

Þekkingarverðmæti

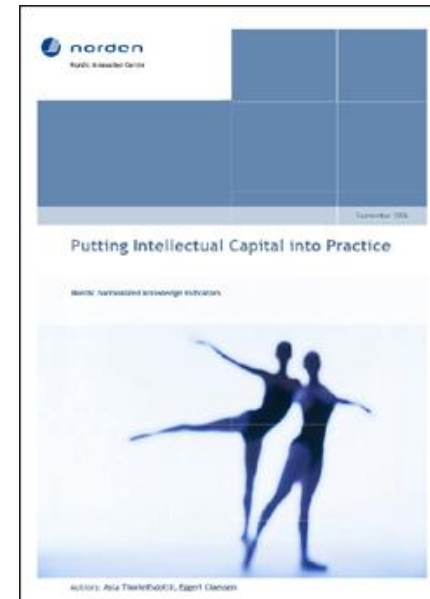
Hvað skiptir máli?

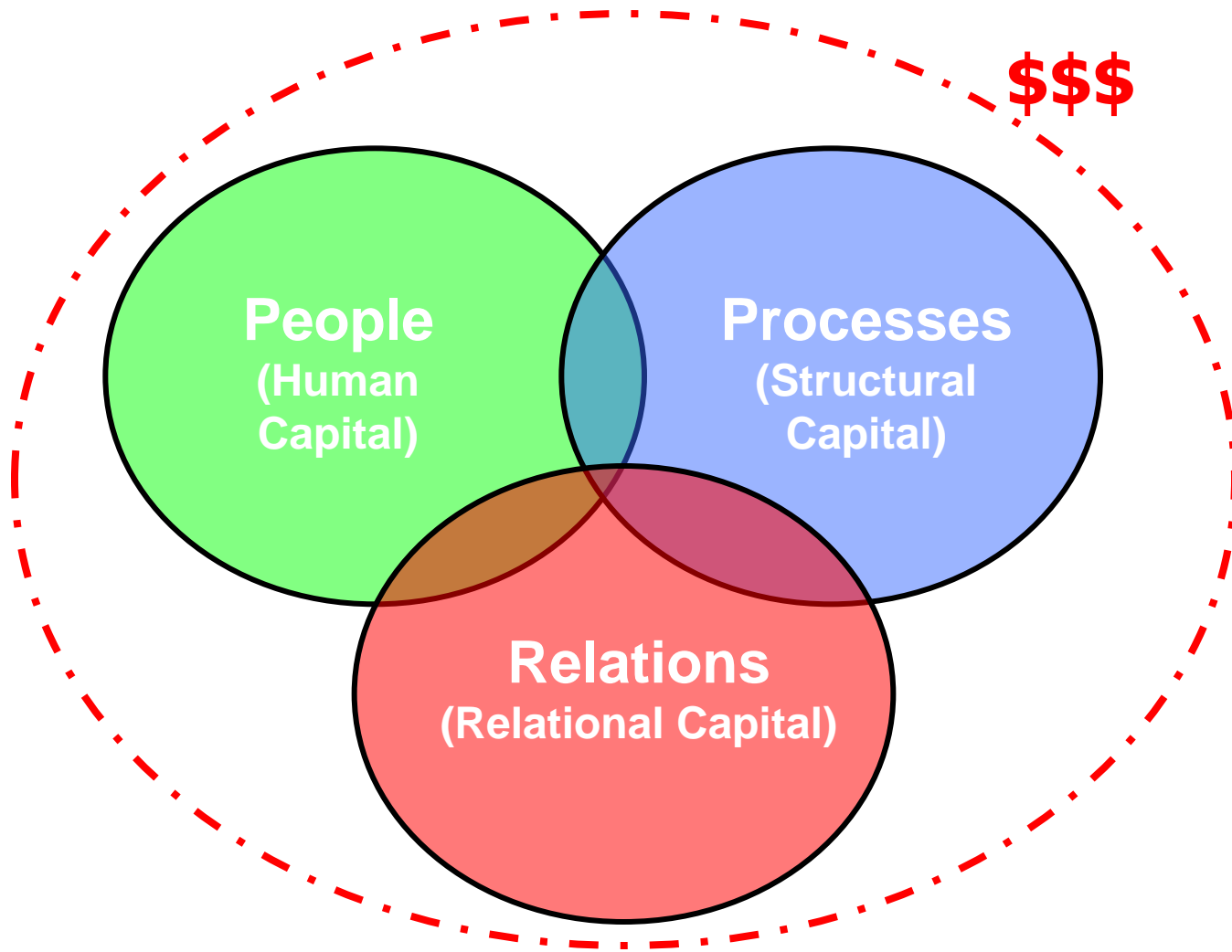


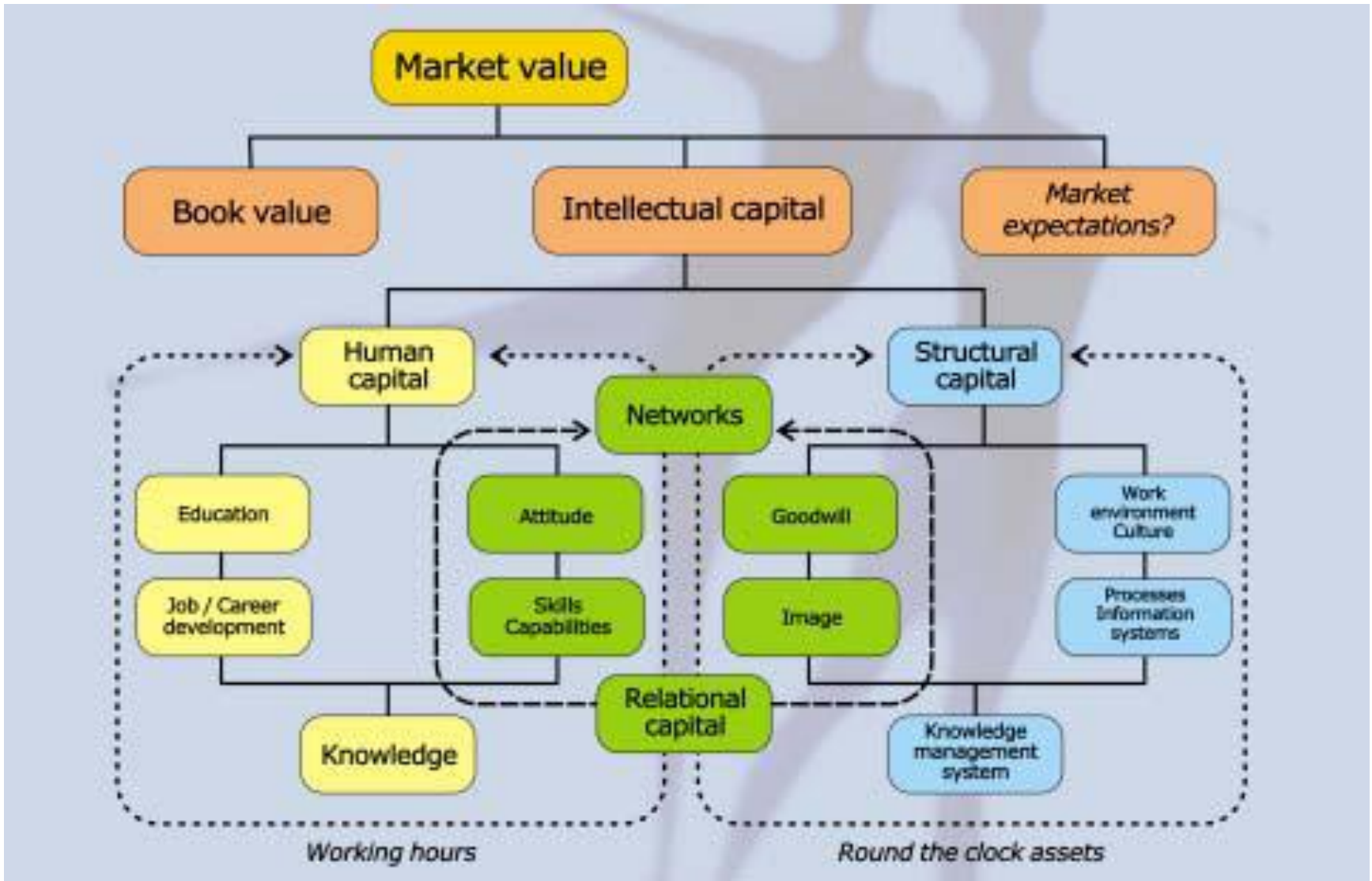
dr. Eggert Claessen
Framkvæmdastjóri

- **Hver eru þau?**
- **Hvar eru þau?**
- **Hvernig er þeim lýst?**
- **Hvers virði eru þau?**
- **Hvað er þekkingarskýrsla?**

- **Assess**
 - Determine critical intangibles
 - Align with company vision, mission and values
 - Compare and streamline with strategy
 - Refer to the PIP list of Indicators
 - Is the necessary data available?
- **Measure**
 - Use the PIP measurement assigned to each indicator
 - Benchmark internally and against competitors
 - Form the company baseline
- **Manage**
 - Management challenges to improve performance
 - Set goals, actions and initiatives based on IC
 - Link to management tools
- **Communicate**
 - Internally to implement strategy
 - Externally through IC reporting

