



Trademark Valuation Software “BrandValue”

IPWARE SUMMIT 2009

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www.ip-valuation.de

1. Company Profile

2. Trademark Valuation

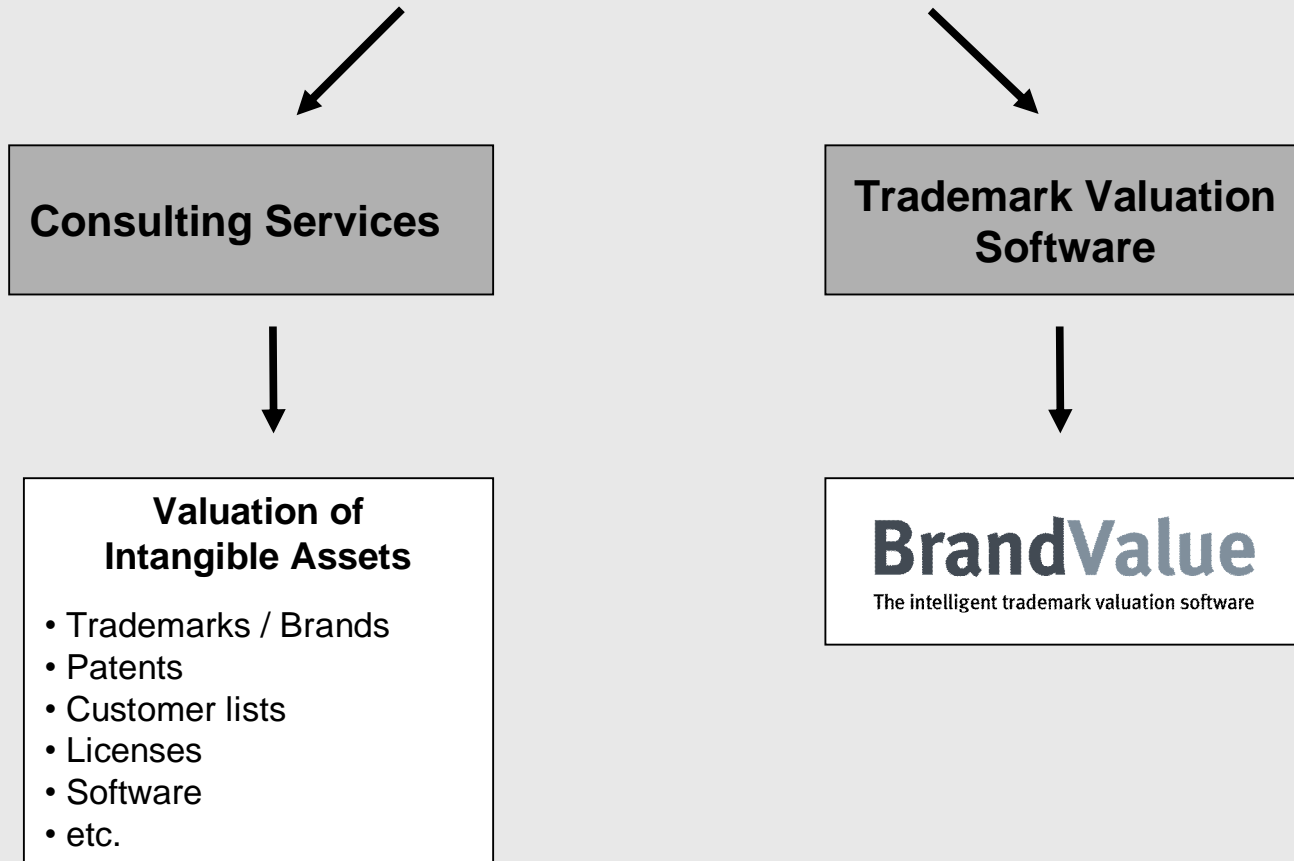
3. Software BrandValue

4. Advantages and Summary

IP-Valuation GmbH

- IP-Valuation GmbH is a leading consulting and software firm specializing in the valuation of intangible assets and is headquartered in Munich
- IP-Valuation has many years of experience in valuing and managing intangible assets
- Combination of outstanding expertise in the valuation of intangible assets with IT know-how at the highest level.
- Business segments of IP-Valuation GmbH: Valuation Services and Software Solutions

Business Segments of IP-Valuation GmbH



Selected Clients



1.

