

Become a

Certified Patent Valuation Analyst

Never leave money on the negotiating table. Learn how to value your inventions, patents and trade secrets.

Certified Patent Valuation Analysts prepare Patent Valuation Reports that are commissioned in the context of:

- Patent Sales
- Patent Purchases
- Equity Investments in Companies
- Company Acquisitions
- Spin-Offs
- In-Licensing of Patents
- Out-Licensing of Patents
- Cross-Licensing
- Bankruptcy
- Divorces
- Transfer Pricing
- Placing Patents in Holding Companies
- Patents Becoming Part of Standards
- Technology Transfer Agreements
- Capital Raises
- Collateralization of Loans
- Grant Applications
- Patent Auctions
- Patent Assertion
- Partnership Disputes
- Estate Planning
- Moving Patents Across Borders
- Measuring Returns on R&D

Become a CPVA or Hire a CPVA

609-919-1895 ext. 100
info@cpva.info

Valuation of Emerging Technologies

Do you know the value of your emerging technologies? Your patents? Your trade secrets?

If you don't know what your intellectual assets are worth, you are not likely to realize the valuations you deserve.

This world-renowned course runs the gamut—from providing highly nuanced insights into the primary valuation methodologies to introducing the most advanced methodologies. Delegates are provided with dozens of Excel models, yielding them immediate hands-on experience. This seminar is replete with battle stories related by a course leader who has more than 20 years of experience in valuing emerging technologies.

This seminar provides an in-depth review of more than 20 valuation methodologies such as:

- Real Options Method
- The Monte Carlo Method
- Probability Weighted Expected Return Method
- Markov Chains
- Bayesian Analysis
- Probabilistic Methodologies
- Nash Bargaining Solution
- Decision Trees
- With and Without Analysis
- Relief from Royalty Method
- Excess Earnings Method
- Institut Curie Method
- Black-Scholes Method
- NASA's Technology Readiness Levels

Case studies and exercises relating to the following are among those applied during the course:

- Acquisition Comparables
- Stock Price Indication Methods
- Venture Funding Comparables
- Competitive Advantage Valuation
- Royalty Rate Database Mining
- Profit Differential Analysis
- Cross-Licensing Valuation

The following are among the patent valuation metrics explained in the course:

- Citation Analysis
- Sustainability in Opposition
- Technology Strength
- Forward Rejection Analysis
- Research Intensity
- Science Strength
- Innovation Cycle Time
- Technology Cogency

“The material is directly applicable to the daily challenges of IP management.”

– Murray Vince, Intellectual Ventures

Course Category:

Required (1 of 4)

Course Delivery:

Live/Webinar

Tuition: \$1,095

Hours: 7.5

Calculating Patent Damage Awards

Patent assertion is a high-stakes game. When tens or hundreds of millions of dollars are at stake, you must make the most powerful argument possible in seeking (or in defending your company from) patent damages. In addition to discussing a host of creative damages theories, this course reviews basic tenets of patent infringement such as:

- Lost Profits
- Price Erosion
- Entire Market Value Rule
- Apportionment
- Analytical Method
- Market Spoilage
- Provisional Damages
- The Georgia-Pacific Factors
- Multi-Variate Decision Trees
- Convoy Sales
- Running Royalties vs. Upfront Payments
- Compulsory Licenses
- Willfulness

This course also discusses relevant court rulings such as:

- Alice Corp. v. CLS Bank International
- Octane Fitness v. ICON Health and Fitness
- Panduit v. Stahl Bros. Fibre Works
- TC Heartland v. Kraft Food Group
- Uniloc v. Microsoft
- Oil States v. Greene's Energy Group
- Halo Electronics v. Pulse Electronics
- Kimble v. Marvel Entertainment
- Cornell University v. Hewlett-Packard

This seminar covers how the following patent reform efforts may impact patent assertion:

- Demand Letters
- Heightened Pleading Requirements
- Venue
- Discovery Limits
- Transparency of Ownership
- Stay of Customer Suits
- USPTO Proceedings
- Fee Diversion

“This powerful curriculum will be of great help in terms of assessing the value of patents in acquisitions, licensing and litigation.”

