<u>New Global Network to Advance Intangible Asset Valuation Practices</u>

Today, brands, patents, data and other intangible assets make up the majority of business value worldwide but there is still no globally consistent, trusted way to value them. A new global **Intangible Asset Valuation Network (IAVN)** brings together leading organisations from the intellectual property, valuation and commercialisation communities to strengthen global practices and build capabilities in intangible asset valuation.

The Network is founded by the **International Trademark Association (INTA)**, the **International Valuation Standards Council (IVSC)**, the **Licensing Executives Society International (LESI)**, the **World Intellectual Property Organization (WIPO)**, together with the **Intellectual Property Office of Singapore (IPOS)** and the **Institute of Valuers and Appraisers Singapore (IVAS).**

Why it matters

As businesses increasingly derive value from intangible assets, including intellectual property, the demand for valuation practices that are credible, trusted, and decision-ready has never been greater. Reliable valuations are now essential to commercial, financial and policy decisions, from raising finance to structuring deals and shaping national innovation strategy.

Each Founding Member brings expertise in the effort: **INTA**'s global Integrating IP, Finance and Valuation workshop series and other events convening brand owners, businesses and the finance communities, **IVSC's** inclusion of intangible assets as part of International Valuation standards providing a global framework to valuing these assets, and identification of intangible asset valuation as a priority for further evolution in its Agenda 2025-2028, **LESI**'s practical worldwide experience in licensing and valuation, **WIPO**'s work to advance intellectual property finance and valuation through financial sector engagement, practical frameworks and capacity building, and **IVAS**' issuance of intangible asset valuation guidelines with the support of **IPOS** and industry partners.

What the IAVN will do

The IAVN will serve as a dedicated global platform for organisations with complementary expertise to share knowledge, exchange perspectives and encourage greater international alignment on best practices while respecting the diverse legal, regulatory and commercial contexts in which valuations take place. The Network will:

- Convene dialogue among policymakers, valuation professionals, IP experts, businesses and other stakeholders;
- Build practical tools, including guidance, resources and case studies that strengthen trust in valuations; and
- Create a shared knowledge repository to ensure worldwide access for practitioners and policymakers.

What's next

The Founding Members will begin with a three-year pilot, laying the foundation for deeper international cooperation in intangible asset valuation. The IAVN looks forward to working with like-minded organisations in advancing high-quality intangible asset valuation practices for the benefit of businesses, investors, policymakers and the wider innovation community.