

IP Transaction Advisory

Get In Touch With Our Expert Team



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IP Valuation

Intellectual property is often one of the most valuable, but least understood, asset classes within a business. Whether held in patents, trademarks, copyrights, trade secrets, software, data or brand goodwill, these assets can materially influence investment decisions, strategic direction and exit outcomes. Despite this, many organisations lack a clear view of what their IP is worth, how that value is derived, and how it compares to market expectations.

A robust IP valuation provides a defensible, evidence-based assessment of the economic worth of intangible assets. Beyond establishing financial value, the process offers critical strategic insight into the commercial strength of the portfolio, its role within the business model, and the opportunities for value creation.

Benefits

An IP valuation gives executives, investors, and boards a defensible understanding of where value lies within the business, how intangible assets contribute to competitive advantage, and what steps can be taken to strengthen that value over time.

It also helps communicate strategic value to stakeholders, whether acquirers, auditors, or investors, ensuring that intellectual property is properly recognised and leveraged during critical commercial events.

Use Cases

- **M&A & Exit Preparedness:** Supports buy-side or sell-side activity by quantifying the value of intangible assets and demonstrating their contribution to the deal.
- **Investment & Fundraising:** Provides investors with clarity on the value and defensibility of a company's innovation, software, data or brand—supporting stronger negotiation and valuation outcomes.
- **Financial Reporting & Audit:** Assists with purchase price allocation, impairment testing and balance sheet recognition under relevant standards (e.g. IFRS/US GAAP).
- **Tax & Transfer Pricing:** Helps establish defensible values for tax planning, Patent Box benefits, or intercompany IP transfers.
- **Strategic Decision-Making:** Identifies the assets driving the most value and highlights areas for further development, protection, or commercialisation.
- **Monetisation & Licensing:** Supports royalty-rate setting, licensing negotiations, and partnership discussions by establishing a fair market value and commercial rationale.