



Capturing the Value of Innovation, and Communicating it to Investors

- Case studies illustrating the economics of intellectual assets
- Capturing value in early-stage tech companies
- Articulating the value of tech and brands to investors and licensees



Guest Speaker:
Tim Heberden
Director of IP Economics
Glasshouse Advisory

28 November, TUE
16:00 – 18:00

Smart-Space FinTech
Level 4, Core E, Cyberport 3

Registration:



OR: Email to cs-smartspace@cyberport.com.hk
(Subject "28Nov", name, co. name, job title)

Networking with free drinks & snacks

About Glasshouse Advisory

Glasshouse Advisory is a specialist intellectual asset advisory firm. Our uniquely strategic, commercial perspective helps businesses better grasp and leverage the potential of their intellectual assets.

About the Guest Speaker

Tim Heberden is the Director of IP Economics at Glasshouse Advisory and a director of the Global Business Valuation Board of the Royal Institution of Chartered Surveyors (RICS). He is a specialist in valuation and monetisation strategies for technology, brands and innovation. Tim applies a value-based lens to strategy to reveal new opportunities and pathways to maximise returns on innovation. His clients have included leading multinationals, start-ups, private equity firms, lawyers and government agencies in Asia, Australia, Europe and North America.

Tim is named in the IAM Strategy 300 - The World's Leading IP Strategists, and also Asia IP's 50 Leading Licensing Experts in Asia. He is the technical author of the global Guidance Note on the Valuation of Intellectual Property (issued by RICS). He has spoken at conferences in Asia, Australia, Europe and North America. He is a Registered Business Valuer (RICS), MBA, Chartered Accountant and Certified Practicing Marketer.