Company Profile

2.

Trademark Valuation

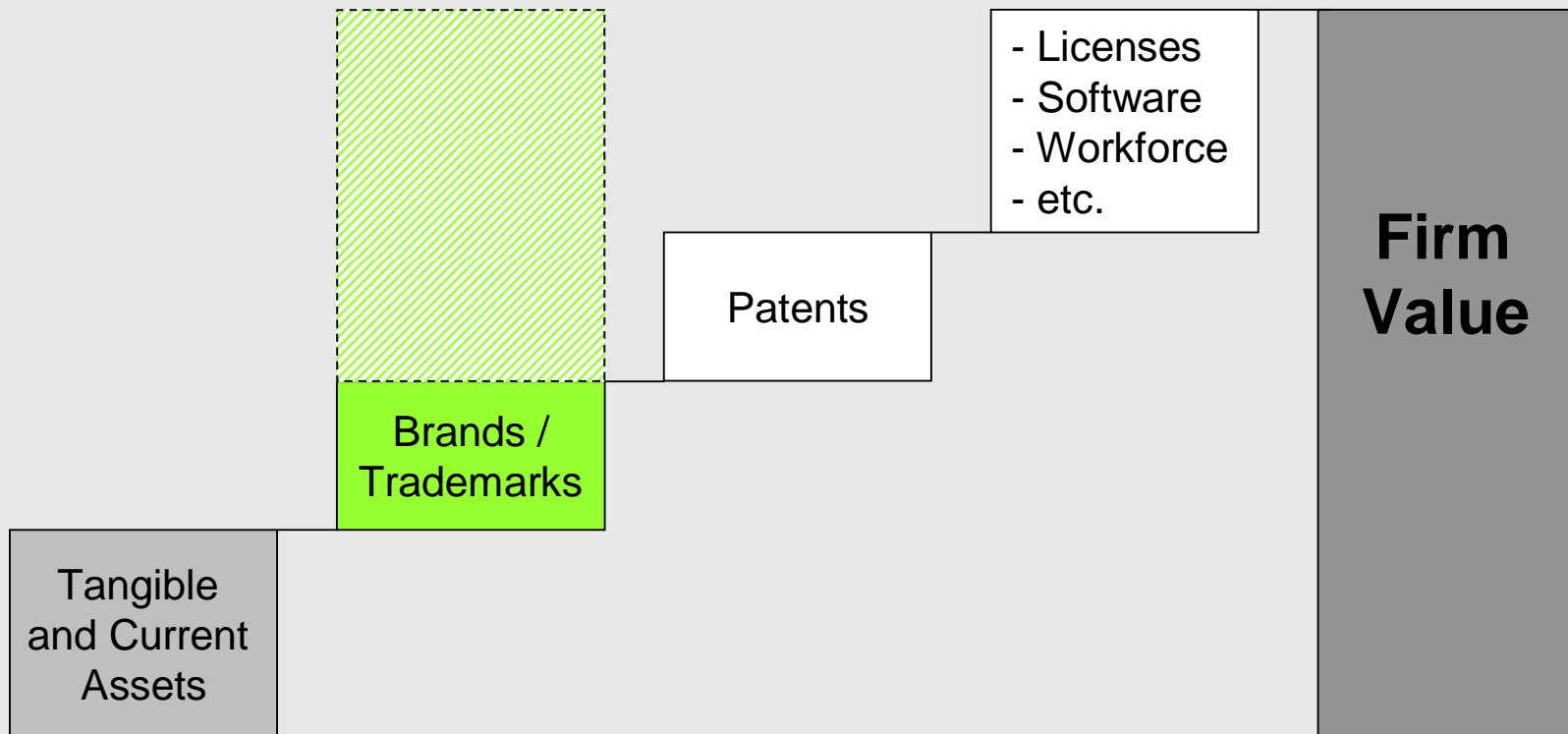
3.

