You are welcomed to the IP Valuation training of ODTÜ TTO IP Strategy Academy scheduled for the dates November 27-30.

Price: 750 £ + VAT
Location: ODTÜ Teknokent
Registration: tto@odtuteknokent.com.tr

ODTÜ TTO and Coller IP bring together their expertise under ODTÜ TTO IP Strategy Academy
No more theory, deep practice.

COLLER IP is one of the top 300 global IP strategists and top 10 valuation companies in the UK. Their role in setting up valuation capabilities has supported universities' and corporates' continuous drive for IP commercialization. Depending on their know-how, ODTÜ TTO designed this program to prepare technology transfer professionals, intellectual property managers, inventors, innovation managers, patent lawyers, R&D experts, and business development executives with the skills necessary to value patents.

The participants will get the opportunity to receive masterclass-level training in IP Valuation enabling them to conduct licensing negotiations in the Global market.

Content:
• Due diligence best practices
• Principles and methodologies of IP valuation
• Understanding purpose and input requirements
• Testing, reporting and setting out an opinion
• Standards for IP Valuation
• Portfolio valuation and trading
• Selecting licensees and market analysis