

## Know Your Assets Value: Creating Value, Leveraging Your IP and Funding Options for Your Company

Licensing Executives Society, Philadelphia Chapter  
9.27.16

### PRACTICE AREAS

Corporate and Securities

Companies that develop life science products often have the need to communicate the business value of their assets in a meaningful way. The question, "what's your assets worth," often arises in different contexts, such as when acquirers/investors are interested in assessing their options, licensees desire a reasonable exclusive royalty/license price, or stockholders look to measure the company's management performance, to name just a few.

When considering the value context of life sciences assets, it is important to include all appropriate elements of value in the assessment.

Ryan Udell, Co-Chair of the Corporate and Securities Group, joins a panel of industry professionals who will discuss asset valuation from early stage to commercial stage companies and pitfalls of the process. Additionally, the panel will discuss raising capital and some of the pitfalls and challenges of obtaining that first round of capital.

Panelists:

- Adele Oliva | Co-Founder & Partner, 1315 Capital
- Bob Fesnak | Partner in Charge of Management Consulting, RSM
- Daniel Carbery | President, Amring Pharmaceuticals
- Ryan Udell | Partner, White and Williams LLP

Moderator:

- Michael Romano | Life Science Partner, RSM