Software BrandValue

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Advantages and Summary

Importance of Trademarks / Brands

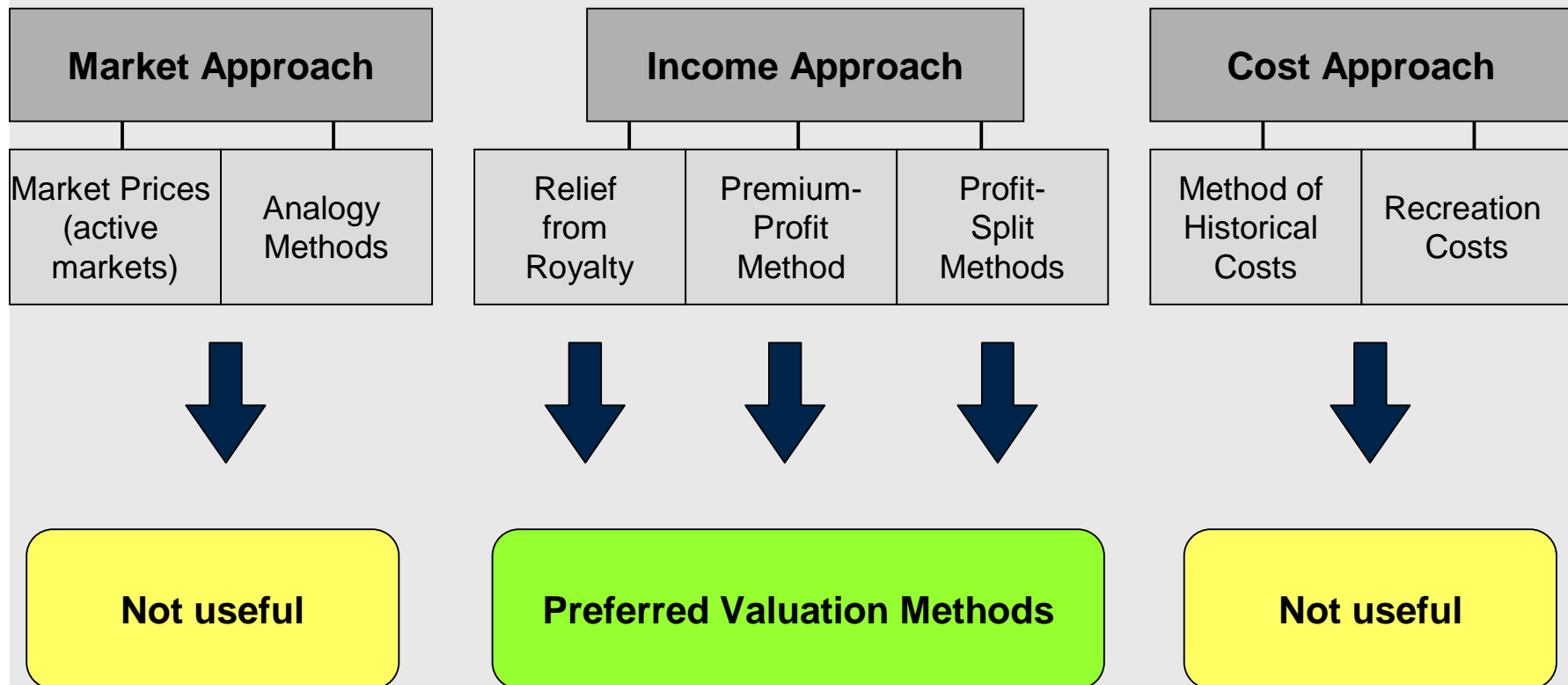


Valuation Purposes

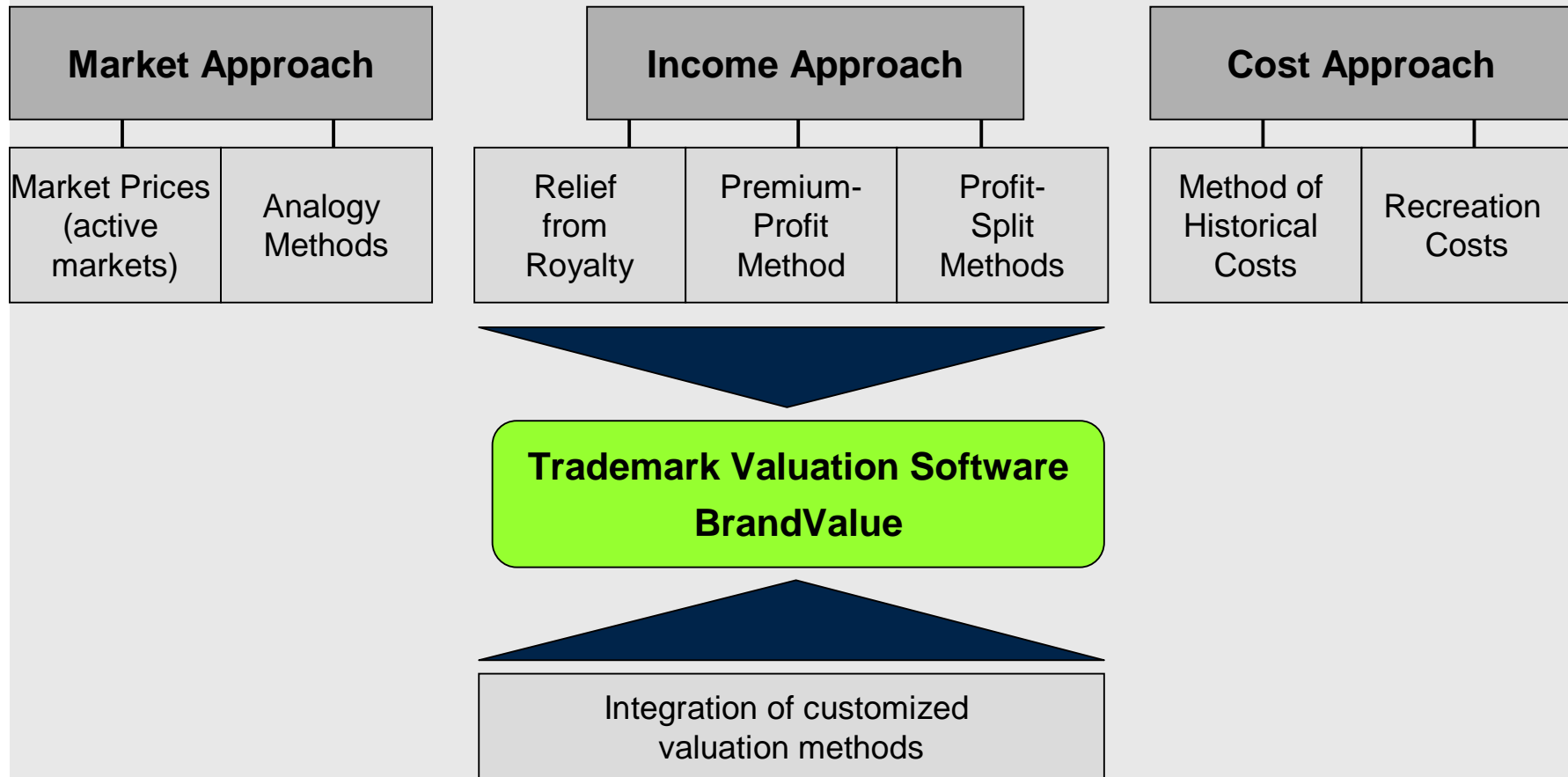
- Purchase or sale of intangible assets and M&A activities
- In-house reporting
- Loan security (Basel II) / Sale-and-lease-back
- Calculation of royalty rates for intangible assets
- Litigation
- Intangible asset management, e.g. brand management
- Accounting for intangible assets according to IFRS and US-GAAP
 - ➔ Annual impairment test
 - ➔ Accounting for intangible assets after mergers & acquisitions

