

# CERTIFIED PATENT VALUATION ANALYST PROGRAMME

Gain the skillsets necessary to value patents and negotiate licensing agreements when you earn the Certified Patent Valuation Analyst (CPVA) designation.

Join us at this certification course to learn how to value patents from the analytical, legal, financial, and practical perspectives.

Upon successful completion of the training, you will be conferred the prestigious CPVA designation and be listed on the global CPVA directory.

**26 – 27 Nov 2025**  
9:00am – 5:00pm

**28 Nov 2025**  
9:00am – 12:30pm

Face to Face  
Workshop\*

## Course Fees:

CPVA + Best Practice for  
Monetizing Patents (*Recorded  
Webinar*) + Litigating Patents  
and Trade Secrets Remedies  
(*Recorded Webinar*)  
**SGD \$5,079.40** (incl. GST)

CPVA + Best Practice for  
Monetizing Patents (*Recorded  
Webinar*)  
**SGD \$4,774.20** (incl. GST)

CPVA + Litigating Patents and  
Trade Secrets Remedies  
(*Recorded Webinar*)  
**SGD \$4,774.20** (incl. GST)

CPVA  
**SGD \$4,469.00** (incl. GST)

Register [Here!](#)

## IPOS INTERNATIONAL

1 Paya Lebar Link,  
#11-03, PLQ 1,  
Paya Lebar Quarter,  
Singapore 408533



## WHO SHOULD ATTEND

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Over the last fifteen years, this programme has provided delegates with key insights into valuing patents, from the analytical, legal, financial, and practical perspectives.

The following professionals are highly encouraged to attend:

- IP Asset Managers
- Licensing Professionals
- Technology Transfer Executives
- Lawyers & In-House Counsels
- Business Development Professionals
- Financial professionals such as CFOs, Investment Bankers and Institutional Investors
- Inventors
- Patent Examiners



## WHAT YOU WILL LEARN

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For over a decade and a half, senior patent executives from the likes of IBM, Microsoft, Hewlett Packard, British Telecom, L'Oreal, Saudi Aramco, Stryker and Ford Motor have been flocking to the CPVA program. Participants will learn how to:

- Value patents and other intangible assets (e.g. trade secrets)
- Apply many permutations of the three pillars of valuation (i.e., Cost, Market and Income Methods) to patents and other intangible assets
- Apply a variety of advanced valuation methodologies (i.e., Markov Chains, Decision Trees, the Probability Weighted Expected Return Method) to patents and other intangible assets
- Discount the value of patents based on issues relating to prior art risks, prosecution histories, ability to detect infringement, invalidity risks and the like.
- Enter into to patent licensing agreements and patent purchase agreements by negotiating issues such as non-disclosure agreements, earnest payments, exclusive negotiating periods, audit rights and more
- Determine how claims breadth, priority dates, examiner allowance rates, invalidity challenges and the number of patent assignments impact patent value
- Calculate the damages resulting patent infringement by determining reasonable royalty rates, apportionment, lost profits, price erosion, convoy sales, interest liabilities and punitive damages
- Structure and negotiate patent sales and licensing agreements in view of issues such as royalty rates, minimum royalty payments, milestone payments, sublicensing rights, improvement rights, patent enforcement responsibilities and more.

All the above are supplemented by relevant articles, the instructor's real case studies and Excel valuation templates that contain dozens of embedded valuation methodologies.



## SPEAKER'S PROFILE

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**DAVID WANETICK**  
**CEO, IncreMental Advantage**

David Wanetick has more than 20 years of experience in Company and Intellectual Property Valuation as well as negotiating transactions such as capital raises, licensing agreements, patent sales, and mergers and acquisitions. He developed the Certified Patent Valuation Analyst Designation as well as founded the Institute for Strategic Negotiations.

David is recognised worldwide for his expertise in valuing emerging technologies and intangible assets such as patents, trademarks, copyrights, contracts, earn-outs and non-compete agreements. His clients include law firms; emerging, mid- and large-sized companies; technology transfer offices; inventors; venture capitalists and private equity firms. Valuations are primarily conducted in the context of negotiating licensing agreements, mergers and acquisitions, patent sales, capital raises and litigation support.

