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examples of INTANGIBLE ASSETS ...

- 1) Internally developed (proprietary) technologies and/or software
 - Software that's been copyrighted
 - Customized databases which create efficiencies by making certain business processes quicker
 - Business process patents
- 2) Special Advertising and/or Marketing Concepts
 - Lyrics, jingles, characters, photographs, and/or videos to market particular products and/or services
 - Results/findings of focus groups
- 3) Engineering
 - New plant and/or special equipment designs that are unique and create efficiencies and competitive advantages
 - Special technical know how
- 4) Customers - Clients
 - Special/unique communication systems
 - Mailing lists, data bases and retrieval-distribution systems
 - Relationships, special needs, pricing,
 - Special (product, service) distribution channels
 - 1-800 numbers
- 5) Competitor research
 - Actionable business/competitor intelligence studies/findings i.e., plans, intentions, capabilities
- 6) Real estate
 - Special zoning - construction permits
 - Air, water, and mineral drilling-exploitation rights
 - Right-of-way, easements, and building (expansion) plans/rights...
 - Location visual scenery – proximity to
- 7) Personnel/staff training
 - Proprietary manuals
 - Special operations processes and/or procedures
- 8) Internet
 - Domain names
 - Website design and special customer/client accessibility and use
 - Distinctive B2B and/or e-commerce capabilities
- 9) A companies' products and/or services
 - Special warranties
 - Trade dress, i.e., product shapes, color schemes, and packaging design and graphics...
 - Open purchase orders including order and/or product back log
- 10) Corporate identity
 - Trade name, trademarks, logo
- 11) Any contract/agreement entered into by a company that has a definable life and some form of exclusivity, e.g.,
 - Supply contracts
 - Media, performance, endorsements and spokesperson contracts
 - Cable transmission/broadcast rights, FCC licenses and certification
 - Bandwidth
 - Pricing agreements
 - License and/or royalty agreements
 - Advertising, construction, management, and/or service contracts, leases
 - Special route/area utilization and/or franchise agreements
 - Subscription rights
 - Co-branding agreements
 - Venue naming rights
- 12) Intellectual property
 - Patents, copyrights, trademarks, trade secrets, trade dress, trade name, service marks, mastheads, application, logo design
 - Prior art search, flanker patents; patent applications, foreign patents
 - Reprints, use/performance rights
- 13) Research & Development
 - Product research studies, formulas, process and assembly data
 - Technical 'know how' documentation, i.e., lab notebooks, manuals, formulas, processes, and recipes (food, chemical formulas)
 - Regulatory agency approval process-status
 - What's worked, what hasn't worked
- 14) Human Resources
 - Wage rates, union contracts
 - Non-compete, non-disclosure and/or confidentiality) agreements (if transferable)...
- 15) Human (intellectual) Capital
 - Sum total of employees' specialties, skills, attitudes, abilities, competencies

how are INTANGIBLE ASSETS perceived?

For some companies, intangible assets present unique challenges because (a.) they lack physicality and (b.) require managing - overseeing *future* value.

did you know?

Each intangible asset listed above should create and deliver (\$) value to companies.