



*Hands on
training!*



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

COLLER IP is one 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, ODTU 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

*No more theory,
deep practice.*