Mr. Wanetick is the author of seven books. His four most recent books are Plight of the Patentee: The Case for Restoring Inventors' Rights; Solution Nation: One Nation is Disproportionately Responding to the World's Most Intractable Problems; The Strategic Negotiator: A Manual for Negotiating at the Elite Level; and, Business Model Validation: What Makes Business Models Work.

He has published articles, been quoted or interviewed, in media outlets such as CNBC, CNNfn, The Wall Street Journal, Barron's, Chief Executive Magazine, Competitive Intelligence, Technology Transfer Tactics, Directors & Boards, Investors' Business Daily, Newsweek, Intellectual Asset Management, Technology Transfer Tactics, Les Nouvelles, Patent World, CEO Magazine, The CPA Journal, Licensing Journal, Willamette Insights, Valuation Strategies, Valuation Examiner, Business Valuation Update, IP Frontline, IP Litigator, Inventor's Digest, Private Equity Manager, Research & Development Magazine, and The Canadian Institute of Chartered Business Valuators.

He teaches several courses at The Business Development Academy. He has lectured to senior intellectual property executives and institutional investors all over the United States as well as in Canada, Singapore, Kuwait, Israel, the United Kingdom, France, Taiwan, Thailand, Dubai, Denmark, Spain, Belgium, China, India, Germany, the Netherlands, the Philippines, Hong Kong and Malaysia.



## PROGRAMME STRUCTURE AND SCHEDULE

Day	Time	Topic – See Annexures for details
Day 1	9:00am – 5:00pm	Valuation of Emerging Technologies
Day 2	9:00am – 5:00pm	Calculating Damages Resulting from Patent Infringement
		Negotiating Licensing Agreements for Maximum Returns
Day 3	9:00am – 12:30pm	Valuation of Emerging Technologies (cont'd)
<b>Webinar Course (part of CPVA course)</b>		Advanced Patent Valuation
<b>Add On: Optional Webinars</b>		
1. Best Practices for Monetizing Patents		
2. Litigating Patents and Trade Secrets Remedies		

*N.B. Sessions may be recorded for commercial use.*

*N.B. In the event of unforeseen circumstances, the programme may be subject to change.*



## ANNEXURES

### Valuation of Emerging Technologies

#### Day 1 (Monday) & Day 3 (Wednesday)

The overwhelming value of most early-stage companies resides in their intellectual assets. However, senior managers of such companies usually have no idea how to value their inventions. This is unfortunate as the inability to value intangible assets puts companies at a severe disadvantage when trying to monetize their discoveries through capital raises, licensing, joint-ventures or sales.

Inventors, investors, patentees, licensors and licensees must be able to articulate the value of their patents and emerging technologies. Otherwise, they will never receive the valuations that they deserve.

Day 1 will unveil the application of the Total Value Extraction (TVE) framework for valuing technologies. Unlike static valuation methods, Total Value Extraction is a dynamic valuation framework that takes into account many different licensing structuring options such as milestones, variable royalty rates, royalty stacking, division of fields of use licensing, and sublicensing potential.

You will be introduced to the Patent Valuation Gauntlet (PVG). In deriving the value of a patent, PVG takes into account commercial value, assertion value, blocking value, cross-licensing value, reputational value as well as patent invalidity risks and design around risks. The PVG worksheet contains more than 900 issues that should be considered when calculating the value of a patent.

