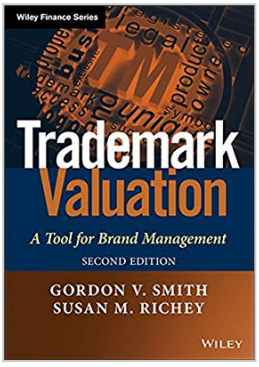

Trademark Valuation: A Tool for Brand Management

By Gordon V. Smith, Susan M. Richey

Donwload Read Online

Trademark Valuation: A Tool for Brand Management By Gordon V. Smith, Susan M. Richey

A practical and useful resource for valuing trademarks

The *Second Edition* of *Trademark Valuation* is a fresh presentation of basic valuation principles, together with important recent changes in worldwide financial reporting regulations and an update on the current worldwide legal conditions and litigation situation as they relate to trademarks.

A new section discussing issues surrounding valuation of counterfeits and the economic effects of trademark counterfeiting is included in this informative *Second Edition*.

- Considers methods to determine the real value of your trademark and exploit its full potential
- Offers dozens of case studies that illustrate how to apply valuation methods and strategies to real-world situations
- Communicates complex legal and financial concepts, terms, principles, and practices in plain English
- Discusses GATT, NAFTA, emerging markets, and other international trademark considerations

Download Trademark Valuation: A Tool for Brand Management ...pdf

Read Online Trademark Valuation: A Tool for Brand Management ...pdf

Trademark Valuation: A Tool for Brand Management

By Gordon V. Smith, Susan M. Richey

Trademark Valuation: A Tool for Brand Management By Gordon V. Smith, Susan M. Richey

A practical and useful resource for valuing trademarks

The *Second Edition* of *Trademark Valuation* is a fresh presentation of basic valuation principles, together with important recent changes in worldwide financial reporting regulations and an update on the current worldwide legal conditions and litigation situation as they relate to trademarks.

A new section discussing issues surrounding valuation of counterfeits and the economic effects of trademark counterfeiting is included in this informative *Second Edition*.

- Considers methods to determine the real value of your trademark and exploit its full potential
- Offers dozens of case studies that illustrate how to apply valuation methods and strategies to real-world situations
- Communicates complex legal and financial concepts, terms, principles, and practices in plain English
- Discusses GATT, NAFTA, emerging markets, and other international trademark considerations

Trademark Valuation: A Tool for Brand Management By Gordon V. Smith, Susan M. Richey Bibliography

- Sales Rank: #1119877 in Books
- Published on: 2013-11-25
- Original language: English
- Number of items: 1
- Dimensions: 9.90" h x 1.20" w x 7.30" l, .0 pounds
- Binding: Hardcover
- 368 pages

Download Trademark Valuation: A Tool for Brand Management ...pdf

Read Online Trademark Valuation: A Tool for Brand Management ...pdf

Download and Read Free Online Trademark Valuation: A Tool for Brand Management By Gordon V. Smith, Susan M. Richey

Editorial Review

From the Inside Flap

Trademarks are among the most intangible of assets, yet they can have enormous value for an enterprise. From Apple's iconic logo to Kellogg's Tony the Tiger to McDonald's golden arches, these combinations of words, symbols, and colors embody the principles and personalities of the companies and institutions they represent. These trademarks can become potent cultural icons that build a sense of belonging in the minds of consumers. But how, exactly, do you determine the dollar value of your trademark? How do you calculate the value your trademark brings to your company? And what are the advantages and disadvantages of licensing or even selling your trademark?

This updated *Second Edition* of *Trademark Valuation* provides answers to these and all your other questions about how to value your trademark and develop strategies for exploiting its full potential. Gordon Smith, an experienced consultant on intellectual property issues, and Susan Richey, a law professor specializing in IP, dispel common myths and misconceptions about trademarks and provide down-to-earth, practical guidance. Translating complex legal and financial concepts into plain English, the authors explore all of the key legal and financial concepts, terms, principles, and practices, guiding you through the entire valuation process. Most important, they also show you how to develop surefire strategies for maximizing the return on investment your trademark delivers.

Trademark Valuation is a must-read for valuation experts, trademark specialists, and licensing executives, as well as the accountants and attorneys who work with them. It is also a valuable reference for advertising executives, business appraisers, and institutional investors.

From the Back Cover

Praise for *Trademark Valuation*

"Forget all the hype about mega-patent portfolios. The only long-term assets of value are trademarks and brands, yet no IP right is more difficult to value. In *Trademark Valuation: A Tool for Brand Management, Second Edition* Gordon Smith and Susan Richey have built upon and expanded the iconic first edition of the book. The authors bring to bear in a clear fashion legal, accounting, financial, and economic analysis to elucidate the topic from both the practical and conceptual perspectives. The scope and depth of their analysis will make this book the gold standard for trademark valuation for years to come. No one engaged in the field can afford not to own a copy."
—Neil Wilkof, author, *Trade Mark Licensing*

"Gordon Smith and Susan Richey's *Trademark Valuation: A Tool for Brand Management, Second Edition* is a valuable tool for all trademark practitioners, educators, and business executives. Smith and Richey thoroughly cover trademark basics and sophisticated tools for trademark valuation and brand management. It's a must-have for your professional library and a real contribution to the trademark industry."
—Anne H. Chasser, coauthor, *Brand Rewired* and *Domain Rewired*, and former Commissioner for Trademarks, USPTO

"With a one-two punch of Gordon Smith, the authority on IP valuation, and Susan Richey, who has a deeper

knowledge and understanding of trademarks than anyone I have encountered in my career, this is a must-have book that I will be referencing for years to come."
—William J. Morris III, Trademark Counsel, Under Armour, Inc.