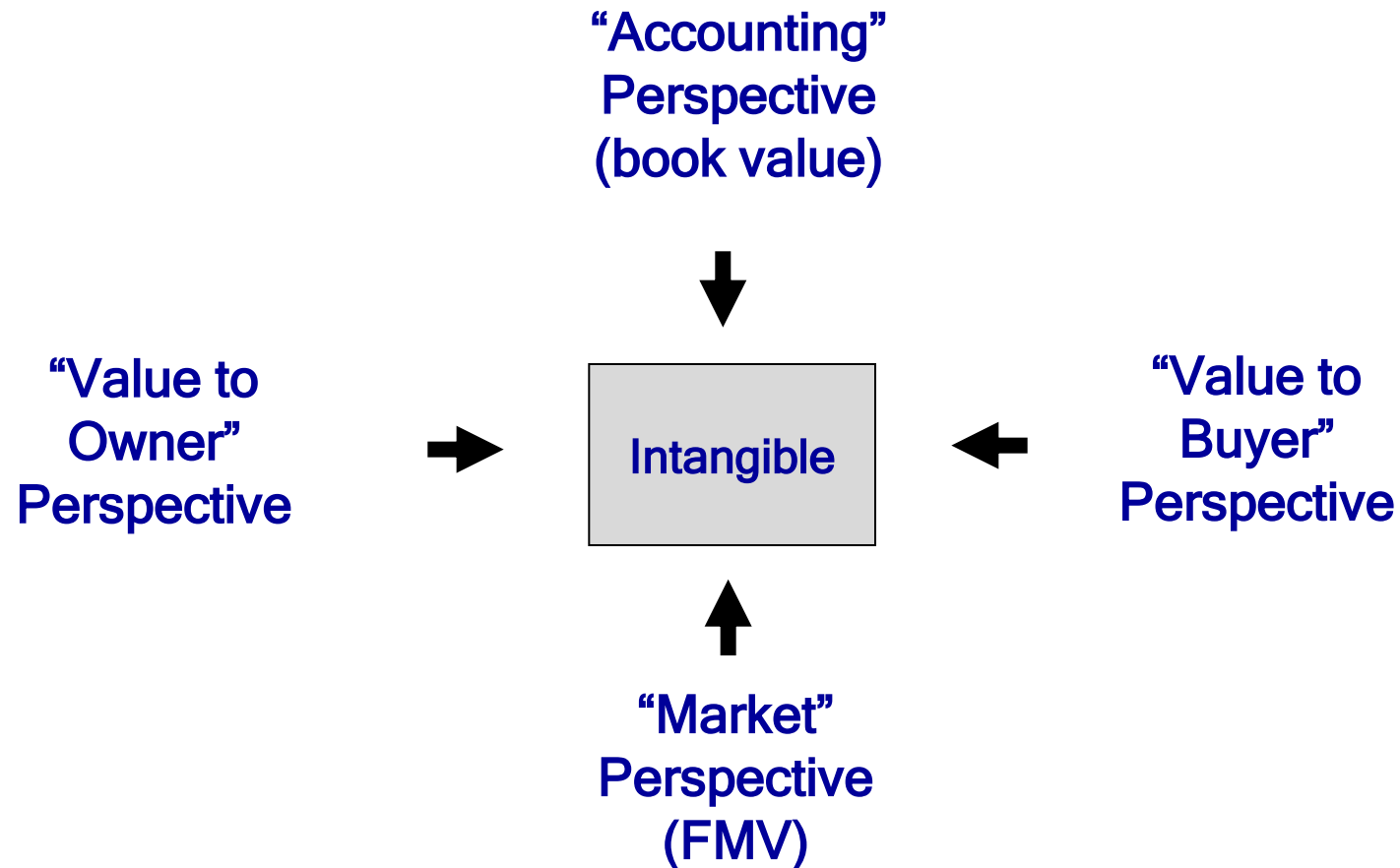






- **Market-related**
 - Trademarks, trade names
 - Service marks
 - Trade dress
 - Newspaper mastheads
 - Internet domain names
- **Customer-related**
 - Customer lists
 - Customer contracts
 - Customer relationships
- **Artistic-related**
 - Plays, operas, ballets
 - Books, other literary works
 - Musical works
 - Pictures, photographs
 - Video & audiovisual material
- **Contract-based**
 - Licensing agreements
 - Advertising or service contracts
 - Lease agreements
 - Construction permits
 - Operating and Broadcast rights
 - Employment contracts
- **Technology-based**
 - Patented technology
 - Computer software
 - Un-patented technology
 - Databases
 - Trade secrets, secret formulas

- **With respect to creating and extracting value, there are two critical differences between intangibles and tangibles:**
 - **Context-dependency**: the value potential of intangibles depends on the context in which that value will be realized;
 - **Multiple simultaneous value streams**: intangibles are capable of generating more than one value stream simultaneously.



Takk fyrir 😊