Time	Topic – See Annexures for details
<b>Day 1</b>	
9:00am	Valuation of Emerging Technologies
10:15am	Break
10:30am	A deep dive with Excel-based formulas into valuation methods such as: <ul style="list-style-type: none"> <li>• Cost Method</li> <li>• Market Method</li> <li>• Income Method</li> <li>• Decision Trees</li> <li>• Competitive Advantage Valuation</li> <li>• 25% Rule</li> </ul>
12:30pm	<b>Lunch</b>
1:30pm	<ul style="list-style-type: none"> <li>• The Monte Carlo Method</li> <li>• Real Options Method</li> <li>• Binomial Method</li> <li>• Probability Weighted Expected Return Method</li> <li>• Relief from Royalty Method</li> <li>• Excess Earnings Method</li> </ul>
3:00pm	Break
3:15pm	<ul style="list-style-type: none"> <li>• The Fermat-Pascal Solution</li> <li>• Options Methodologies</li> <li>• Bayesian Analysis</li> <li>• Markov Chains</li> <li>• Nash Bargaining Solution</li> <li>• Rubenstein-Muthoo Bargaining Model</li> </ul>
5:00pm	End of Day 1

Time	Topic
<b>Day 3</b>	
<b>Valuation of Emerging Technologies (Con't)</b>	
9:00am	Patent Valuation Gauntlet (PVG)
10:15am	Break
10:30am	Additional Valuation Considerations: <ul style="list-style-type: none"> <li>• Citation Analysis</li> <li>• Enforceability</li> <li>• Current Impact</li> <li>• Claim Scope Breadth</li> <li>• Technology Strength</li> <li>• Validity Confidence</li> <li>• Litigation Avoidance</li> <li>• Science Strength</li> <li>• Partnering Licensing Potential</li> <li>• Innovation Cycle Time</li> <li>• Technology Cogency</li> <li>• Research Intensity</li> </ul>
12:30pm	End of Day 3

## Calculating Damages Resulting from Patent Infringement

### Day 2 (Tuesday)

Patent assertion is a high stakes game. When tens or hundreds of millions of dollars are at stake, you must make the

most powerful argument possible in seeking patent damages. In addition to discussing a host of creative damages theories, this course will review basic tenets of patent infringement.

## Negotiating Licensing Agreements for Maximum Returns

### Day 2 (Tuesday)

You do not get the licensing agreement you deserve. You get the licensing agreement you negotiate.

Licensing intellectual property is extremely complex as there are potentially thousands of permutations to licensing agreements. Thus, tens of millions of dollars can be earned or lost at the negotiating table. Senior executives involved with licensing technology must have a firm grasp of cutting-edge negotiating strategies as well as the nuances of negotiating tactics.

Day 2 is a ton of fun. Attendees work through a mock negotiation. During this interactive session, attendees will discuss preparing for negotiations including conducting due diligence, negotiating NDAs, and the merits of workings with intermediaries. Attendees will negotiate structuring joint-development agreements, including demarcating contributed and developed IP, ownership of newly created IP and patenting protocols. Attendees will strategize about structuring minimum royalty rates, sublicensing rights, improvements rights, litigation responsibilities and consequences of both the licensor and licensee failing to meet their milestones.

Time	Topic
<b>Day 2</b>	<b>Calculating Damages Resulting from Patent Infringement</b>
9:00am	<p>Creative damages theories, and basic tenets of patent infringement such as:</p> <ul style="list-style-type: none"> <li>Reasonable Royalties</li> <li>Lost Profits</li> <li>Price Erosion</li> <li>Entire Market Value Rule</li> <li>Apportionment</li> <li>Accelerated Market Re-Entry</li> <li>Market Spoilage</li> <li>The Georgia-Pacific Factors</li> <li>The 25% Rule</li> <li>Cost of Next Best Alternatives</li> <li>Running Royalties vs. Upfront Payments</li> <li>Milestone Payments</li> <li>Cost of Designing Around</li> <li>Compulsory Licenses</li> <li>Anti-Trust Issues</li> </ul>
10:15am	Break
10:30am	<p>Case Studies on relevant court rulings:</p> <ul style="list-style-type: none"> <li>Panduit v. Stahl Bros. Fibre Works</li> <li>State Industries v. Mor-Flo Industries</li> <li>Prism v. Sprint</li> <li>Uniloc v Microsoft</li> <li>Grain Processing v. American Maize Products</li> <li>TWM Mfr. V. Dura Corp.</li> <li>CSIRO v. Cisco</li> <li>Mars v. Coin Acceptors</li> <li>Ericsson v. Apple</li> <li>Cornell University v. Hewlett-Packard</li> <li>Summit 6 v. Samsung</li> </ul>
<b>12:30pm</b>	<b>Lunch</b>
<b>Afternoon</b>	<b>Negotiating Licensing Agreements for Maximum Returns</b>
1:30pm	<p>Licensing Issues:</p> <ul style="list-style-type: none"> <li>Royalty rates - minimums, phase-ins, ascending, descending</li> <li>Upfronts and milestones</li> <li>Granting options to take a license</li> <li>Sponsored research</li> <li>Fields of use</li> <li>Most favored nation licensing</li> <li>Have-made rights</li> <li>Managing litigation</li> <li>Royalty audits</li> </ul>



