

# The Importance of Valuing Intellectual Property from an Attorney's Perspective

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Valuing intellectual property is one of the most beneficial actions a company can take. This article, by Carlton Fields attorney Gail Podolsky, discusses the benefits of conducting an intellectual property valuation, the advantages and disadvantages of the current valuation methods used in the profession, and practice pointers when embarking on an intellectual property valuation. *This article was originally published in Intellectual Property Litigation Insights, August 2009.*

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