How Much is your Intellectual Property Really Worth?

An on-demand webinar presents experts discussing the true value of intellectual property and how much it is worth from both ROI and NPV viewpoints.

The event is on the website of the Research Commercialization and SBIR Center and is presented by the National Council of Entrepreneurial Tech Transfer and the National Institute of Standards and Technology.

This webinar series is designed to help bridge the knowledge gap on intellectual property law issues between the U.S. Government and various stakeholders.

Through participation in this webinar program, the audience will be afforded both the opportunity to understand and retain best practices when deriving appropriate IP-Strategic Frameworks coupled with Business and Technology Development, as well as gain access to a much more comprehensive and holistic viewpoint on why Intellectual Property Law is such an important economic tool for entrepreneurs, the sponsors said.

Watch the on-demand webinar.