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Office Hours: by appointment,

before class, Tuesday 5:00 - 5:30 PM

and after class Tuesday 8:10 - 8:30 PM

(after class office hours are in the classroom)

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Special Topics: **Valuation of Intellectual Property**Fall 2001 **Tuesday 5:30 PM - 8:10 PM RH 122**

BSAD 8916-001 # 00466; ECON 4910-001 # 03400; ECON 8916-001 # 00972;

FNBK 4500-001 # 03514; ISQA 4000-002 # 03686; LAWS 4500-001 # 03402

**COURSE DESCRIPTION:**

3 credit hours. Intellectual Property (IP) is critical to business success. Accounting, finance, and economics all struggle for an objective quantification of "value" of both individual pieces of IP (e.g., trademark) and bundles of IP (e.g., patent pool). There are many correct measures of value each of which depends on the context of the question of "value" (e.g., infringement versus depreciation versus sale). This course will focus on the application of theory. For a semester project, each student will select and value a specific IP. There will be guest lecturers. Prereq.: ECON 2200, Microeconomics."

**GRADED EVENTS:**

A course letter grade of "A" is earned with a total course percentage of 90.0% or more; an "A-" is earned with 88.0% or more; a "B+" is earned with 83.0% or more; etc. **The instructor will not use the grades of "C-", "D+", or "D-".**

**30% EXAMS**10% Midterm: short answer essay: **blue book is required.**20% Final: short answer essay: **blue book is required.****60% RESEARCH PAPER AND PRESENTATION**

10% Topic Proposal

20% First Draft

20% Final Paper

10% PowerPoint slides and presentation

**10% CLASS PARTICIPATION**

## TEXT:

There is no assigned text. However, most lectures will come from the \$175 text: **Smith, Gordon V. and Parr, Russell L. *Valuation of Intellectual Property and Intangible Assets*. 3rd edition. Wiley Intellectual Property Series. New York: John Wiley & Sons, Inc., 2000.** This book can be ordered from the UNO Bookstore (delivery within 4 days) or online at [www.wiley.com](http://www.wiley.com) (cookies must be turned on). Be sure to get the 2001 supplement (it should be free with the text). *This book is on reserve at the UNO Library.* To assist you with correct citation forms for your research paper I suggest: **Turabien, Kate L. *A manual for writers of term papers, theses, and dissertations*. Chicago: University of Chicago Press, 1996.** This inexpensive book is in the UNO Bookstore in the reference section and is in the UNO Library Reference Section at LB 2369 .T8 1996.

## EXAMS:

There are two exams, the Midterm Exam worth 10% of the course grade and the Final Exam worth 20% of the course grade. Both are essay exams based upon assigned readings, lectures, and classroom discussions. You are required to bring and use a blue book for your essay exams.

The Midterm Exam is on **October 16** and the Final Exam is at the Regent's scheduled final exam time of **December 18**. Both essay exams will have three essay questions. Detailed and pointed analysis, rather than endless memory dumps, will earn the highest scores on these exams. The expected exam answers from undergraduate students have a shallower depth and a narrower breadth than that expected of graduate students.

## RESEARCH PAPER:

The Research Paper is worth 60% of the course grade and has four components: a Topic Proposal worth 10%, a First Draft worth 20%, a Final Paper worth 20%, and a Presentation worth 10%. The Research Paper may be a solo project or a group project with two or three student authors. If it is a group project, then the intellectual property will be valued using more methods and/or valued in more contexts.

The Topic Proposal is due **September 18**. The Topic Proposal has two typed pages. At the top left of page one, single spaced, will be the name(s) of the student, the course in which the(each) student is enrolled, the intellectual property (e.g., trademark) to be valued, and the specific method(s) of valuation (e.g., income), and the specific context(s) of valuation (e.g., breach of license).

The remainder of page one will be double-spaced and will explain the research project and expected results. Page two will be stapled to page one. The top left of page two will repeat the information at the top left of page one. Page two will contain a preliminary bibliography for the research project. Undergraduates shall have at least five citations while graduate students and groups shall have at least ten citations. Complete bibliographic citations are required. The Topic Proposal will be graded on the Truncated Scale described below.

The First Draft is due **October 30**, you shall bring **two copies**. The First Draft shall satisfy the requirements of a Final Paper. The First Draft will be graded on the Truncated Scale described below. The class on October 30 will be devoted to each student reviewing and providing written suggestions for improvement on at least one First Draft authored by another student.

