

CHANAKYA NATIONAL LAW UNIVERSITY
DPIIT-IPR CHAIR
ONLINE CERTIFICATE COURSE
On

VALUATION OF INTELLECTUAL PROPERTY ASSETS

Academic Session 2024-25
(w.e.f. January – June, 2025)

Course Details and Structure

Type of course: Certificate Course

Duration: Six months

Mode of Teaching: Online

Platform: Microsoft Teams application

Medium of Instruction: English

Course Credits: 02 Credits

Number of Classes: 30.

Time: 3:00 PM-4:00 PM; Every alternate days

Course Overview

IP valuation is the process of assessing the monetary value of intellectual property, which includes patents, trademarks, copyrights, and trade secrets. Unlike tangible assets such as machinery or real estate, intellectual property represents creations of the mind and can be a powerful driver of innovation, revenue, and market differentiation. In an era where innovation and creativity are paramount, intellectual property holds immense value for businesses. IP valuation serves as a critical tool in unlocking the potential of these intangible assets, providing insights that go beyond traditional balance sheets. As businesses continue to recognize the strategic importance of intellectual property, the art and science of IP valuation will undoubtedly play a pivotal role in shaping the future of commerce. National Intellectual Property Rights (NIPR) Policy also encompasses the “*commercialization of IP*” as one of the objectives.

This course provides a comprehensive exploration of intellectual property (IP) valuation, focusing on its significance, methodologies, and strategic applications in contemporary business environments. Participants will delve into the intricacies of valuing different types of IP assets, understanding the legal and economic frameworks that underpin valuation practices, and exploring case studies to illustrate real-world applications. Through a blend of theoretical knowledge and practical insights, participants will gain the skills necessary to assess, strategize, and leverage intellectual property effectively within organizational contexts.

By the end of this course, participants will be equipped with a comprehensive understanding of intellectual property valuation principles and practices, enabling them to navigate the complexities of IP management and valuation with confidence and proficiency in various organizational settings.

Course Objectives

1. Understand the types and characteristics of intellectual property assets.
2. Explore different valuation methodologies for intellectual property.
3. Analyze legal and regulatory considerations impacting IP valuation.
4. Apply IP valuation strategies in business decision-making processes.
5. Evaluate risks associated with IP assets and develop risk mitigation strategies.
6. Discuss ethical considerations and professional standards in IP valuation.
7. Utilize case studies and practical exercises to enhance understanding and application.
8. Discuss emerging trends and technologies influencing IP valuation practices.

Course Syllabus

Week 1: Introduction to Intellectual Property Valuation

- Overview of intellectual property and its importance.
- Types of intellectual property: patents, trademarks, copyrights, and trade secrets.
- Strategic role of IP assets in business competitiveness.

Week 2: Valuation Methodologies

- Cost-based approach: assessing the cost to create or replace IP assets.
- Market-based approach: comparing similar IP transactions and licenses.
- Income-based approach: estimating future economic benefits derived from IP.

Week 3: Legal and Regulatory Frameworks

- Intellectual property rights (IPR) and their impact on valuation.
- Licensing agreements and their influence on IP value.
- International considerations and standards in IP valuation.

Week 4: Strategic Applications of IP Valuation

- IP valuation in mergers and acquisitions (M&A).
- IP valuation for financial reporting and investment evaluations.
- Negotiating licensing agreements based on IP valuation insights.

Week 5: Risk Assessment and Mitigation

- Identifying risks associated with IP assets: legal, market, and technological.
- Developing strategies to mitigate risks in IP valuation processes.

Week 6: Ethical and Professional Considerations

- Ethical guidelines and professional standards in IP valuation.
- Confidentiality, integrity, and transparency in IP valuation practices.

Week 7: Case Studies and Practical Applications

- Analyzing case studies of successful IP valuation strategies.
- Practical exercises: conducting IP valuation assessments.
- Presenting findings and recommendations based on IP valuation insights.

Week 8: Emerging Trends in IP Valuation IP Audits

- Impact of digital transformation and technological advancements on IP valuation.
- Open innovation and collaborative IP management practices.

Mode of Evaluation

Total marks: 50

Passing Marks: 25 (50% of total marks)

Distribution of Marks: Assignment: 40 marks

Presentation: 10 marks

(Assignment details and guidelines will be shared during the classes accordingly.)

Important Dates

Registration starts: 1st January, 2025

Last date of registration: 28th February, 2025

Commencement of Course: first week of March, 2025

Publication of Result: May, 2025

Course Fees and Payment Details:

Course Fee: Rs. 3,000/- (Three Thousand only)

The course fee is **NON-REFUNDABLE**.

Bank Holder's Name: DPIIT-IPR Chair

Bank: Central Bank of India, Bus Stand, Mithapur, Patna

A/C No.: 5395772673

IFSC Code: CBIN0284778

Who can register?

A candidate should possess the following eligibility criteria:

1. Candidate from any discipline; and
2. Qualified 12th standard with minimum 45% marks or equivalent CGPA.

Registration Link

Link: <https://forms.gle/5E2wqTmv56uH8LN39>

Certification

Only those participants who fulfil the following requirements shall be issued E-certificate. Both the requirements are **MANDATORY**.

1. Minimum Attendance required is 80% i.e. 24 classes; and
2. Evaluation of assignment and passing marks is 50% (i.e. 25 marks).

Co-ordinator

Ms. Baishali Jain
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Organizer & Moderator

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