

CASE STUDY

CONFIDENTIAL MEDIA BRAND

Brief

A court awarded damages equivalent to several million euros for trademark infringement against the owners of a media company, based on assumed trademark licence fee, which had been presented to, and accepted by the court. Intangible Business was engaged to provide expert advice on licence royalty rates and trademark valuation in the newspaper and publishing sector to support an appeal.

Approach

Intangible Business performed a detailed analysis of the trademark, identified royalty rates for comparable intellectual property, calculated comparable royalty rates for titles and mastheads in the newspaper sector and reviewed published accounts of major media groups for comparable reported financial information.

Benefit

Intangible Business was able to provide detailed evidence which indicated that the trademark licence fee used to quantify damages by the court was too high and the damages calculated were overstated.



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