"A must-read and ready reference for brand managers and trademark attorneys who are charged with building, maintaining, and monetizing brands! Gordon Smith and Susan Richey provide a clear and thoughtful explanation of the complicated and often murky legal and economic process and analysis that is required for accurate trademark valuation."
—Edward T. White, Shareholder, LeClairRyan

About the Author

Gordon V. Smith is Chairman Emeritus of AUS Inc., a multidiscipline consulting and market research firm, a member of the Board of Trustees of the University of New Hampshire School of Law, and Distinguished Professor of IP Management at the law school's Franklin Pierce Center for Intellectual Property. During his long consulting career, he has advised clients on the value of intellectual property and closely held stock and has consulted in support of transactions, litigation, and tax-related matters. He is the author and coauthor of several books on IP valuation and exploitation strategies. An active international lecturer, Smith is Chair of the Advisory Board of the Licensing Economics Review, as well as an Adjunct Professor at the National University of Singapore (Division of Engineering & Technology Management). Mr. Smith earned an A.B. degree from Harvard University in 1959.

Susan M. Richey is a Professor of Law at The University of New Hampshire School of Law (formerly the Franklin Pierce Law Center) and a former Associate Dean of the law school. She recently completed an appointment as Visiting Distinguished Scholar with the International Economic and Commercial Law Group at the University of Limerick in Ireland. Richey has been involved in numerous programs teaching intellectual property concepts to nonlawyers, including workshops sponsored by the World Intellectual Property Organization and UNITRAD, the trainingarm of the United Nations. Active in the International Trademark Association (INTA), she served a three-year appointment as an editor of The Trademark Reporter, a scholarly publication of INTA, a two-year appointment as Chair of INTA's Panel of Neutrals, and she currently serves on INTA's Academic Committee.

Users Review

From reader reviews:

Celia Redmond:

Do you have favorite book? Should you have, what is your favorite's book? E-book is very important thing for us to learn everything in the world. Each guide has different aim or maybe goal; it means that guide has different type. Some people truly feel enjoy to spend their time to read a book. They are reading whatever they acquire because their hobby is definitely reading a book. Consider the person who don't like reading through a book? Sometime, individual feel need book once they found difficult problem or maybe exercise. Well, probably you should have this Trademark Valuation: A Tool for Brand Management.

Terry Holmes:

This book untitled Trademark Valuation: A Tool for Brand Management to be one of several books in which best seller in this year, that's because when you read this book you can get a lot of benefit on it. You will easily to buy this kind of book in the book store or you can order it through online. The publisher of this book sells the e-book too. It makes you quickly to read this book, as you can read this book in your Smartphone. So there is no reason for you to past this reserve from your list.

James Brown:

Many people spending their time period by playing outside together with friends, fun activity with family or just watching TV the entire day. You can have new activity to invest your whole day by studying a book. Ugh, do you think reading a book can definitely hard because you have to take the book everywhere? It fine you can have the e-book, taking everywhere you want in your Mobile phone. Like Trademark Valuation: A Tool for Brand Management which is keeping the e-book version. So , why not try out this book? Let's notice.

Martina Smith:

E-book is one of source of knowledge. We can add our expertise from it. Not only for students but in addition native or citizen want book to know the revise information of year for you to year. As we know those ebooks have many advantages. Beside we add our knowledge, can also bring us to around the world. Through the book Trademark Valuation: A Tool for Brand Management we can consider more advantage. Don't someone to be creative people? To become creative person must prefer to read a book. Merely choose the best book that suitable with your aim. Don't possibly be doubt to change your life at this book Trademark Valuation: A Tool for Brand Management. You can more attractive than now.

Download and Read Online Trademark Valuation: A Tool for Brand Management By Gordon V. Smith, Susan M. Richey #ARPD0XJIFNW

Read Trademark Valuation: A Tool for Brand Management By Gordon V. Smith, Susan M. Richey for online ebook

Trademark Valuation: A Tool for Brand Management By Gordon V. Smith, Susan M. Richey Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Trademark Valuation: A Tool for Brand Management By Gordon V. Smith, Susan M. Richey books to read online.

Online Trademark Valuation: A Tool for Brand Management By Gordon V. Smith, Susan M. Richey ebook PDF download

Trademark Valuation: A Tool for Brand Management By Gordon V. Smith, Susan M. Richey Doc

Trademark Valuation: A Tool for Brand Management By Gordon V. Smith, Susan M. Richey Mobipocket

Trademark Valuation: A Tool for Brand Management By Gordon V. Smith, Susan M. Richey EPub