2. Trademark Valuation

Valuation Methods for Intangible Assets



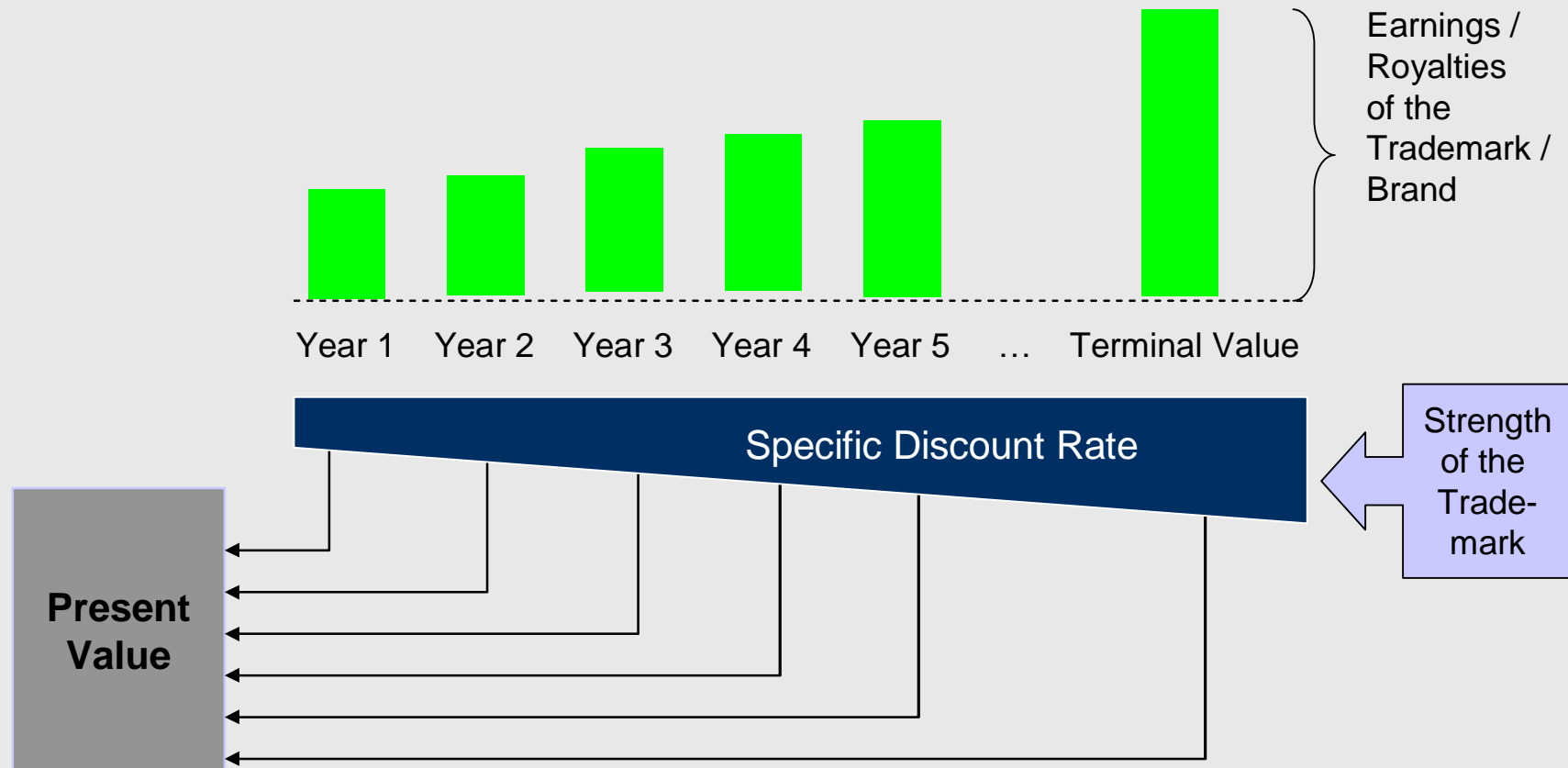
Trademark Valuation Methods



2. Trademark Valuation



Income Approach



1.

