



## London 2019, Panel Session

### **Panel Session X: Right on the money- IP and Finance**

This panel session is the third session of “The business of IP” series, the previous two sessions having held during AIPPI 2017 in Sydney, “The business of IP in Big Data, big issues” and “The business of IP- Venturing with IP.”

New technologies have led to an explosion of businesses that are rich in IP. A company’s intangible property is typically now more valuable than its physical assets and it can be commercialised in numerous ways. However, despite most countries providing mechanisms for these intangibles to be used as collateral against loan obligations - mechanisms which should inject liquidity into the economy - IP financing still remains exceptional, rather than business as usual.

Valuation is commonly cited as the reason for this failure. Intellectual property rights are not generally reflected in a company’s balance sheet and assessment methodologies remain opaque, inconsistent and feel unnecessarily complex to the non-specialist. But is that the full picture?

This session will examine the pitfalls and recent trends in IP financing and valuation, and address what could be done to make this a more accessible alternative for companies wanting to raise funds. In particular, the panel will discuss various initiatives undertaken in different jurisdictions to facilitate better valuation and expand IP-backed debt finance.

Some of the issues may be covered during the session include the following:

1. An overview of IP and Finance – the commercial imperative and the practical problems with taking security;
2. IP Valuation – methodologies and case studies;
3. Value and licensing – FRAND and telecoms;
4. Where do IP-backed finance models operate and how;
5. What does the future hold?