



INNOVACCESS

A European Network of National
Intellectual Property Offices

Benefits and Impacts of the IP Valuation Tool in Germany

The Perspective of a
National Intermediary

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Agenda

- Who we are
- What we did
- What we found
- What next



SIGNO Network

- ATHENA Technologie Beratung GmbH
Cologne, Essen,
Paderborn
- One of 19 Partners
- IPR Consulting
- Federal Ministry of
Economics and
Energy



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Inventors Helpdesk

- Free Consulting Service, max. 4 h
- For inventors of universities, companies
or private inventors
- For all Questions concerning the
innovation process – especially IPR
- Typical Questions:
 - Technology
 - Novelty, Protection, Costs
 - Market, Commercialisation, Value

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IP Valuation Tool in Helpdesk

- Typical clients
 - Small SMEs
 - Start ups
 - Students
 - employee inventors
- Causes: licensing, investment, dispute
- To assess approximate values
- More than 80 consulting services p.a. in Cologne – about 1.000 in Germany

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IP Valuation Tool in Appraisals

- To determine fair values in independent IP valuation appraisals
- Actually two jobs in tendering state
- Specification of services
- Estimation of costs
- Government incentive program required

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One example

- Patent: “A process to produce a facing”
- How to fix sand and similar materials on different surfaces
- numerous applications
- different business sectors
- 7 countries and regions

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Benefits and Impact for SMEs

- Early stage
 - Standardized but comprehensive
 - Manageable effort
 - Optimum relationship between expenditure and profit
 - Concrete guideline and answers (compared to standards and literature)
- ➔ **Tangible results for intangible assets**

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Benefits and Impact for NIs

- Exchange of best practices and views
 - Discussion of challenges and limitations to advance the common tool
 - Perspectives of different stakeholders (also DPMA) in various countries
 - Create a broad and secure footing for a manageable IP Valuation Tool
- ➔ **Valid results for a wide variety of cases**

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Next steps

- Presenting the IP Valuation Tool to the SIGNO Network in January 2015
- Implementing the Tool in the Inventors Helpdesk in Germany?
- Making more Experiences
- Mutual Exchange of Experiences with other IPorta members
- Translation in German?

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