

## Trademark valuation : a tool for brand management / Gordon V. Smith, Susan M. Richey

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### Abstrak

The nature of a trademark ; Trademark defined ; The legal underpinnings of trademarks ; Trademarks, brands, and the products and services they represent -- Valuation basics ; The business enterprise ; Valuation principles ; Property and rights to property ; Premise of value ; Valuation methods -- Using financial information ; Financial reporting ; Financial statements and value: disaggregating S&R?s assets ; Tax issues -- Trademark valuation ; Cost method ; Estimating reproduction and replacement cost ; Using the cost method for trademarks ; Market method ; Using the market method for trademarks ; Income method ; Using the income method for trademarks -- Trademark economic benefit ; Future economic benefit ; Quantifying economic benefit ; Direct techniques ; Indirect techniques -- Income method: economic life and risk ; Defining economic life ; Trademark economic life and pattern ; Survivor curves and studies of historical life ; Forecasting growth ; S-curves in general ; Elements of risk.

The income method: putting it all together ; Trademark valuation by residual ; Multiple exploitation scenarios ; Valuation based on income allocation -- Trademark licensing economics ; Licensing economics ; Some general thoughts ; Royalty quantification ; Quantification techniques ; Scoring and rating techniques ; Discounted cash flow model ; Dividing the economic benefit ; Another analytical technique ; Rules of thumb -- Quantification of harm in trademark enforcement cases ; Civil trademark enforcement actions ; Monetary recovery in civil actions ; Enhancement of monetary recovery ; Valuing counterfeits for purposes of criminal sentencing -- Special trademark valuation situations ; Trademarks in finance ; Trademarks in bankruptcy ; Valuation directions ; Trademarks and ad valorem taxes -- Global trademark issues ; Trademark holding companies ; The scourge of trademark trolls -- International valuation standards ; Counterfeiting: a worldwide contagion ; Political/investment risk.