



ASSOCIATION OF
SOUTHEAST ASIAN
NATIONS



DIREKTORAT JENDERAL KESEKIPAN INTELLECTUAL
KEMENTERIAN HUKUM & HAK ASASI MANUSIA RI
DIRECTORATE
GENERAL OF
INTELLECTUAL
PROPERTY,
MINISTRY OF LAW
AND HUMAN RIGHTS
OF THE REPUBLIC
OF INDONESIA



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JAPAN PATENT
OFFICE



NATIONAL TRAINING SEMINAR

**WIPO/IP/JKT//24/INF/1 PROV.
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National Training Seminar on IP Valuation

organized by
the World Intellectual Property Organization (WIPO)

the Directorate General of Intellectual Property (DGIP), Ministry of Law and Human Rights of
the Republic of Indonesia

the National Research and Innovation Agency (BRIN)

and
the ASEAN Secretariat (ASEC)

with support from
the Japan Patent Office (JPO)

Jakarta, September 10 to 12, 2024

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, September 10, 2024

8.30 – 9.00 Registration

9.00 – 9.30 Opening Ceremony

Welcome addresses:

Mr. Michael Kos, IP Finance and Valuation Specialist, IP Commercialization Section, IP for Innovators Department, IP and Innovation Ecosystems Sector, World Intellectual Property Organization (WIPO), Geneva

Representative from the Deputy of Research and Innovation Facilitation, the National Research and Innovation Agency (BRIN)

Representative from the Directorate General of Intellectual Property (DGIP), Ministry of Law and Human Rights of the Republic of Indonesia

9.30 – 10.30

Theme 1 Introduction to IP and IP valuation

- When is IP valuation used
- Why is IP valuation required
- Who carries out IP valuation
- Key features of IP rights and related intangibles
- Difference between IP valuation and business valuation

Speaker: Mr. Michael Kos

10.30 – 11.30

Theme 2 IP system in the country

- Brief guidance on how to obtain the IP rights
- Applicable laws, registry, and ownership of IP
- Other regulatory initiatives related to IP valuation

Speaker: DGIP

11.30 – 11.45

Coffee Break

11.45 – 12.45

Theme 3 IP-based Financing

Speaker: Ministry of Tourism and Creative Economy

12.45 – 14.15

Lunch Break

14.15 – 14.45

Theme 4 Qualitative analysis of IP

- What are the tools available
- Qualitative vs quantitative analysis
- Legal due diligence of IP asset
- Determine the role of the IP asset in the business environment
- Determine the qualitative strengths and weaknesses of the IP
- Determine the context of the asset in the market

Speaker: Mr. André Gorius, Chair of the LESI IP & Finance Task Force, Licensing Executives Society International (LESI), Lyon

14.45 – 15.45	Theme 5	<p>Overview of valuation process</p> <p>(1) Scoping the engagement</p> <ul style="list-style-type: none"> - Scoping the IP valuation engagement correctly - Mutual understanding of what exactly constitutes the valuation engagement between client and IP valuation expert - Briefly explain where generic business valuation and IP valuation engagements differ - IP rights that may have restrictions (for e.g. geographic, market, product) <p>Speaker: Mr. André Gorius</p>
15.45 – 16.00	Coffee Break	
16.00 – 17.00	Theme 6	<p>(2) Performing the valuation</p> <ul style="list-style-type: none"> - Data and assumptions for IP valuation - Explain IP valuation methods of Cost, Market and Income approaches - International standards <p>Speaker: Mr. André Gorius</p>
17.00 – 17.30	Theme 7	<p>IP valuation report</p> <ul style="list-style-type: none"> - Content of final IP valuation report - Checklist of report - Downloadable template - Examples of IP valuation report <p>Speaker: Mr. André Gorius</p>
17.30	End of Day 1	
18.00 – 19.00	Networking event	
Wednesday, September 11, 2024		
9.15 – 9.30	Registration	
9.30 – 10.00	Theme 8	<p>Case study of value of IP in business</p> <p>Speaker: Mr. Michael Kos</p>
10.00 – 11.00	Theme 9	<p>IP value utilization in business</p> <p>Speaker: Mr. Rohaldy Muluk, Managing Partner, ChapterOne-IP, Jakarta</p>
11.00 – 11.15	Coffee Break	
11.15 – 11.45	Theme 10	<p>IP Valuation practice in the country</p> <ul style="list-style-type: none"> - National laws/regulation/standards. - Trend on IP valuation (purpose, methods, type of IP, etc.)

