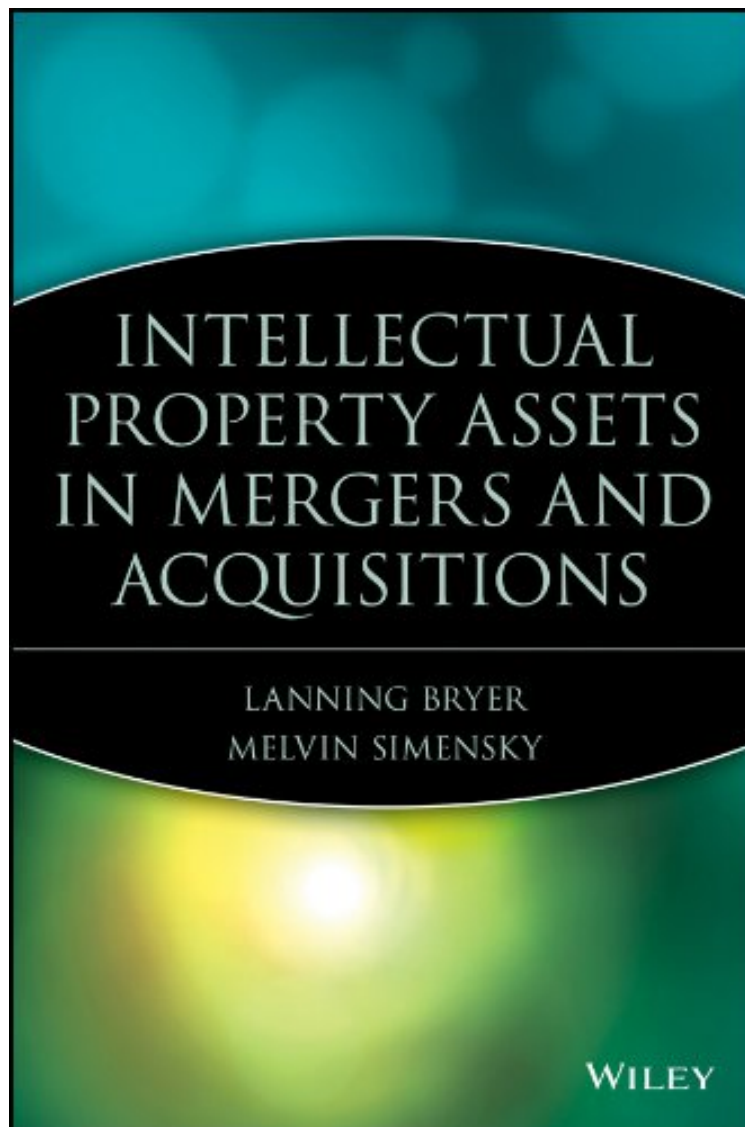


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Intellectual Property Assets in Mergers and Acquisitions (Wiley Mergers and Acquisitions Library)

Lanning Bryer, Melvin Seminsky
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Lanning Bryer, Melvin Seminsky : Intellectual Property Assets in Mergers and Acquisitions (Wiley Mergers and Acquisitions Library) before purchasing it in order to gage whether or not it would be worth my time, and all praised Intellectual Property Assets in Mergers and Acquisitions (Wiley Mergers and Acquisitions Library):

An up-to-date and in-depth examination of intellectual property issues in mergers and acquisitions. In mergers and acquisitions, intellectual property assets can be especially difficult to accurately value, most notably in rapidly evolving high-tech industries. Understanding the factors that create value in intellectual property assets, and the part such assets play in both domestic and international mergers, is vitally important to anyone involved in the merger and acquisition process. This book provides an overview of the intellectual property landscape in mergers and acquisitions and thoroughly covers important topics from financial and accounting concerns to due diligence and transfer issues. Bringing together some of the leading economists, valuation experts, lawyers, and accountants in the area of intellectual property, this helpful guide acts as an advisor to business professionals and their counsel who need answers for intellectual property questions. The valuation methods presented here are simple and don't require a background in finance. Whether you're a manager or executive, an accountant or an appraiser, *Intellectual Property Assets in Mergers and Acquisitions* offers all the expert help you need to better understand the issues and the risks in intellectual property assets in mergers and acquisitions.

