

# Intellectual Property Valuation



by

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Mr. Ronald Yu, a holder of JD and LL.M. degrees; lectures on Intellectual Property, Information Technology and Patent Law at the Faculty of Law of the University of Hong Kong. He is, among other things, an U.S. Patent Agent since 2004 and a digital forensics examiner. He is also the Vice President of Knowledge Management of the International Intellectual Property Commercialisation Council.

Ronald has published articles on online learning, digital forensics, intellectual property, information technology and constitutional law. He authored the Hong Kong chapter for the 3rd edition of the book *Electronic Evidence* and he is the author of the forthcoming book *Intellectual Property for Business*. His significant publications include:



- When Internet protocols and legal provisions collide: *Unauthorised access and Sierra v Ritz*, *Computer Law and Security Review* Volume 25, Issue 2, 2009, Pages 185-188
- Office Open XML and the promise not to sue: Opportunity or minefield? *Background paper produced for OOXML Symposium USNW 14 December 2007*
- Should foreign domestic helpers be allowed permanent residency in the HKSAR? *Hong Kong Lawyer*, May 2006
- The impact of ethics on global patent harmonization, *Hong Kong Student Law Review* Vol. 10, 2004-5
- Digital Evidence: International Considerations, *Computer Law Association Bulletin*, Vol. 20, No. 2, 2005
- The Horse Before the Cart, *Asia Law*, Dec. 04/Jan. 05
- Challenges Posed by Digital Evidence, *Hong Kong Lawyer*, October 2004
- Is Hong Kong ready for ID Theft in the 21st Century? *Hong Kong Lawyer*, May 2004

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## Intellectual Property Valuation will cover the followings:

- The key considerations for the valuation of intellectual properties
- The factors that affect valuation including issues specific to patents, trademarks and copyright
- Theoretical patent valuation methodologies
- Reasonable Royalty damages

The course will particularly emphasize patents and will cover three key theoretical patent valuation methodologies: **Cost**, **Income** and **Market**, briefly overview other valuation methodologies and will also look at relevant case law.

Ronald Yu has taught this subject at both the University of Hong Kong law school and the Polytechnic University of Hong Kong. Ron's JD thesis was on patent valuation.

***We recommend all participants to be familiar with IP concepts.***

Scan to Calendar



Code:	<b>EVT000000056</b>	Level:	<b>Advanced</b>
Date:	<b>9 March 2015 (Monday)</b>	Language:	<b>English</b>
Time:	<b>14:30 - 17:45</b> (Reception starts at 14:00)	Accreditation(s):	<b>LSHK 3.0 CPD Points</b> (LSHK Allocated Number: 20150277)
Venue:	<b>Kornerstone Institute</b> 15/F, Hip Shing Hong Centre 55 Des Voeux Road Central Central, Hong Kong	Request for Rerun:	<b>Please Contact Us for Details</b>



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