

# CPVA

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Certified Patent Valuation Analyst

Training Justification Letter

Dear [*Supervisor*],

I am writing to you to request approval to attend patent valuation training offered by the Certified Patent Valuation Analyst designation. The training sessions that I would like to attend will be conducted [*in \_\_\_\_\_ on \_\_\_\_\_ or online as a self-study program*].

[*Name of your company or university*] has invested [*\$x millions*] in research and developing its patent portfolio over the past [*x years*]. I believe that my ability to better value patents will be of value to [*name of your company or university*] in terms of, inter alia:

<ul style="list-style-type: none"><li>• Articulating the value of [<i>name of your company or university</i>]'s patents to the C-suite.</li></ul>	<ul style="list-style-type: none"><li>• Articulating the value of [<i>name of your company or university</i>]'s patents to our <i>shareholders, grantors, creditors and analysts</i>.</li></ul>
<ul style="list-style-type: none"><li>• Better negotiating licensing agreements</li></ul>	<ul style="list-style-type: none"><li>• Better negotiating patent purchases and sales</li></ul>
<ul style="list-style-type: none"><li>• Better negotiating capital raises</li></ul>	<ul style="list-style-type: none"><li>• Better negotiating the sale of a division of our company</li></ul>
<ul style="list-style-type: none"><li>• Better modeling of potential patent damages awards</li></ul>	<ul style="list-style-type: none"><li>• Better negotiating the acquisition of patent-rich companies</li></ul>

This is a great time to learn how to articulate the value of *[name of your company or university]*'s patents because patent valuations in general are rebounding dramatically. The following are among the reasons that I believe patent valuations are rising:

<ul style="list-style-type: none"> <li>● USPTO Director John Squires has largely dismantled the Patent Trial and Appeal Board, which Judge Randall Rader referred to as 'the patent death squad'.</li> </ul>	<ul style="list-style-type: none"> <li>● In Europe, the new Unified Patent Court is proving to be a fast and inexpensive forum for asserting patents. Injunctions are relatively easy to obtain in that forum.</li> </ul>
<ul style="list-style-type: none"> <li>● The backlog of patent applications is shrinking.</li> </ul>	<ul style="list-style-type: none"> <li>● Patent damages awards are rising.</li> </ul>
<ul style="list-style-type: none"> <li>● Legislation accretive to patent valuation is being considered in Congress, dealing with issues such as making injunctions easier to obtain. There are no bills that would be decreative to patent value before Congress.</li> </ul>	<ul style="list-style-type: none"> <li>● Patent transactions are picking up pace. The US secondary patent market recorded 466 transactions involving 3,597 assets in Q1 2025.</li> </ul>
<ul style="list-style-type: none"> <li>● Judges are more willing to grant treble damages for willful infringement.</li> </ul>	<ul style="list-style-type: none"> <li>● Patents are becoming significantly more respected around the world—including in Brazil, Colombia and India.</li> </ul>

I am excited to enhance my skills for valuing and monetizing patents. I firmly believe that CPVA training will prepare me to become a more effective member of *[name of your company or university's research or patent]*'s team.

The cost for me enroll in CPVA training is

\_\_\_\_\_ . *[You can obtain registration rates [here](#). You may want to add travel costs if you plan to attend a live training session.]*

More information about the [Certified Patent Valuation Analyst](#) is available at this [link](#) as well as on the following pages.

Please let me know your decision.

Many thanks.

*[Name]*

## Required Courses

- [Valuation of Emerging Technologies](#)
- [Negotiating Licensing Agreements for Maximum Returns](#)
- [Calculating Damages Resulting from Patent Infringement](#)
- [Advanced Patent Valuation](#)
- [Best Practices for Monetizing Patents](#)

## As CPVA designee, I will also receive:

<ul style="list-style-type: none"><li>• More than thirty hours of instruction</li></ul>	<ul style="list-style-type: none"><li>• Course materials including hundreds of PowerPoint slides</li></ul>
<ul style="list-style-type: none"><li>• An Excel worksheet with dozens of methodologies, enabling me to interact with the models</li></ul>	<ul style="list-style-type: none"><li>• A certificate noting my becoming a Certified Patent Valuation Analyst</li></ul>
<ul style="list-style-type: none"><li>• The Patent Valuation Gauntlet and a related explainer webinar</li></ul>	<ul style="list-style-type: none"><li>• 50% discounts on some 80 elective webinars</li></ul>
<ul style="list-style-type: none"><li>• Listing in the CPVA directory</li></ul>	<ul style="list-style-type: none"><li>• More than 20 relevant articles</li></ul>
<ul style="list-style-type: none"><li>• A banner highlighting my becoming a Certified Patent Valuation Analyst, which I can use to market on social media</li></ul>	<ul style="list-style-type: none"><li>• Sample Patent Valuation Reports, enabling me to understand how to read, negotiate around and prepare such reports</li></ul>

Hundreds of testimonials from past attendees are available [here](#).

**Methodologies that I will learn about include:**

• Competitive Advantage Valuation	• The Pascal – Chevalier Solution
• The Monte Carlo Method	• Real Options Method
• Technology Readiness Levels	• Probability Weighted Expected Return Method
• Relief from Royalty Method	• Excess Earnings Method
• Markov Chains	• Bayesian Analysis
• Probabalistic Methodologies	• Black-Scholes Method
• Cost Method	• Market Method
• Income Method	• Decision Trees
• The Fermat-Pascal Solution	• Excess Earnings Method
• Binomial Lattice Method	• Nash Bargaining Solution

**Patent valuation metrics in the training include:**

• Priority Date Analysis	• Chain of Title Analysis
• Assertion Analysis	• Analysis of Technical Review
• Patent Examiner Analysis	• Patent Drafting Analysis
• Patent Family Analysis	• Examiner Search Analysis
• Encumbrance Analysis	• Embodiments Analysis
• Provenance Analysis	• Citation Analysis
• Claims Analysis	• Prosecution Analysis
• Drawings Analysis	• Specification Analysis
• Opposition Analysis	• Provisional Patent Analysis
• Office Action Response Analysis	• Prior Art Analysis
• Reissuance Analysis	• Examiner Interview Analysis
• Description Analysis	• Infringement Detection Analysis

CPVA training sessions have been run all over the world for more than 17 years. The following are the locations where live training has taken place (together with proximate number of times the sessions have run in each city).

LOCATION	NO. OF TIMES THE SESSIONS HAVE RUN IN EACH CITY
Silicon Valley	12
San Diego	10
Santa Fe	1
Houston	5
Chicago	12
Boston	7
Montreal	1
Miami	2
Washington DC	12
Philadelphia	12
London	20
Ghent	3
Madrid	2
Eindhoven	2
Strasbourg	1
Tel Aviv	6
Singapore	22
Shenzhen	1
Beijing	1
Hong Kong	6
Bangkok	3
Pattaya	1
San Francisco	1
Seattle	1
Austin	1
Dallas	5
New York	15
Ottawa	2

Jacksonville	1
Raleigh	1
Princeton	1
Atlanta	10
Brussels	4
Copenhagen	1
Amsterdam	9
Paris	4
Munich	1
Dubai	1
Bangalore	4
DongGuan	1
Shanghai	1
Manila	1
Tallahassee	1

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Certified Patent Valuation Analyst