

Buying & Selling Intellectual Property Assets in a Down Economy

Recognize the opportunities and pitfalls to add value for your clients

Why attend?

Recent financial turmoil has led to the business failures of many companies owning intellectual property assets. These intellectual property assets may be useful in other hands—sellers may be able to recoup some value and buyers may be able to capitalize on potential opportunities.

Buying and selling intellectual property assets can present unique issues that differ from those that arise in similar transactions involving tangible assets. These issues multiply when the seller may not have fully exploited the materials, or has suffered financial problems—unused machinery rusts; what happens with unasserted patents and trademarks?; how do you address previous license agreements relating to IP assets being transferred?; and how does an insolvency or formal bankruptcy proceeding impact the rights and obligations to be acquired?

Any attorney advising a client intending to buy or sell intellectual property in these circumstances needs to understand the risks and opportunities. Hear the panelists discuss potential issues you and your clients need to consider, including the mechanics of such transactions, valuation methodology, and tax and accounting issues.

You will learn...

- ▶ How intellectual property is treated in insolvency situations
- ▶ Potential pitfalls for a successor of license rights—as licensor or licensee—following an insolvency
- ▶ Techniques for risk allocation and mechanics in transfer documents
- ▶ Methods used for valuing intellectual property
- ▶ Effect of intellectual property valuations on accounting and tax compliance
- ▶ Accounting and tax issues in acquiring and holding intellectual property acquired from a predecessor business

Agenda and written materials

- ▶ Review of Intellectual Property and Insolvency
- ▶ Valuing Intellectual Property in Transactional Situations
- ▶ Accounting Issues in Acquiring and Holding Intellectual Property Acquired from a Predecessor Business
- ▶ Tax Issues in Acquiring and Holding Intellectual Property
- ▶ Transaction Documents for Transfers of Intellectual Property
- ▶ “Ask the Experts” Q&A Session

**Take this program—
Get this book FREE!**



Intellectual Property Practice in Massachusetts

CONTENTS AT-A-GLANCE

- ▷ Introduction to Intellectual Property
- ▷ Understanding Patents for the Legal Advisor
- ▷ Developing and Realizing Value from a Patent Portfolio
- ▷ Overview of Trademarks
- ▷ Trademark Clearance
- ▷ Trademark Registration
- ▷ Trademark Licensing
- ▷ Trademark Enforcement
- ▷ Trade Secret Misappropriation
- ▷ Noncompetition Agreements
- ▷ Copyright Law
- ▷ Ethical Issues in Intellectual Property

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BOSTON

1:30 p.m. – 5:30 p.m.,
Wednesday, February 10, 2010
MCLE Conference Center,
10 Winter Place, via Winter Street
Program No. 2100068P01

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TUITION *includes written materials*

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