



**Intellectual Property Valuation in Practice
Symposium**

Budapest, 27th– 28th November 2008

SYMPOSIUM PROGRAMME



DAY 1

- 8.15 Registration
- 8.45 Opening speech
Dr Miklós Bendzsel, President, Hungarian Patent Office

Session 1: The Demand for IP valuation

- 9.15 **IP valuation for companies and research institutes (IP developers' perspective)**
Chair: Alois Peham, Siemens AG, Austria

"Biotech start-up case study – spin-off company formation and IP"

Dr. Imre Kacsokovics, Immunogenes, Hungary

"IP valuation and management at Finnish universities"

Veijo Ilmavirta, Helsinki University of Technology, Finland

"Managing IP portfolios"

Ernő Duda, SOLVO Biotechnology, Hungary

Panel Discussion

10.45 – 11.05 Break

- 11.05 **IP valuation for investors and venture capital (investors' perspective)**
Chair: Ernő Duda, SOLVO Biotechnology, Hungary

„IP valuation for investors"

Alois Peham, Siemens, Austria

"Complex technology assessment: appraising of all valuables"

Dr. Norbert Buzás, Valdeal, Hungary

"Introduction to IP valuation for transfer pricing"

Edgar Ahrens and Eszter Sager, PricewaterhouseCoopers, Hungary

Panel Discussion

12.45 – 14.15 Buffet Lunch

Session 2: Practical Methodology

- 14.15 **Best Practice IP Valuation Methods**
Chair: Veijo Ilmavirta, Helsinki University of Technology, Finland

“Introduction to IP valuation”

Peter Kaldos, Hungarian Patent Office

“Valuation in life sciences: An introduction to the Risk Adjusted Net Present Value method”

Ralph Villiger, Avance, Switzerland

“Technology/patents analysis and market factors”

Jim Asher, Collier IP Management, United Kingdom

**„Patent evaluation for (high-tech) start-ups:
An introduction to the relief-from-royalty method”**

Thomas Schwingenschlögl, TPA Horwath, Austria

15.55 – 16.15 Break

- 16.15 **„IP Valuation and M&A”**
Kelvin King, Valuation Consulting Ltd.: a BNP Paribas company, United Kingdom

“IP valuation methods used for litigation and infringement”

Rainer Engels, Federal Patent Court, Germany

“Licensing-fee approach for patent evaluation”

Peter Pawlek, Austria Wirtschaftsservice

Panel Discussion

Approx 17.45
END OF DAY 1

Reception Dinner at the Budapest History Museum (in the Buda Castle)

Participants are warmly invited to the Reception Dinner and networking event.

Buses with English speaking guides will depart from the symposium venue at approximately 18.00. After the dinner, buses will transfer participants back to the symposium venue.

DAY 2

8.30 Welcome

Session 3: IP Valuation Services

8.45 **IP valuation services presently offered and in the pipeline**
Chair: Dr. Alexander Wurzer, Steinbeis Hochschule, Germany

„Working with valuers, instructions and due diligence“

Kelvin King, Valuation Consulting Ltd.: a BNP Paribas company, United Kingdom

“IP valuation at Avance GmbH”

Ralph Villiger, Avance, Switzerland

“IPSCORE”

Nils Omland, PatentSight, Germany

10.00 – 10.20 Break

10.20 **“IP valuation at the Hungarian Patent Office”**
Peter Kaldos, Hungarian Patent Office

“Market based methods and IP valuation at IP Bewertungs AG”

Dr. Ulrike Rehn, IP Bewertungs, Germany

“IP valuation at Coller IP Management”

Jim Asher, Coller IP Management, United Kingdom

Panel Discussion

11.45 – 12.05 Break

Session 4: IP Valuation for taxation, Accounting for IP and IP Valuation Standardisation Framework

- 12.05 **IP valuation in reporting and accountancy and standardisation of IP valuation methodologies**
Chair: Robert Dunstan, Financial Controlling and Statistics, European Patent Office

“Introduction to taxation and accounting standards for IP”

Eszter Sager, PricewaterhouseCoopers, Hungary

„General principles of proper patent valuation: The forthcoming European standard”

Dr. Alexander Wurzer, Steinbeis-Hochschule, Germany

Panel Discussion

13.00 Summary

Approx 13.30

END OF DAY 2

FURTHER INFORMATION AND REGISTRATION

The contacts at the Hungarian Patent Office for the symposium are:

Professional matters:

Peter Kaldos

Telephone: +36 1 474 5814

Email: peter.kaldos@hpo.hu

Organisation issues and registration:

Attila Péteri

Telephone: +36 1 474 5775

e-mail: attila.peteri@hpo.hu

Travel and accommodation:

Judit Jakab

Telephone: +36 1 474 5773

e-mail: judit.jakab@hpo.hu





www.mszh.hu/English/ipv