– Sean Ke, NXP Semiconductors

Course Category:

Required (2 of 4)

Course Delivery:

Live/Webinar

Tuition: \$645

Hours: 3.5

Negotiating Licenses

You do not get the licensing agreement you deserve. You get the licensing agreement you negotiate.

Licensing intellectual property is extremely complex, as there are potentially thousands of permutations to licensing agreements. Thus, tens of millions of dollars can be earned or lost at the negotiating table. Senior executives involved with licensing technology must have a firm grasp of cutting-edge negotiating strategies as well as the nuances of negotiating tactics.

This course is typically delivered through a Negotiating Battle®, where licensing issues are discussed in the context of a mock negotiation. During this exercise, real-life case studies and best practices are revealed to provide you with practical insights for boosting returns on your licensing initiatives.

“I loved the mock negotiation. It showed me the complexity of IP licensing.”

– Sabih I. Sabih, RPX Corp.

Specific licensing issues addressed include:

- Minimum Royalty Rates
- Upfronts and Milestones
- Options to License
- Sponsoring Research
- Royalty Stacking
- Improvement Rights
- Sublicensing
- Negotiating Scorecard
- Indemnifications
- Fields of Use
- Most Favored Licensing
- Duty to Enforce / Duty to Defend
- Royalty Audits
- License Termination
- Role of Agents
- Negotiations Mapping

CPVA On-Site

Does your organization have six or more professionals who would benefit from CPVA training? If so, why not run the CPVA training from your office? Benefits include:

- Substantial savings on tuition
- Elimination of time and costs related to travel
- Open discussion of issues of importance to your organization as attendance is restricted
- Some customization of content
- Ability to video in remote colleagues and/or archive training

Course Category:

Required (3 of 4)

Course Delivery:

Live/Webinar

Tuition: \$645

Hours: 3.5

Advanced Patent Valuation

This course dissects patents in order to ascertain their ability to withstand invalidity challenges, to determine their licensability, and to exclude others from practicing the claimed art.

Among the issues addressed in this course are:

Claims Analysis

- Defining why the seminal studies suggest that the number of independent claims is the single most telling indicator of patent value
- Getting the mix of independent and dependent claims right
- Balancing broad versus narrow claims

Patent Prosecution Analysis

- Recognizing why a long prosecution history is indicative of patent quality
- Interpreting the impact of office actions on patent strength
- Determining risks of inequitable conduct

Citation Analysis

- How do you measure the quality of one patent's citations against the citations of another patent?
- When might examiner citations be more valuable than applicant citations?
- Are self-citations sound indicators of patent quality?

Other Patent Analysis Issues

- Is it better to have more patents with fewer claims or fewer patents with more claims?
- How do continuation filings impact the value of patent families?
- Do patents filed in more (foreign) jurisdictions have more value than patents filed in a single jurisdiction?
- How do drawings impact patent value?
- Are patents that contain more classifications more valuable than those that contain fewer classifications?
- How do you determine how well the terms used in the descriptions sync up with the terms used in the claims?
- How does the number of inventors listed on a patent impact invalidity risks?
- How do you measure the risks and extent of possible patent value deterioration due to inter partes review?
- How do you determine the quality of the examiner and the impact of the examiner on patent strength?

Course Category:

Required (4 of 4)

Course Delivery:

Webinar

Tuition: \$645

Hours: 3.5

Become a CPVA or Hire a CPVA

Patent Valuation Gauntlet®

Valuing patents is an extremely painstaking affair. The challenge of preparing Patent Valuation Reports is in applying the required rigor at price points clients can afford and within aggressive deadlines set by demanding bosses.

It is with this confluence of factors in mind that we developed the Patent Valuation Gauntlet®. The Patent Valuation Gauntlet® poses some 900 questions that the analyst can consider when assessing the strength and merits of patents that fall under their review. The hundreds of valuation considerations presented by the Patent Valuation Gauntlet® are searchable via a Table of Contents which expedites the preparation of comprehensive Patent Valuation Reports. Certified Patent Valuation Analysts are granted access to a webinar which explains how patent analysts can utilize the Patent Valuation Gauntlet® for maximum effect.

