

Managing IP: A commercial perspective on valuing and licensing intellectual property

Dr. Matthew Au

Managing Director of MKA Intellectual Partners Limited

Hong Kong is mandated to position itself as the premiere IP trading hub of Asia. This mandate embodies multiple goals including its specific role as a gateway to Mainland, development as a knowledge-based economy, as well as promotion of creative industries, innovative technologies and IP economies. While Hong Kong is still far from these goals, its IP trading community is expected to grow in size and importance as the mandate gets underway. For many knowledge-intensive or technology-based local start-ups, the mandate will be critically important, not only because of the needs for professional management of IP, but also, from a commercial perspective, the new opportunities that may arise in transforming innovative solutions to market practices. This presentation aims to provide a general overview of the IP management regime, though with a special focus on the commercialization process. It approaches the subject by first taking a policy statement to put in context the relevant strategies that is shaping the local landscape. It then focuses on the strategic relevance of the provision of intermediary professional services of IP trading, and engages a broad discussion of the critical steps surrounding due diligence, valuation and licensing of IP.