

“Strategic Partnership between Avid Intellectual Property and Valuation Consulting”

Dubai, UAE April 12, 2016 - Avid Intellectual Property (AVID IP) has announced a strategic partnership with Valuation Consulting LLP, a leading UK based specialist firm that values companies, unquoted shareholdings, intellectual property (trademarks, copyright, patents, design and image rights) and intangible assets that encompass Brands, trade secrets, R&D as well as other areas worldwide.

As a representative of Valuation Consulting in the Middle East, Avid IP is adding an impressive line of valuation services to its current scope of IP protection, offering a broader spectrum of services that focus on private equity and structured finance; assessing royalty rates for licensing of a brand, patent and software; share incentive valuations for key people and staff as well as several other areas that will enable companies to make sound financial management decisions. A full list of VC's valuation services is available upon request.

“This partnership reflects our desire to collaborate with companies that will add strength and versatility to our current offerings, creating the right environment that will help companies, wealthy individuals and family offices to understand the true value and exploitation potential of their businesses and assets.” said Mr. Victor Siriani, Managing Partner at Avid IP.

“As the business environment evolves in the Middle East, valuation of businesses and shareholdings, or the intellectual property and intangible assets they own, (brands technology etc) for purposes such as equity investment and joint ventures, M&A, disposal, licensing deals, spin-outs and other needs becomes crucial. Our vast experience worldwide in advising Governments, Banks, Universities as well as small and multinational businesses in these matters allows us to help companies realize their value, improve negotiations and advance the internal management of your valuable crown jewels” said Mr. Kelvin King, Senior Partner and Founder of Valuation Consulting. He continued *“We are very pleased with the strategic partnership with Avid Intellectual Property. This enables us to build upon the IP valuation master classes I have conducted in UAE over the years and to act as an extension to their existing IP services, to advise clients on valuing assets of all types and to promote good commercial decisions and the right investments and financing”.*

The partnership is a strong strategic fit, leveraging the two firm's respective strengths and experience to fill a gap in an underserved segment in the Middle East market.

About Avid IP

Avid Intellectual Property a Dubai based intellectual property firm with a network of 8 affiliate offices specializing in the protection and filing of trademarks, copyrights, patents and design. Our mission is to provide best practices in the protection of trademarks, copyright, patents and industrial design, while offering exceptional service in safeguarding our client's IP Portfolio.

About Valuation Consulting

Valuation Consulting is an international business dedicated to the valuation of businesses and intangible assets. VC has offices worldwide to assist on projects and manage engagements. VC's stature is that they have acted for Governments as Expert Witness. Partners are FCA and accredited and regulated under the rules of the international Royal Institution of Chartered Surveyors.

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