How Much is Your Intellectual Property Really Worth?

The National Institute of Standards and Technology offers a free complimentary webinar on setting a value for intellectual property after the acquisition of a patent, copyright or trademark.

On its website, NIST says viewers of the webinar can hear from experienced professionals on the true value of your IP and how much it is worth from both ROI and NPV viewpoints.

Knowing the value of intellectual property can be important when a company is being considered for acquisition or when venture capitalists are considering making investments in an operation, webinar speakers explain.

Watch the on-demand webinar.