The Final Paper is due **November 13**. There is no minimum page limit other than that dictated by quality. All relevant valuation concerns should be thoroughly addressed. The maximum page limits are 8 - 10 pages per undergraduate student and 12 - 14 pages per graduate student. The primary student author of a page shall be identified in the footer.

The presentation slides are due **November 27**. Presentations will be made on November 27, December 4, and December 11. Each student shall prepare and present between four and nine slides. The first slide shall identify the intellectual property, the valuation method, and the valuation context. Avoid excessive text on a slide. Each student will have 10 minutes of presentation time and 5 minutes of Q&A time. For example, a group of three students would give a 30-minute presentation and field questions for 15 minutes.

### **CLASS PARTICIPATION:**

Class Participation is worth 10% of the course grade. The quality of participation is more important than the frequency of participation. Questions asked of guest lecturers and during Research Presentations will be particularly important. Class Participation will be graded using the Truncated Scale below.

## TRUNCATED SCALE:

Some assignments can not be accurately graded using the fine toothcomb of 1% increments. For those assignments, the following truncated scale is used.

- 100% best in class
- 90% clearly superior quality
- 80% expected quality
- 60% clearly inferior quality
- 0% failing

The mode grade will be an 80%; typically, there is an equal proportion of grades above and below 80%. Truncated Scale assignments will be graded "expected quality" if, using the preponderance of the evidence standard, the assignment objectively appears to be a good faith effort to reach superior quality.

## TYPING REQUIREMENTS:

Typed assignments shall be submitted on 8.5" by 11" white paper using 1" margins and double-spacing. The font size shall be 12. There will be a cover sheet that provides the (updated) information found on page one of the Topic Proposal. Each page of a typed assignment will have a footer identifying, from left to right: (1) the student author; (2) the assignment; (3) and the page of page number. Multiple sheets of paper shall be stapled in the upper left corner using an adequate size staple. TYPING REQUIREMENTS for PowerPoint slides are slightly different, they may be single-spaced and shall not use a font size smaller than 18, except in the footer that shall use font 10. Presented slides shall use color fonts. Submitted slides may be in black and white. All slides shall be printed in the 3-slide handout form.

You have been charged a \$5 *per credit hour* technology fee for the ENRON Computer Lab in RH 403 and the campus computing rooms in RH 007, EAB 009, and DSC 104 all of which have word processing software and provide computer support for you. *You also have paid for a UNO Lotus Notes email account.* (See, <http://mail.unomaha.edu> where you use your first and last name as your username and your social security number as your password. UNO sends all official notices to this email account.) *CBA will, upon your timely request, give you a print card for use in the ENRON lab and worth \$5. Black and white copies are less than a nickel a page and color copies are a dollar a page.)*

Grammar, punctuation, and spelling do influence your grade. For page limits and other assignment specific typing requirements, see the specific assignment. **EACH FAILURE to comply with the typing requirements (e.g., incorrect footer or not using a staple) will cause an AUTOMATIC LOSS OF 5% from your earned assignment grade.**

## **MAKE-UP WORK:**

Make-up work is strongly discouraged. There are two **prerequisites** for make-up work.

- 1.** 24 hour **prior notice** of your intended absence, *unless for sufficient reason (e.g., death of an immediate family member);*

**AND**

- 2.** timely, **written verification** by an impartial third party *(e.g., from mortician on letterhead).*

## **ACADEMIC DISHONESTY:**

Any form of academic dishonesty (e.g., plagiarism) will be grounds for a course grade of "F."

DATE	ITEM	
Aug 28	introduction and discuss potential research topics	
Sep 4	review general law and economics	
Sep 11	S&P 1, 2, & Apx. A (63p)	
<b>Sep 18</b>	S&P 3 & 4 (58p)	Topic Proposal due
Sep 25	S&P 5 & 6 (62p)	
Oct 2	S&P 7 & 8 (81p)	
Oct 9	S&P 9, 10, & 11 (76p)	
<b>Oct 16</b>	5:30 - 6:30 review for exam 6:30 - 8:10 Midterm Exam	
<i>Oct 23</i>	<i>no class FALL BREAK</i>	
<b>Oct 30</b>	review First Drafts	First Draft due
Nov 6	S&P 12 & 13 (96p)	
<b>Nov 13</b>	S&P 14, 15, & 16 (48p)	Final Paper due
Nov 20	S&P 17, 18, & 19 (68p)	<i>Thanksgiving Week</i>
<b>Nov 27</b>	presentations	slides due
Dec 4	presentations	
Dec 11	presentations	student evaluations
<b>Dec 18</b>	5:30 - 6:30 review for exam 6:30 - 8:10 Final Exam	