

CALL FOR EXPERTS

Call For Market Experts For The Valuation Of Intellectual Property Assets

Hungarian Patent Office, February 2010

The Hungarian Patent Office (HPO) is currently identifying experts to take part in the intellectual property valuation pilot project (pilot project). Experts are invited to participate in multi-disciplinary working-groups that are used to evaluate innovative technology, research and development projects and intellectual property in different scientific areas. Specifically, experts are being sought with *practical scientific AND market knowledge* in the relevant scientific fields.

Expected start of project: mid-February 2010.

The HPO is particularly interested in identifying market experts in the fields of:

1.a) Waste management processes, incineration of communal waste, incineration of hazardous waste, recycling of hazardous metals, metallurgy.

The HPO is looking for experts with experience in the management, disposal and incineration of communal and hazardous wastes. Knowledge of existing waste management processes and costs, as well as future trends is important.

1.b) The operation, development and costs structures of waste incinerators, land-fill sites used to dispose of hazardous and communal waste.

The HPO is looking for experts with operative knowledge of waste disposal facilities and the development thereof.

2. Clinical trials using laboratory mice, clinical trials used to develop cancer treatments and treatments for tumours, diagnosis of laboratory mice with scanners.

The HPO is looking for an expert with experience in clinical trials using small animals, especially related to the development of cancer treatments and tumour treatments. Knowledge of medical scanners is an asset.

3. Medicine and food supplements used to treat the symptoms of anxiety.

The HPO is looking for an expert to value an innovative herbal solution used to treat anxiety. Knowledge of the regulatory process (clinical trials etc.) for new drugs in Europe and the US is important. Knowledge of the US food supplement market is important.

4. Paint production and the raw materials used to make paint products at an industrial level

The HPO is looking for technical and market experts within the paint industry, especially individuals with knowledge of raw material production and costs. Experience with paint raw material production and distribution networks is important.

Background / Context

As intellectual property (IP) is exploited more strategically and managed as an asset, proper assessment of its value is increasingly necessary by an expanding range of stakeholders. This growing role of IP based assets (including technology, R&D results etc.) in generating new value poses a number of major challenges for industry, academia, the public sector and society at large: how to measure the value and contribution of IP and how to maximise its potential?

To address these issues the HPO and partners have initiated a pilot project to develop an IP valuation methodology toolbox to be used to value patentable technologies.

Methods used for business purposes can be generally divided into two groups, quantitative and qualitative methods. Quantitative methods attempt to calculate the monetary value of the IP and include cost, market, income and option pricing approaches. Qualitative methods provide a value guide through the rating and scoring of the IP, based on factors which can influence its value.

A complete valuation consists of a qualitative analysis tool and a quantitative assessment tool; however, a qualitative analysis may be performed independently, depending on requirements. A final IP Valuation Report is produced detailing these results.

Input data for the valuation are grounded on four factors, the principle elements of the science and technology, the state of the market targeted by the IP right-holder, the legal and industrial property environment and the competence of the management team.

Further information related to the IP valuation pilot project and the IP valuation symposium series can be obtained from the contact below.

Experts' Competence Areas / Responsibilities

- Experts must have relevant scientific knowledge **AND** practical market experience of the relevant product and process markets (Directors, Marketing experts, Sales experts etc).
- The expert will work in a personal capacity and in performing this function will not represent any organisation/institution.
- Experts are expected to have a good command of English

Call for data

The following data/information may be requested from experts during the valuation process:

- Qualitative and quantitative information on relevant product and/or process markets
- The state of the market and market prices for the relevant product and/or processes
- Willingness-to-pay data for the relevant product and/or processes
- Market size information
- Potential license partners
- Estimated market growth in the area
- Commercial life expectancy of the relevant product and/or processes
- Competitive or substitute products available
- Market territory, geographical coverage of the relevant product and/or process markets
- Occurrence of legal disputes and proceedings in the relevant product and/or process markets
- Estimates of future market data
- Other data

Confidentiality

Experts will have to observe complete confidentiality of the information and documents brought to their attention during the evaluation process. A confidentiality agreement is to be signed.

Conflict of interest

To ensure the independence of candidates, evaluations and project monitoring and, where appropriate, other tasks, the selected independent experts will have to sign a declaration certifying that there is no conflict of interest at the time of the valuation.

Remuneration

Remuneration is available for experts from project funding according to the agreement between the HPO and the expert.

How to apply:

Interested experts are invited to send a curriculum vitae (English or Hungarian language) by email to the address below.

Additional information

For additional information or if you have any questions, please contact:

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