



# Fundamentals of Intellectual Property Valuation: A Primer for Identifying and Determining Value

*Wes Anson, Donna Suchy*

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## **Fundamentals of Intellectual Property Valuation: A Primer for Identifying and Determining Value**

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This primer, written by experts in the area, answers some of the most frequently asked questions about identifying the value of the primary types of intellectual property (IP) and other intangible assets. It also looks at the primary, traditional, and not-so-traditional methods of valuing these assets and includes definitions, glossary, case studies and situations where valuation is required.

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