

When faced with a major research project many students often feel stymied. Below are a host of ideas to get your juices flowing. You may wish to do one of these, or some entirely different project.

MBA students have a graduation requirement of authoring a Business Case. Over the course of their academic career, they will assemble a substantial amount of information about that firm. You may wish to consider using your Business Case firm as a focal point of your VoIP research project.

Many MBA students are employed. Often, the employer is paying for the student's education. Nearly as often, the student's immediate supervisor wonders if there is *any* application of the coursework to the workplace. You may wish to use your employer's intellectual property as a focal point for your research project. This can be very good and it can be very bad. It is very good when you earn added respect at work and gain access to proprietary data. It is very bad when you do not obtain clearance for your professor or the other students in the class to be exposed to that proprietary data. If you use your employer, then be sure to obtain clearance from your employer very early in the process (e.g., providing your employer a list of the other students and their employers, obtaining all necessary Non-Disclosure Agreements). Promotions and pay raises often flow from gaining the attention of superiors and then performing well.

The MBA degree now comes in flavors. MBA students may earn a concentration in either e-biz or i-biz (i.e., electronic business or international business). BSAD 8620 has standing approval from the MBA Graduate Program Committee for earning e-biz and/or i-biz credit --if-- the student's research project has an e-biz and/or an i-biz focus. With a well-crafted project it is possible to simultaneously earn e-biz and i-biz credit in BSAD 8620.

O'Hara is interested in forensic economics. Forensic economics involves the proof of value in a legal context. Usually, but not necessarily, legal damages are the value measured, and often, but not necessarily, the context is litigation.

Lastly, if you enjoy this type of project, then you should entertain the prospect of completing an MBA thesis.

<http://cba.unomaha.edu/mba/navmba.cfm?VAR=MBA8>

Writing a thesis is much easier if a major springboard document exists.

From the Fall 2002 syllabus: "Each student shall negotiate and enter into a written, signed, contract with the professor defining a mutually agreeable structure for the student's research project and its graded elements. Generically, projects will include: [1] identifying a specific dollar value for a specific intangible asset; [2] written output; and [3] a classroom presentation of research results. However, not all projects must include these three elements and might include other elements. *Students pursuing either an e-biz and/or an i-biz concentration must design their projects accordingly.*"

Below are two lists. The first list identifies specific IP or intangible assets for which you might choose to place a good faith dollar value.

SPECIFIC ASSETS

out-licensed university-created patent	life, and nothing else
name of a convention center/arena	a wrongful death
a UNO MBA degree	a pet
continued employment	a commercial animal
job mobility	a gene
a patent	diagnostic for a genetic disease
patent pool	improved diagnostic for a disease
donation of a patent pool	palliative treatment for a disease
to a university research center	preventative treatment for a disease
allocation of capital in R&D dept.	treatment that merely aids marketing
allocation of personnel in R&D dept.	cure for baldness
one-minute ad during Super Bowl ???	a sitcom script
a prescription drug	a movie script
prescription drug patent extension	movie rights to a book
upon generic threat	international trademark
a generic drug	preexisting State trademark
OTC drug (e.g., mosquito repellent)	domain name
drug delivery system (e.g., patch)	minor league team's concession sales
exclusive shelf space	a rookie
lawfully discriminatory discount	a free agent
business method patent	a recording contract for a concert flutist
(e.g., inventory management)	exclusive license on a first run movie
manufacturing trade secret	in one city
software trade secret	national release rental rights for movie
a software upgrade	a click through w/ merchandise purchase
product endorsement	at subsequent web site
book contract	seat on the NYSE
ghost author contract	microbrewery recipe
e-book rights	fast food multi-unit area franchise
on a religious leader's memoirs	kids meal loss-leader give-away
movie character action figure	a board game
moral right infringement	cross license for a multi-product bundle
dilution of a famous mark	design of a lampshade
an antique	electric battery for a hand held device
item that does not exist today	electric battery to run a car
museum owned art	stink of a pig factory
IRS approved donation of art to museum	trade secret, <i>Daubert</i> certified
art on a coffee mug	means of measuring stink
wall poster of a teen recording star	of a pig factory
gray market wall poster	a going concern
bootleg wall poster	public nuisance porn
patent income "earned" in one country	trade secret cryptography
but patent "owned" in another	

unsecured creditor, in bankruptcy
 with possession of collateral
 a criminal enterprise
 video slot franchise
 insurance salesman's contingent,
 delayed compensation package
 lost profit a rural cafe and bar
 business interruption insurer's
 internal minimal estimate of loss
 re-insurance of hurricane risk
 NOAA's liability for forecast error
 "taking" IP for a public purpose

intellectual property contraband
 international industrial espionage yields
 imaging device for disease
 imaging device for a factory
 robotic arm
 manufacturing line
 vendor list
 customer list
 customer demographics
 marketing plan
 business plan
 your thoughts
 a tool used in your hobby

Any of the assets above can take a different value depending upon the context of that value. Below is the second list that just skims the surface of potential contexts.

CONTEXT for VALUATION

internal R&D management
 go/no-go calculation
 compensation packages
 dedication to public domain
 collateral for bank loan
 SEC disclosure of material value
 joint venture contribution for equity
 (w/ par value and w/o par value)
 auction reserve price
 negotiation preparation
 cold call to license out
 by a non-detectable infringer
 who is contacting IP owner
 last, best offer prior to license

license
 fully paid-up
 short-term gross sales license
 long-term net sales license
 as fraction of a patent pool
 license - in
 by start-up
 by market leader
 license - out
 by start-up
 by market leader
 infringement litigation
 litigation settlement conference
 regulatory "taking"
 regulatory policy guideline