		Speaker: Mr. Rudi M. Safrudin, Head of the Business Valuation Compartment, Member of the Indonesian Valuation Standard Development Committee of the Indonesian Society of Appraisers (MAPPI)
11.45 – 13.15	Lunch Break	
13.15 – 14.15	Theme 11	<p>Quantitative analysis of IP</p> <p>(1) Financial concepts</p> <ul style="list-style-type: none"> - Value vs price - Value of money, compounding and discounting, perpetuity, discount rate - Net Present Value (NPV) and Internal rate of return (IRR) - Tax and transfer pricing impacts <p>Speaker: Mr. Budi Prasetyo Martokoesoemo, Certified Capital Market Valuer, Senior Managing Partner, KJPP Martokoesoemo Pakpahan & Rekan, Jakarta</p>
14.15 – 15.15	Theme 12	<p>(2) Deterministic valuation approaches</p> <ul style="list-style-type: none"> - Cost approach - Market approach - Income approach (Royalty Rates, Discount Rates) <p>Speaker: Mr. Budi Prasetyo Martokoesoemo</p>
15.15 – 15.30	Coffee Break	
15.30– 16.00	Theme 12 (Cont'd)	<p>(2) Deterministic valuation approaches (Cont'd)</p> <ul style="list-style-type: none"> - Hands on case study - Interactive learning <p>Speaker: Mr. Budi Prasetyo Martokoesoemo</p>
16.00 – 18.00	Theme 13	<p>(3) Probabilistic valuation approaches and advanced methods</p> <ul style="list-style-type: none"> - Risk and uncertainty - Discounting cashflows - Adjusting NPV for risk - Scenario analysis - Real Options - Sensitivity and Monte-Carlo analysis - Case study <p>Speaker: Mr. André Gorius</p>
18.00	End of Day 2	

Thursday, September 12, 2024

9.15 – 9.30	Registration	
9.30 – 10.30	Theme 14	<p>Professionalism</p> <ul style="list-style-type: none"> - IP valuation needs a professionalized approach

		<ul style="list-style-type: none">- Skills and expertise required to perform an IP valuation <p>Speaker: Mr. Rudi M. Safrudin</p>
10.30 – 11.30	Theme 15	Defining the engagement and considerations for specific applications/purposes <ul style="list-style-type: none">- Common international standards of value- Premise of value- Interrelations between purpose of valuation, value definition and premise of value <p>Speaker: Mr. Budi Prasetyo Martokoesoemo</p>
11.30 – 11.45	Coffee Break	
11.45 – 12.45	Theme 16	Valuation Process <ul style="list-style-type: none">- Define the context and purpose of the valuation- Gather and analyze data and information- Define valuation approach and method(s)- Run valuation(s)- Determine ranges for acceptable value(s)- Conclude on value(s)- Valuation standards <p>Speaker: Mr. Budi Prasetyo Martokoesoemo</p>
12.45 – 14.00	Lunch Break	
14.00– 15.00	Theme 17	Input data and assumptions for valuation <ul style="list-style-type: none">- Market research and sources of information- Benchmarking data- Estimation of market size, sales projections, costs <p>Speaker: Mr. Budi Prasetyo Martokoesoemo</p>
15.00 – 16.00	Theme 18	Contribution of qualitative assessment to quantitative valuation <ul style="list-style-type: none">- Qualitative assessment of IP- Useful life of assets- How to quantify risk <p>Speaker: Mr. Budi Prasetyo Martokoesoemo</p>
16.00 – 16.15	Coffee Break	
16.15– 17.15	Theme 19	Conclusion on value / Case study <ul style="list-style-type: none">- IP value is a context-dependent opinion- IP value and the variation ranges- Use of low scrutiny valuations- Case study <p>Speaker: Mr. André Gorius</p>
17.15 – 18.15	Theme 20	Negotiating an IP Commercialization

Speaker: Deputy of Research and Innovation
Utilization, BRIN

18.15 – 18.30 **Closing Remarks**

18.30 **End of Day 3 / End of Program**