In short, the Patent Valuation Gauntlet® enhances the thoroughness of Patent Valuation Reports while reducing the difficulty of their production.

While it is not mandatory to utilize the Patent Valuation Gauntlet® or to listen to the related webinar to become a CPVA, the copyright-registered Patent Valuation Gauntlet® and accompanying webinar are exclusively available to Certified Patent Valuation Analysts in good standing.

Begin Pursuing the CPVA Designation Today and Receive:

- Excel Files with Dozens of Pre-Programmed Valuation Methodologies
- Hundreds of PowerPoint Slides
- Twelve Articles on Breaking Valuation Issues
- Sample Patent Valuation Reports
- Patent Valuation Gauntlet® and Accompanying Explanatory Webinar
- World Acclaimed Book “Business Model Validation” Written by the Creator of the CPVA Designation
- 50% Discount on More Than 70 CPVA Webinars, including:
 - Inventor Obligations Post Federal Funding
 - Calculating Medical Device Patent Damages
 - Retaining Patent Brokers
 - Navigating Ethical Issues in Patent Prosecution
 - Negotiating Patent Infringement Indemnification
 - Managing Intellectual Property in Bankruptcy
 - Robotics and Intellectual Property
 - Negotiating Licensing Agreements in Japan
 - And Much More...

The Importance of Patent Valuation

The consequences of not knowing the value of your patents are many.

At the negotiating table, licensing professionals will misprice upfront payments, milestones and royalty rates. On term sheets and during roadshows, company valuations will dismiss the contribution of their firms' most critical assets.

Limiting one's review to accounting ledgers will present a warped perspective of the value of patents and inventions. In the context of acquisitions, joint-ventures or corporate reorganizations, ignoring the valuation of intangible assets is the precursor to massively miscalculating closing prices, deal terms and equity allocation.

Those who cannot articulate the value of their intellectual property are condemned to accept whatever price their negotiating adversaries are willing to pay. Inventors and shareholders truly pay the price for ill-prepared negotiators.

Never put your organization at the mercy of better prepared negotiators. To hire a Certified Patent Valuation Analyst to prepare Patent Valuation Reports for you, please review the CPVA directory at www.cpva.info or email us at info@cpva.info.

Upcoming CPVA Training Sessions

Silicon Valley, CA	Jan 29-30, 2018
Atlanta, GA	Feb 12-13, 2018
Singapore	Mar 1-2, 2018
Webinar	Mar 12-13, 2018
San Diego, CA	Mar 26-27, 2018
New York, NY	Apr 23-24, 2018
Washington DC	May 28-29, 2018
Chicago, IL	Jun 18-19, 2018
Tel Aviv, Israel	Jul 15-16, 2018
Amsterdam, Netherlands	Jul 26-27, 2018
London, UK	Jul 30-31, 2018

Please visit www.cpva.info for details and to register.

Self-Study Options Are Always Available

**Live Training Sessions Are
Limited to 15 Delegates**

“The CPVA training was incredibly helpful.”

– Alexia Priest, Boehringer Ingelheim

Peer Certified Patent Valuation Analysts

Certified Patent Valuation Analysts hail from the world's largest companies and most prestigious academic institutions. Accomplished attorneys from renowned law firms and seasoned patent examiners from patent offices around the globe are among the CPVA professionals. Become a CPVA and join the ranks of the world's most successful patent practitioners.

Certified Patent
Valuation Analyst

P. O. Box 30243

Walnut Creek, CA 94598

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Key Learnings Imparted During Certified Patent Valuation Analyst Training

- Nash Bargaining Solution
- Markov Chains
- Multi-Variate Decision Trees
- Negotiating Maps
- Georgia-Pacific Factors
- Royalty Rate Determination
- Excess Earnings Analysis
- Duty to Enforce and Duty to Defend
- Claims Strength and Breadth Analysis
- Examiner Quality Analysis
- Patent Prosecution Analysis
- Entire Market Value Rule
- Market Spoilage
- Lost Profits Calculations
- Much More

To Register:
info@bdacademy.com
609 919 1895 ext. 100