

Patented CAVTEC Technology Quantifies Competitive Advantage and Value

SYRACUSE, N.Y., Nov. 5 (SEND2PRESS NEWSWIRE) – CAVTEC (www.cavtectools.com) announces the formal launch of CAV, Competitive Advantage Valuation software for maximizing returns on intellectual property (IP). Field tested in over 100 projects since 1997, CAV has helped universities, businesses, and entrepreneurs develop effective IP strategies and negotiate successful agreements. As a result, in 2009 Technology Transfer Tactics (TTT) chose the CAV solution for its specialized valuation catalog (www.technologytransfertactics.com) and showcased CAV at the recent Licensing Executives Society (LES) annual meeting. TTT is a highly respected publication of best practices for research, commercialization and licensing professionals.

Ted Hagelin, CAVTEC CEO, notes: “We have seen tremendous growth in the value of IP. Today, about 83 percent of S&P 500 companies’ market value is attributable to intangible property. As market value grew, so did the volume of IP exchanges and the importance of accurately and objectively valuing these assets in the absence of public trading markets and standardized exchange terms. Until now IP valuation methods have been either inexpensive but yielding very coarse results, or simply out of reach financially for most users. CAV was developed to strike a unique balance between cost and precision.”

David Schwartz, TTT CEO and Publisher adds, “Technology Transfer Tactics is proud to partner with CAVTEC, because CAV fills a real need for our subscribers – a low-cost, comprehensive valuation tool that calculates an equal rate of return for licensors and licensees.”

Mary Maida PhD, CEO of Medingen (www.medingen.com), a CAV customer, concurs, stating: “Our clients are in every stage of technology development, from feasibility through launch. We find CAV to be extremely useful and flexible.”

About CAV:

CAV is a repeatable, comprehensive approach to IP valuation. It features a step-by-step method for quantifying factors that determine a technology’s competitive advantage in a given market.

Packaged as PC-based software, key CAV applications include:

- valuing early-state technologies
- negotiating patent licenses
- determining venture investments
- predicting IP success in the marketplace
- performing due diligence
- calculating infringement damages.

CAV, patented by CAVTEC founder Ted Hagelin, is based on his extensive expertise. Hagelin is nationally recognized for IP valuation through his work

as the Director of Syracuse University's Technology Commercialization Research Center and his research on intellectual property strategy and patent valuation. He teaches intellectual property and technology commercialization law at Syracuse University College of Law.

More information: www.cavtectools.com.

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