

## **AGENDA**

### **ONLINE TRAIN THE ADVISER SESSION FOR BUSINESS ADVISERS**

#### **IP and Finance: Monetising IP Rights**

**11 June 2025, 10:00-11:30h CET**

**Language: English**

**Contact:**

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**Objective:**

*This session is aimed at business advisers working with SMEs. It is designed to highlight the value of IP for businesses and how innovation can be protected through IP Rights. The session delves into IP monetisation opportunities such as licensing, franchising and co-branding as means to generate profit from IP. An introduction to IP Valuation and IP Due Diligence services is also covered as well as their importance in different transactions.*

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## AGENDA

**10:00 – 10:05 Opening remarks**

Alexandra Apostolakis, Business Development Department,  
EUIPO

**10:05 – 10:55 IP and Finance – why IP is an investment:**

- **The value of IP for business**
- **Protecting innovation through IP Rights**
- **Monetising IP Rights**
- **IP Valuation and Due Diligence**
- **Quick overview of IP Valuation methodologies**

Eduardo GOMEZ SUAREZ, Business Development Department,  
EUIPO

**10:55 – 11:05 Virtual Coffee break**

**11:05 – 11:25 Practical exercise with a case study**

Eduardo GOMEZ SUAREZ, Business Development Department,  
EUIPO

**11:25 – 11:30 Closing remarks**

Lisa JEFFERISS, Business Development Department, EUIPO