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## ECONOMIC EVALUATION OF INTELLECTUAL PRODUCTS

**Pererva Petro Gryhorovych,**

Ph.D., Professor

National Technical University «KhPI»;

**Kosenko Sofiia Andriivna,**

student

National Technical University «KhPI»;

**Kobieliav Ivan Valeriyovych,**

student

National Technical University «KhPI»,

Ukraine, Kharkiv

***Abstract.** The report discusses modern methods and approaches to determining the value of intangible assets, such as patents, copyrights, trademarks and other intellectual products. The report highlights the importance of economic valuation of intellectual products in today's digital economy, where these assets are becoming a major source of value for companies. An overview of traditional valuation methods is presented, as well as innovative approaches that take into account the impact of new technologies, such as artificial intelligence and blockchain. The main conclusions of the work include recommendations for improving the practices of evaluating intellectual products to increase their efficiency and accuracy.*

***Keywords:** intellectual property, valuation, methods, law.*

***Анотація.** Розглянуто сучасні методи та підходи до визначення вартості нематеріальних активів, таких як патенти, авторські права, торгові марки та інші інтелектуальні продукти. Підкреслено важливість економічної оцінки інтелектуальних продуктів у сучасній цифровій економіці, де ці активи стають основним джерелом вартості для компаній. Представлено огляд традиційних методів оцінки, а також запропоновано інноваційні підходи, що враховують вплив нових технологій, таких як штучний інтелект і блокчейн. Висновки роботи містять рекомендації щодо вдосконалення практик оцінки інтелектуальних продуктів для підвищення їхньої ефективності та точності.*

**Ключові слова:** інтелектуальна власність, вартісна оцінка, методи, право.

In today's world, intellectual products such as software, patents, trademarks, copyrights are becoming the main asset of many companies. Estimating their value is essential for strategic planning, investment, and financial reporting. The cost of smart products can vary significantly depending on market conditions, making it challenging to price them accurately. It is also important in determining the value of companies, entering into mergers and acquisitions, as well as for the protection of intellectual property rights. In many countries, legislation in the field of intellectual property and its economic valuation is constantly evolving. This requires a deep understanding of economic aspects to properly apply regulations and ensure the protection of the interests of intellectual property rights holders. Intelligent products are the backbone of an innovative economy. Effective economic evaluation of such products makes it possible to determine their contribution to the development of the economy, stimulate investment in research and development, and promote competitiveness [1–10].

Thus, research and development of methodological approaches to the economic evaluation of intellectual products are extremely important for modern society, business and scientific research.

Intellectual products (patents, copyrights, trademarks, etc.) are considered as an important intangible asset that can be valued from an economic point of view to determine its value in the market.

Valuation of intellectual products is the process of determining the economic value of intangible assets, such as patents, copyrights, trademarks, technological solutions, know-how, etc. In today's economy, where innovation and knowledge are becoming the main sources of competitive advantage, the valuation of such assets is critical for businesses, investors, and other stakeholders.

The main approaches to the evaluation of intellectual products are:

1. *Cost approach.* Estimates the value of an intellectual product based on the costs incurred to create or replace it. It is used when it is difficult to determine future revenues or there are no market analogues. Disadvantage: Doesn't take into account potential future revenues from using the product.

2. *Income approach.* It is based on a forecast of future revenues that can be obtained from the use of an intelligent product. Discounting future cash flows allows you to determine their present value. It is used when the cash flows associated with an asset can be accurately estimated. Advantage: Reflects the real value of the asset to the business.

3. *Market-based approach.* The assessment is based on the analysis of transactions with similar assets in the market. It is used when there is enough data on sales of similar assets. Advantage: takes into account the market value of the asset. Disadvantage: it is difficult to apply if there are no direct analogues on the market.

Factors influencing the evaluation of an intellectual product:

- duration of legal protection: the longer the rights to an intellectual product are valid, the higher its value;
- uniqueness: the more unique the product, the higher its potential value;
- commercial potential: the ability to monetize the product through licensing, sale, or other use;
- Legal security: the strength of the legal protection of an asset in different markets.

The importance of evaluating intellectual products: for companies – valuation helps to identify the real value of the business, contributes to strategic decisions on asset management, as well as when attracting investments or conducting mergers and acquisitions; for investors – allows you to estimate the potential income from investing in intellectual assets; For copyright holders, the assessment is important for protecting their rights in litigation or for licensing products.

Effective valuation of intellectual products is a key element of intangible asset management in today's economy.

The report proposes the use of an integrated approach to the evaluation of intellectual products, which combines traditional methods with innovative approaches based on the analysis of big data and forecasting market trends. The paper examines the impact of digital transformation on the value of intellectual products, in particular, how technologies such as artificial intelligence and blockchain are changing approaches to the valuation and management of intellectual assets.

**Conclusions.** Intelligent products play an increasingly important role in the economy, and their correct valuation is becoming a key factor in a successful business. Existing assessment methods need to be adapted and developed to take into account modern challenges and opportunities arising from digitalization and globalization. Recommendations for business on effective management of intellectual products and their economic evaluation have been developed, including a combination of traditional methods with the latest technologies to improve the accuracy and efficiency of evaluation.

This scientific report has a significant contribution to the development of the theory and practice of economic valuation of intellectual products, offering new approaches and tools for their evaluation in the modern economy.

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