

NATIONAL LAW UNIVERSITY, JODHPUR

End Term Examination April-May - 2025

Semester- IUG X Semester (IPR Honours)

Subject: IP Valuation & Management

Time: Three Hours

Marks: 100

Instructions:

1. All questions carry equal marks. Attempt any five questions.
2. Use of all kinds of electronic devices is prohibited.
3. In this examination no materials and texts of Agreements are permitted.

Q.1).

Explain the fundamentals of Income approach and discuss its viability for valuation of various kinds of Intellectual Property.

(Marks: 20)

Q.2).

Write short notes on the following:

- a. Domain Name valuation
- b. Market Approach for IP Valuation

(Marks : 10+10 = 20)

Q.3).

Fisk University, a historically minority college facing financial difficulties, received a significant art collection from Georgia O'Keeffe in 1949, including works by her late husband Alfred Stieglitz and her own paintings. The donation came with specific conditions prohibiting sale and requiring permanent display as the "Alfred Stieglitz Collection." Due to severe financial constraints threatening its existence, Fisk University now seeks to monetize part of this collection, specifically proposing a 50% sharing arrangement with a museum in another state that would allow the works to be displayed at both institutions on a rotating basis. The university estimates the collection's market value at \$75 million and believes this arrangement would generate \$30 million to address their financial crisis.

Georgia O'Keeffe's estate opposes this plan, arguing it violates the donor's intent and the explicit conditions of the gift. They have commissioned an alternative valuation that accounts for the donation restrictions.

As an IP valuation expert, prepare a comprehensive analysis addressing:

1. The appropriate methodology for valuing this art collection given its restricted status
2. Recommendations for a fair market valuation that balances institutional needs with donor restrictions
3. Alternative solutions that might satisfy both parties while preserving the collection's integrity.

(Marks: 7+7+6= 20)

Q.4).

Critically assess the strengths and limitations of the Goldscheider Rule compared to other valuation methodologies in IP.

(Marks: 20)

Q.5).

How do accounting classifications of intangible assets impact the methodologies used to determine intellectual property valuation ?

(Marks: 20)

Q.6).

In 1998, Volkswagen AG acquired Rolls-Royce Motor Cars, but couldn't use the Rolls-Royce name or logo as these intellectual property rights remained with Rolls-Royce PLC (which had licensed them to BMW). This led to a complex situation where Volkswagen owned the physical assets but not the brand identity.

- a. Analyze the Volkswagen-Rolls Royce acquisition case and discuss the critical importance of comprehensive IP audits in merger and acquisition transactions.
- b. Outline a structured methodology for conducting an effective IP audit, including key steps, responsible parties, and documentation requirements.

(Marks : 10+10 = 20)