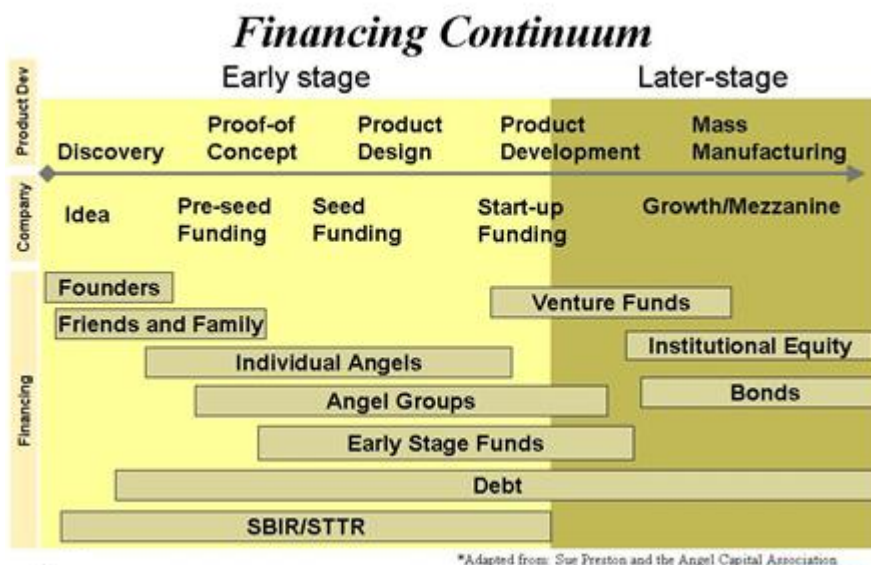


**Outline of Table of Contents of the Proposed WIPO Publication**  
**Provisionally Entitled,**  
**“Financial Capital and Financial Aspects of Intellectual Property Management: A**  
**Practical Guide for Entrepreneurs, SMEs, Lenders and Investors”**

- (1) Introduction: From a tangible to an intangible driven based economy; entrepreneurship and innovation as key drivers of value creation, job creation and sustainable economic growth; limited access to finance is a key challenge for start-ups and SMEs;  
**Perception of Entrepreneurs and SMEs:** Financing is in short supply  
**Perception of Investors:** Good investment opportunities are in short supply  
 (Supply side financing gap: Sources of finance are not available on terms and conditions suitable for innovative SMEs; Demand side financing gap: Investors do not make use of liquidity, because of a shortage of good projects encompassing reasonable risk)
- (2) Introduction to Legal Basics of Intellectual Property (IP) Rights: An International Perspective
- (3) Introduction to Basics of Entrepreneurship and Strategic Business Management
- (4) Knowledge Management in Business: Introduction to Strategic Business Management of Intangible Assets, including IP Assets; Technology-Based Small Firms And The Commodification of IP Rights
- (5) Introduction to Basics of Commercial Laws; An International Perspective
- (6) The Financing Gap: Introduction to Basics of Finance for Business Managers: Financing an Enterprise



- (7) Policy Options and Instruments for Financing Innovation: Early-Stage Financing of SMEs; Microcredit; Business Angels, Venture Capital; guarantees; etc  
<http://www.unece.org/ceci/publications/fid2.pdf>
- (8) Public and Private Financing of Research & Development; Triple Helix model collaboration amongst University, Industry and Government;
- (9) National System of Innovation; Innovation Clusters and Regional Development; Public and Private Financing of Innovation; public-private partnerships; open innovation; commercialization of university/publicly-funded research and development; corporate venturing and spin-offs; public venture capital

- (10) Role of IP and/or Innovation Intermediaries and other Intermediaries in Financing of Innovation, start-ups and SMEs:  
<http://www2.druid.dk/conferences/viewpaper.php?id=500976&cf=43>  
<http://www.new-econ.com/pdf/NES-Intermediaries.pdf>
- (11) Introduction to Risk Management in Business: Due Diligence Risk; Asset Value Risk; Repayment Risk; Insolvency Risk
- (12) Introduction to Insurance for Business Managers; Title Insurance and IP Financing; Litigation Insurance and IP Financing
- (13) Evolution and Regulation of Security Interests over Personal Property; Secured Financing Laws; Security Interests in Intellectual Property: An International Comparative Approach; Introduction to legal issues in using IP rights as collateral; perfecting a security interest in IP; ongoing work of UNICITRAL:  
[http://www.uncitral.org/uncitral/en/commission/working\\_groups/6Security\\_Interests.html](http://www.uncitral.org/uncitral/en/commission/working_groups/6Security_Interests.html)
- (14) Introduction to basics of Accounting: An International Perspective
- (15) Introduction to basics of Accounting of Intangibles: An International Perspective
- (16) Introduction to basics of Financial Reporting by Companies: An International Perspective
- (17) Introduction to basics of Reporting of Intangibles by Companies: An International Perspective
- (18) Business, Economic and Valuation Issues: Introduction to basics of Valuation: An International Perspective; examples
- (19) Introduction to basics of Valuation of Intangibles: An International Perspective
- (20) Introduction to basics of Valuation of IP Assets: An International Perspective
- (21) Introduction to basics of Valuation of IP Assets in Licensing transactions and/or Litigation: An International Perspective; case studies
- (22) Introduction to taxation of intangibles and IP assets: An International Perspective: Transfer Pricing; IP holding companies;
- (23) Financing of Publicly Funded Research and IP
- (24) IP and Public and/or Private Funds: Financial Institutions, Banks, Private Equity, Business Angels (Grants; credit guarantees; equity; loans, securitization of revenue streams, etc)
- (25) Intangible Collateral and the Financing of Innovation; Financial institutions' perspective of IP financing; Financial Support on IP Asset management in the framework of Supporting entrepreneurship, incubator management, science/technology parks, start-ups and SMEs
- (26) IP Financing and Export/Import Financing Support
- (27) Financial risk management; Role of IP Due Diligence and/or IP Audit in IP-based Financing
- (28) IP Financing based on Trademarks; brand valuation; case studies
- (29) IP Financing based on Patents; portfolio of patents; technology valuation; case studies
- (30) IP Financing based on Copyright; portfolio of copyright and related rights; case studies
- (31) IP Financing based on Industrial Designs; case studies
- (32) Using Intellectual Property as Security in key jurisdictions worldwide: Current Practice, Difficulties and Issues
- (33) Monetizing IP assets; securitization of IP assets