	<ul style="list-style-type: none"> <li>• Royalty stacking</li> <li>• Improvement rights</li> <li>• Sublicensing issues (e.g. vetoes, audits)</li> </ul>	<ul style="list-style-type: none"> <li>• Indemnifications</li> <li>• Maximizing duration of license</li> <li>• Terminating license</li> </ul>
3:00pm	Break	
3:15pm	Mock Negotiations of Real World Scenarios	
5:00pm	End of Day 2	

## Advanced Patent Valuation

Webinar Course (Starts after the 2.5 days session; please complete within 30 days i.e. by 27 December 2025)

This segment dissects patents in order to ascertain their ability to withstand invalidity challenges, exclude others from practicing the art described in the patents as well as to determine their licensability.

Among the issues addressed in this course are:

### Claims Analysis

- Why do seminal studies suggest that the number of independent claims is the single most telling indicator of patent value
- Getting the mix of independent and dependent claims right
- Balancing broad versus narrow claims

### Assessing the Rigor of Patent Prosecution

- When is a long prosecution history indicative of patent quality
- Interpreting the impact of office actions on patent strength
- Determining risks of inequitable conduct

### Citation Analysis

- How do you measure the quality of one patent's citations against the citations of another patent
- When might examiner citations be more valuable than applicant citations
- Are self-citations sound indicators of patent quality

### Other Patent Analysis Issues

- Is it better to have more patents each with fewer claims or fewer patents each with more claims
- Selecting and the most appropriate terms
- Impact of continuation filings on patent family value
- Do patents filed in more (foreign) jurisdictions have more value than patents filed in a single jurisdiction
- How do drawings impact patent value
- Are patents that contain more classifications more valuable than those that contain fewer classifications
- How do you determine how well the terms used in the descriptions sync up with the terms used in the claims
- How does the number of inventors listed on a patent impact invalidity risks
- How do you measure the risks and extent of possible patent value deterioration due to re-exam
- How do you determine the quality of the examiner and the impact of the examiner on patent strength

## **Add On: Best Practices for Monetizing Patents\***

### **(Optional) Recorded Webinar Course**

Your patent portfolio reflects decades of painstaking research and millions of dollars of investment, not to mention the cost of filing for and maintaining the patent. That's why it is so important to be fully prepared when it comes time to monetize your valuable patent assets.

This virtual summit event will take you through the gamut of options for optimizing the sale or licensing of your patents. Our expert panelists will:

- Guide you in preparing your patents for monetization
- Prepare you for negotiations
- Provide detailed advice on working with patent brokers
- Discuss what documents need to be prepared for each type of deal
- Reveal the motivations of buyers and licensees
- Assess patent value in exit strategies
- Explore monetization via litigation finance and sale of royalty streams
- Help you understand your post-sale obligations
- Assess the merits of selling versus licensing
- Explore patent pools and monetizing standard essential patents
- Assess the critical issues in spinning out start-ups
- Guide your deal term considerations

Even if you plan to hire a patent broker or lawyer to identify and negotiate with buyers and licensees, the insight and practical guidance from this program will help you to successfully negotiate agreements with these critical advisors. The knowledge you'll gain from this information-packed program will have a direct impact on your patent monetization strategies and decisions – and will make a huge difference in the ultimate payout you receive.