"Intellectual property assets are often a key consideration in many of today's mergers and acquisitions, not only in the areas of high technology but also in relation to the consumer and luxury goods markets. *Intellectual Property Assets in Mergers and Acquisitions* is a valuable publication that provides a comprehensive yet clear in-depth analysis and examination of the critical factors faced by companies seeking to acquire high-value intangible assets including established brands and new technologies. The book looks at the issues from a global perspective in a way that could only be done by well-known practitioners in the fields of business law and accounting." Paul Johnston, Esq. Group Trade Mark Counsel Imperial Chemical Industries PLC "Working for a global company requires that one become familiar with a variety of intellectual property laws, especially in this era of mergers and acquisitions. This book is a handy tool when it comes to grasping the basics of such dealings as well as providing a more in depth account. I thought the sections on due diligence were extremely helpful. It is a welcome addition to any law library." Robert Peverada, Esq. Senior Attorney Merck Co., Inc. "Intellectual Property Assets in Mergers and Acquisitions is not only an essential resource for an IP or MA attorney, but it is a must read for licensing attorneys and licensing professionals regarding its discussion of IP valuation." James M. Markarian, Esq. Licensing Counsel Siemens Corporation "When one business buys another, it is easy to count widgets and machines. People then attempt to apply that philosophy to intellectual property. It is also easy to look at the books to see how much the owner values such inventory, property, plant, and equipment. People then attempt to find intellectual property value on the books. It does not work that way. Intellectual property value must be measured in quality, not quantity, because each property is unique, by definition. Intellectual property value must be determined off the books, because it is an asset that is expensed. *Intellectual Property Assets in Mergers and Acquisitions* explains the implications of how different one must treat such intellectual property assets in a business transaction, from a variety of perspectives and from a collection of world-renowned experts." John H. Hornickel, Esq. Chief Intellectual Property Counsel Bridgestone/Firestone Americas Holding, Inc. From the Inside Flap The desire to obtain intellectual property assets is a driving force behind a majority of today's mergers and acquisitions. These intangible assets are desirable in that they often allow a firm to create and hold monopoly power on a unique product or service. Understanding how intellectual property rights affect mergers and acquisitions is essential in today's economic climate. This book covers both the basic issues and more complicated topics of intellectual property as they apply to mergers and acquisitions. Globalization has ushered in an era in which many of the biggest mergers happen between corporations based in different countries. Those involved in international mergers and acquisitions must fully understand varied competition laws and intellectual property laws around the world. Because of the difference between tangible assets and intangible intellectual property assets, valuation methods used in mergers involving tangible assets do not work well when applied to acquisitions of intellectual property assets. Despite the increased growth of intellectual property mergers and acquisitions, many merger participants still fail to apply appropriate valuation procedures and techniques. Covering all these issues and more, this book brings together some of the leading economists, valuation experts, lawyers, and accountants in the area of intellectual property mergers and acquisitions to provide business professionals and their counsel with much-needed answers for intellectual property questions. Topics include: * Valuation of intellectual property and intangible assets * Financial and accounting concerns * Antitrust concerns * Due diligence in intellectual property transactions * Contracts * Security issues * International perspectives and concerns * Holding companies and off-shore corporations * Acquisition of trademarks and rights of publicity The accounting and valuation methods in this book are easy to understand, even for those professionals with no background in finance. Any manager, executive, accountant, counsel, or appraiser will find all the expert help they need to better understand intellectual property issues in mergers and acquisitions. From the Back Cover An up-to-date and in-depth examination of intellectual property issues in mergers and acquisitions. In mergers and acquisitions, intellectual property assets can be especially difficult to accurately value, most notably in rapidly evolving high-tech industries. Understanding the factors that create value in intellectual property assets, and the part such assets play in both domestic and international mergers, is vitally important to anyone involved in the merger and acquisition process. This book provides an overview of the intellectual property landscape

in mergers and acquisitions and thoroughly covers important topics from financial and accounting concerns to due diligence and transfer issues. Bringing together some of the leading economists, valuation experts, lawyers, and accountants in the area of intellectual property, this helpful guide acts as an advisor to business professionals and their counsel who need answers for intellectual property questions. The valuation methods presented here are simple and don't require a background in finance. Whether you're a manager or executive, an accountant or an appraiser, Intellectual Property Assets in Mergers and Acquisitions offers all the expert help you need to better understand the issues and the risks in intellectual property assets in mergers and acquisitions.