valuation**

"With no nonsense or intellectual posturing, the authors tell us what a patent valuation is really about . . . in real life. Readable, sound, and eminently useful, the authors have presented many new and practical insights about the valuation process and about the nature of patents as business assets. While focused on patents, their insights apply to any intellectual property and, in fact, to any valuation. Professionals, corporate managers, attorneys, and anyone else in the IP world will find themselves attached to this clearly written book."
—Gordon V. Smith, author of *Trademark Valuation* and *Intellectual Property*

"Innovation is the key to success for individuals, companies, and entire nations. Patents are the key to providing a marketplace for innovation. In *Patent Valuation,* Murphy, Orcutt, and Remus cut through the legal complexities of patents to help you figure out your bottom line—what are they worth?"
—Jon Dudas, President of *FIRST*®, Under Secretary of Commerce for Intellectual Property, and Director of the United States Patent and Trademark Office, 2005–2009

"Effective management of IP assets is enhanced when decision making takes into consideration the value of the assets. This new work by William Murphy, John Orcutt, and Paul Remus presents a number of accepted models for calculating value and practical application of these models. I highly recommend *Patent Valuation* as a reference for those IP professionals who want to leverage greater value from their IP assets."
—David Koris, General Counsel, Head of Intellectual Property, Shell International BV, The Hague, Netherlands

"Going beyond the conventional primer, this book provides a practical framework that incorporates the art of defining a value proposition with the science of quantitative examples to drive a productive dialogue of patent valuation."
—Rajiv Patel, Partner, Fenwick & West LLP

About the Author
William J. Murphy, is a Professor of Law and the Chair of Commerce and Technology Law Graduate Program at the University of New Hampshire School of Law (formerly the Franklin Pierce Law Center, one of the top law schools for intellectual property). Murphy co-founded UNH Law's Intellectual Property Valuation Institute and currently serves as Director of the Institute. After law school he was an antitrust trial attorney for the Federal Trade Commission's Bureau of Competition before continuing his education at the Harvard Business School. During business school he was a contributing founder of an educational software company and global pharmaceutical clinical trials company. He has taught graduate and undergraduate courses at Harvard in the Extension and the Radcliffe Seminars Programs, and in the College of Management at the University of Massachusetts-Boston. He has been a Visiting Professor of Economics at Dartmouth College and a Fulbright Scholar at University College Cork, Ireland. He was the founding partner of the IP boutique law firm Frankel, Murphy and Ogden before joining the faculty at UNH Law. He is the author of R&D Cooperation Among Marketplace Competitors (Quorom, 1990). Murphy earned a JD degree from Pennsylvania State University's Dickinson School of Law and he holds Masters and Doctorate degrees from Harvard University's Graduate School of Business.

Users Review

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