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Getting the Biggest Bang for the Buck: Getting the Most out of Non-traditional IP

Gulf Coast Intellectual Property Association Fall Meeting
October 30, 2014
New Orleans, Louisiana

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AICPA Categories of Intangibles

- Marketing Related
- Customer Related
- Artistic Related
- Contractual/Legal Related Intangible Assets
- Technology Related Intangible Assets

**According to a Study by BVR
entitled “Benchmarking
Identifiable Intangibles and their
Useful Lives in Business
Combinations”, What was the ratio
of Intangible Assets to Total Assets
found to be?**

72%

Marketing Related Intangibles/Elements of Brand Equity

- Trademarks/Tradenames
- Retail shelf space
- Certification marks
- Internet domain names
- Distribution rights/networks
- Social Media Accounts
- Trade dress

Customer/Client/Patient Related Intangibles

- Customer Contracts/Lists
- Non-contractual Customer Relationships
- Loyalty Programs
- Medical Records/Information
- Demographics/Other Information on Customer Base

Components of a Valuable Brand

- Provides information and carries expectations about a product or service to a customer AND
- This information creates enough perceived value (through risk reduction, time savings, or other benefit) so that the customer will pay a **PREMIUM PRICE**.
- For luxury items, the brand can communicate an aura of exclusivity.

Steps for Managing Intangible Assets

- Identify and Inventory them
- Protect them
- Track and Attribute the Intangibles that are Major Value Drivers

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