



# SUCCESS STORY



## The client

**Authentic** offers counterfeit protection, product tracking, identity management, and the interaction between producers and customers



## Business need

For attracting investors, **Authentic** needs to illustrate its intangible assets in monetary value



## Solution

**Dennemeyer** performed an IPR valuation under the consideration of sustainability factors resulting from EUR 10 million in value.

## The challenge

This project's specific challenge was to calculate the economic value of **Authentic** selected Intellectual Property portfolio comprised of patents, trademarks, and know-how. Various factors such as technology relevance, legal protection scope, and business value contribution have to be taken into account and assessed for each IP asset to generate one robust single value in the end.

## At a glance



Illustration of the intangible assets in an economical manner



A plausible and feasible explanation for investors



Increased appreciation of the inherent strengths and weaknesses of the IP portfolio

## The solution

The solution was a monetary valuation of Intellectual Property rights (IPRs) according to Dennemeyer's approach, which provides a structured, thorough, and multifaceted analysis of **Authentic** selected IPR portfolio's economic value.

## IP Valuation roll-out

The project goal was the identification of the relevant IP portfolio's economic value.

Dennemeyer uses the relief-from-royalty valuation method that complies with the latest IP Valuation standards (IDW S5, DIN/ISO, IVS 210).

This method calculates the value of patents, know-how, and brands based on a hypothetical royalty payment flow the IP owner would have to pay to an independent third party if the IPRs were to be licensed under market conditions.

It allows us to illustrate the technology's economic value in IP- relevant legal, technological, and competitive criteria.

## Business results

Dennemeyer provided **Authentic** with an objective value of EUR 10 million embedded in a comprehensive, financially sound technical expert report. This independent opinion helps **Authentic** to make its patents, trademark, and know-how more tangible and understandable for investors and strengthen the competitive position in the negotiation.

## The customer

**Authentic** is the brand of industry 365 UG (haftungsbeschränkt), an ambitious company with solutions in counterfeit protection, product tracking, identity management, and the interaction between producers and customers.



[www.authentic.network](http://www.authentic.network)

**Authentic** patented cryptographic printing process turns conventional printers into security printers. The blockchain connects an unassailable physical code with an ambiguous digital twin and secures it one hundred percent.

A KI determines usage patterns, makes them analyzable, and detects attacks at an early stage to eliminate them independently. It eliminates the possibility of contaminated codes. The combination makes counterfeit protection easier and more secure than ever before.