

THE EVALUATION OF INTELLECTUAL PROPERTY USING QUANTITATIVE METHODS

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Abstract:

Currently the importance of intellectual property continues to rise. The market where the intellectual property assets are traded supports significant changes, which increase the importance of how assessment methods are applied to it. In present economy, the share of intellectual property assets in the total value of a company has greatly increased, which brings greater importance to a correct evaluation. This article aims to analyze the quantitative methods and the situations in which these methods must be used according to the assessment principles, context and purposes as well as the requirements that must be taken into account in preparing the assessment report. The article contains a case study that analyses the world's top 10 brands based on a ranking compiled by Interbrand. There are being analyzed the trends on the leading brands market, the value evolution, their origin and structure.

Keywords: *intellectual property, assessment, quantitative methods, patent, trademarks*

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