

Contents

PREFACE	2
ROYALTY RATE DERIVATION MODELS	6
INTELLECTUAL PROPERTY & INTANGIBLE ASSETS DRIVE ACQUISITIONS AND DEALS	7
BUSINESS ENTERPRISE FRAMEWORK	8
INTELLECTUAL PROPERTY SHARING IS VITAL	11
BEYOND COMMODITY EARNINGS	12
DRIVING FORCES BEHIND ROYALTY RATES	14
SIMPLE RULES OF THUMB	15
<i>The "25%" Rule</i>	15
<i>Industry Norms</i>	18
<i>Return on R&D Costs</i>	18
<i>The 5% of Sales Method</i>	18
INFRINGEMENT DAMAGES ANALYSIS	19
<i>The Analytical Approach</i>	19
<i>Hypothetical Example</i>	20
<i>Comparable License Transactions</i>	21
<i>Comparative Analysis Summarized</i>	23
INVESTMENT RATE OF RETURN ANALYSIS	24
DISCOUNTED CASH FLOW ANALYSIS	30
ROYALTY RATE GENERAL GUIDANCE	36
AUTOMOTIVE	38
AIRBAG	38
AIR CONDITIONING	39
AIR CONDITIONING	40
AUTOMOBILE MODEL	40
BATTERY TERMINALS	40
BATTERY/HYDRIDE	41
BRAKE, CLUTCH AND ACCELERATOR PEDAL TECHNOLOGY	42
BRAKES	42
BRAKE FLUID	43
CLEAR COATING	43
CLIMATE CONTROL SENSOR	43
COLLISION AVOIDANCE – BACKING-UP	44
COLLISION AVOIDANCE -- ELECTRONIC CAR DOOR SAFETY	44
COLLISION AVOIDANCE - LANE TRACKING SYSTEM	45
COLLISION AVOIDANCE - OBSTACLE DETECTION AND ALARM	45
COLLISION AVOIDANCE -- OBSTACLE DETECTION AND ALARM	46
DE-ICING	47
DIESEL ENGINES	48
DIESEL ENGINES	48
DIESEL ENGINES	51
DIESEL ENGINES	51
DIESEL ENGINE EFFICIENCY	52
DIESEL ENGINE EFFICIENCY	52
DIESEL ENGINE CONVERSION	52
DIESEL ENGINE EFFICIENCY	53
DIESEL ENGINES	55
ELECTRICAL PROPULSION	55
EMISSION CONTROLS	55
ENGINES AND TRANSAXLES	56
FUEL CONVERSION	56

Royalty Rates for Technology -- Automotive and Alternative Fuels Edition

FUEL INJECTION	58
FUEL INJECTION	58
FUEL TANK	59
GLASS - WATER DETECTION	59
HEADLIGHT SENSORS.....	60
HEAT DETECTION.....	60
HYBRID ENGINE	61
JET SKI	63
MANUFACTURING TECHNOLOGIES.....	63
MIRROR/ELECTROCHROMIC TECHNOLOGY	64
MIRROR OPTICS	65
MIRROR OPTICS	66
MIRROR OPTICS	67
OIL FILTRATION	67
REFRIGERATED RAILCARS	68
ROTAPOWER ENGINE	68
SUN VISORS – AUTOMATICALLY DIMMING.....	69
SOLAR POSITION SENSOR.....	70
STOLEN VEHICLE RECOVERY SYSTEM	70
STOLEN VEHICLE RECOVERY SYSTEM	71
TIRE TECHNOLOGY	71
UTILITY VEHICLE.....	71
WINDSHIELD SPRAY NOZZLES	72
WINDSHIELD WIPERS/INTERMITTENT	73
WRECKERS.....	74
FUEL - RENEWABLE	76
AQUEOUS FUEL	77
BIOFUEL FEEDSTOCK	77
BIODIESEL FUEL.....	78
BIODIESEL FUEL.....	78
CORN OIL EXTRACTION N TECHNOLOGY	79
CORN EXTRACTION TECHNOLOGY	79
ETHANOL FUEL	80
ETHANOL FUEL	80
ETHANOL FUEL	81
ETHANOL FUEL	81
ETHANOL FUEL	82
ETHANOL FROM COTTON GIN WASTE.....	82
ETHANOL FUEL FROM MUNICIPAL WASTE.....	83
SYNGAS.....	83
THE MAGNITUDE AND MEANING OF ROYALTY MISREPORTING	84
COMPANY INDEX	90