



AMAVI
ASSOCIATION FOR MANAGEMENT
AND VALUATION OF INTANGIBLES

Become Certified in IP Valuation (CIPV™)

The premier
professional IP valuation qualification

WHAT?

Comprehensive IP valuation training covering all aspects from IP fundamentals, IP due diligence, financial concepts, valuation methodologies and tools to the practice and process of IP valuation. Sessions are in English, and proposed in in-person, online or hybrid formats.

WHY?

The dramatic global shift from product to service to data economy has given rise to a similar shift in the relative value of tangible vs. intangible assets for companies. **In 1975, intangible assets were 17% of the S&P 500 companies' value. By 2020, this number had risen to 90%.**

Thus, the ability to value intangible assets, and specifically intellectual property, has never been more important than today.

In 2013, the **European Commission** issued the Final Report from the Expert Group on Intellectual Property Valuation. The report concluded that *"Having an authoritative or regulatory body that sets standards and provides certifications on a global basis would improve the current limitations with regards to IP valuation work."*

In 2020, a group of globally recognized IP Valuation experts decided to act on this, by developing a comprehensive IP Valuation course and certification: **"IP Valuation Certificate"**. The intention is for this certificate to become globally recognized as the premier professional IP valuation qualification.

> This is the **first international certification of its kind** focused exclusively on **IP valuation and covering the topic in-depth.**

OUTCOME?

Candidates who mastered the content of the referenced readings, attended the 9 days of rigorous training, completed their written report, and passed the demanding exam **will be able to conduct IP valuation in any setting in compliance with leading standards.**

FORMAT

- > The training consists of **3 blocks taught over 3 days** each, over a **3- to 4-month period.**
- > Training is **in-person** and consists of **lectures with extensive practical exercises and examples**
- > Candidates who have **completed all 3 blocks** can take a **final examination** to obtain the IP Valuation Certificate.

The exam consists of two parts:

1. A **written exam**;
2. A **practical exercise** leading to a **final IP valuation report** submitted by each candidate.

WHEN & WHERE?

Dates and locations
to be announced on amavi.net

BY WHOM?



The training is hosted by **AMAVI**
(Association for Management
and Valuation of Intangibles).

The training team consists exclusively of **highly recognized IP Valuation professionals**, one of them having been a member of the **European Commission's Expert Group on IP Valuation**. You can read more about the team on our website.

COURSE CURRICULUM

Block 1

Introduction to IP and its Value Drivers

1. Why Value IP (*fundamentals 1*)
2. Understanding the key features of different forms of Intellectual Property (*fundamentals 2*)
3. Qualitative analysis of IP - IP Due Diligence (*qualitative methods 1*)

Block 2

Financial Valuation of IP

1. Financial concepts and theories required for valuation (*quantitative methods 1*)
2. Deterministic valuation approaches (*quantitative methods 2*)
3. Probabilistic valuation approaches (*quantitative methods 3*)

Block 3

IP Valuation - Practice and Process

1. Defining the engagement (*practice 1*)
2. Valuation process (*practice 2*)
3. Considerations for specific applications/purpose of IP valuation (*practice 3*)
4. Input data and assumptions for valuation (*practice 4*)
5. Contribution of qualitative assessment to the valuation model (*practice 5*)
6. Conclusion of value and confidence intervals (*practice 6*)

WHAT IS THE COST?

Course fees for the upcoming courses to be announced on amavi.net

WHAT IS INCLUDED IN THE COURSE?

- tuition fees, lunch and coffee for the 3 course blocks
- the taking of one exam
- and the evaluation of the candidate's IP Valuation report
- CPF eligibility is in process

HOW CAN I REGISTER?

> [Link to registration](#)

Website:

> [amavi.net](#)



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Launch of the
IP Valuation Certificate
The premier professional IP valuation qualification

