

IP Issues in Corporate Transactions: A Practical Guide to the Treatment of Intellectual Property in Acquisitions and Investments

As intellectual property and intangible assets play an increasingly important role in determining company value, it is more important than ever that businesses and their legal advisers are able to identify and understand the key issues surrounding intellectual property when negotiating and implementing corporate transactions. This book provides comprehensive guidance to the treatment of intellectual property across the full range of corporate transactions, from initial deal preparation, through negotiating points, to post-closure considerations. Chapters cover intellectual property in the context of all types of merger, acquisition and joint venture, with specialist examination of the core IP sectors: telecoms and electronics, life sciences, media and entertainment, and fast-moving consumer goods. Exploring such allied topics as IP valuation and the relationship between intellectual property and competition law, this guide will be a valuable tool to anyone involved in corporate transactions, of which intellectual property now forms such an integral part.



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