*\* This module is not a requirement for obtaining the CPVA*

## **Add On: Litigating Patents and Trade Secrets Remedies \***

### **(Optional) Recorded Webinar Course**

In the world of patents, the path to money is much shorter and certain via assertion than by way of friendly licensing. In fact, patent brokers rarely take on clients if assertion isn't in the cards.

To estimate your damages awards, you also need to throw into the mix that multiple patents may be litigated in parallel in different countries, trade secrets misappropriation cases are often tried concurrently, double counting must be avoided, precedents (not always consistent) must be adhered to and caution must be applied to the precedents litigants set, and intense statistical analysis must be presented to a lay jury.

This virtual summit features an extensive lineup of thought leaders in the world of patent litigation and patent damages and covers the below topics:

- Patent Infringement and Trade Secret Misappropriation from an Insider's Perspective
- Working with Contingency Lawyers and Litigation Finance Companies in Patent Infringement Actions
- Injunctive Relief in Standards-Essential Patents Cases
- Developments Impacting Reasonable Royalty Damages
- Developments Impacting Lost Profits
- Developments in Design Patent Damages
- Breaking Developments in Damages Calculations
- Developments in Trade Secret Misappropriation Cases



- Section 337 Investigations: Leverage & Strategy at the ITC
- Mediating Patent and Trade Secret Disputes

\* This module is not a requirement for obtaining the CPVA



## ADDITIONAL INFO AND DOWNLOADABLE DOCUMENTS SECTION

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### CPVA Alumni and Benefits

CPVAs hail from all over the world and from companies including Microsoft, Johnson & Johnson, Bayer, Hewlett-Packard, Lockheed Martin, Pfizer, Stryker, Coca-Cola, Oracle, Baker Hughes, AT&T, Visa, Panasonic, General Electric, Samsung and Infosys.

### CPVAs will also receive:

- More than 10 patent valuation articles
- Course book which includes hundreds of PowerPoint slides
- Excel workbook with dozens of plug-and-play Patent Valuation Methodologies
- Access to the Patent Valuation Gauntlet which contains over 900 issues to consider when valuing patents

You will also get a personalized banner for posting on your social media to welcome you to the community of CPVAs upon your completion of the programme!

*N.B. We will be providing participants with the relevant materials prior to the course. Disseminating these training materials without prior consent would be a violation of copyright law.*



## COURSE FEES

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CPVA (2.5 days)

**SGD \$4,469.00** (including GST)

CPVA (2.5 days) + Best Practices for Monetizing Patents (Recorded Webinar)

**SGD \$4,774.20** (including GST)

CPVA (2.5 days) + Litigating Patents and Trade Secrets Remedies (Recorded Webinar)

**SGD \$4,774.20** (including GST)

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**SGD \$5,079.40** (including GST)



## SKILLSFUTURE CREDIT *(only for CPVA)*

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All Singaporeans aged 25 years and above may use their SkillsFuture Credits to pay for or offset the course fees.

If you are claiming your SkillsFuture Credits for this course, **please inform us via email**. Click [here](#) to log in with your SingPass to make your SkillsFuture Credits claim.



## CONTACT PERSONNEL

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### MS DILPREET KAUR



+65 6330 8692



[dilpreet.kaur@iposinternational.com](mailto:dilpreet.kaur@iposinternational.com)

### MS LIM HUI SAN



+65 6330 2735



[huisan.lim@iposinternational.com](mailto:huisan.lim@iposinternational.com)



## TERMS AND CONDITIONS

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1. Full payment of course fees must be made to IPOS International upon course registration.
2. IPOS International reserves the right to deny admission to participants who have not made payment before course commencement.
3. Any request for withdrawal or refund is subject to approval by IPOS International's management.
4. Request for substitution has to be made in writing via email at least 3 days before the start of course date and is subject to acceptance by IPOS International.
5. IPOS International reserves the right to cancel or postpone any programme due to unforeseen circumstances.
6. A full refund will be given to registrants if the course is cancelled by IPOS International. IPOS International reserves the right to make any changes to the programme.