
[Webinar: The Value of Intangible Assets](#)

Date:

Tuesday, 27.10.2020

Time:

4:00 PM (CET)

Location:

Online

Host:

4iP Council & Licensing Executives Society International (LESI)

Speaker:

Dr André Gorus

4iP Council and the Licensing Executive Society International (LESI) team up once again for a joint webinar on 27 October 2020.

You understand that the most common identified intangible assets are related to technologies. But, how you value the intangible assets of your business is fundamental to determining its future success! This webinar will draw upon the topics discussed in LESI's recent business briefing on valuing your intangible assets which you can download [here](#).

The webinar will address the following:

- How and when to value your intangible assets
- Understanding “value” versus “price”

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- Methods of valuation
 - How to manage an IP valuation

Dr André Gorius is 30-year veteran of the Solvay Group in France and Italy. Dr. Gorius specialises in the valuation of intangible assets in the context of technology transfers, mergers & acquisitions, transfer pricing and litigations among other areas. He leverages his scientific and technology background to assess the underlying technology strengths and weaknesses and the way enterprises manage these assets. Dr. Gorius currently serves as the Chair of the LESI Valuation Committee.

4iP Council is a European research council dedicated to developing high quality academic insight and empirical evidence on topics related to intellectual property and innovation.

The Licensing Executives Society International (LESI), founded in 1973, is a not-for-profit association of 33 national and regional Member Societies around the world focused on advancing the business of IP around the world. The organization is comprised of men and women who have an interest and expertise in the transfer of technology or licensing of intellectual property rights – from technical know-how and patented inventions to software, copyright and trademarks. LESI currently has more than 7,000 members, through 33 societies in 90 countries.

[Online Registration](#)

[Calendar](#)