Company Profile

2.

Trademark Valuation

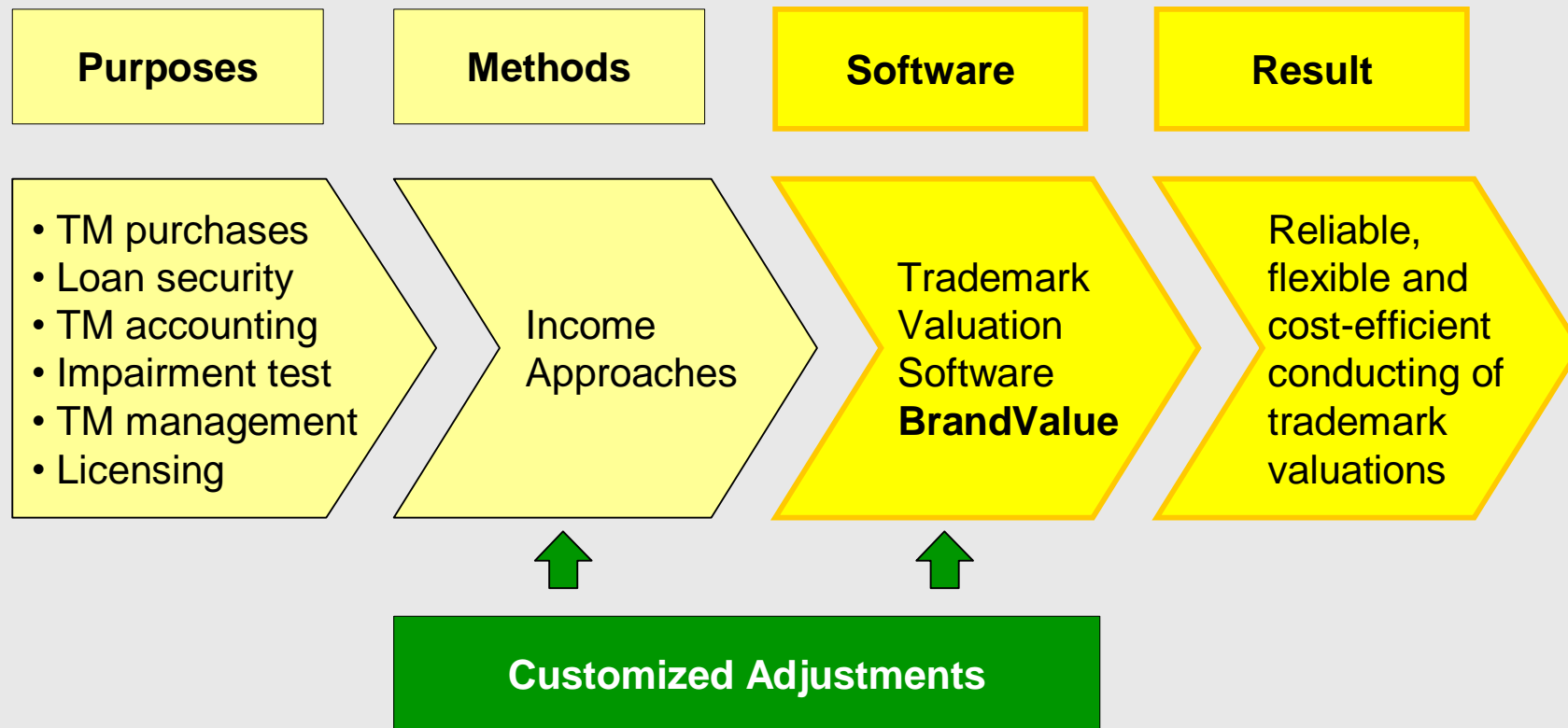
3.

Software BrandValue

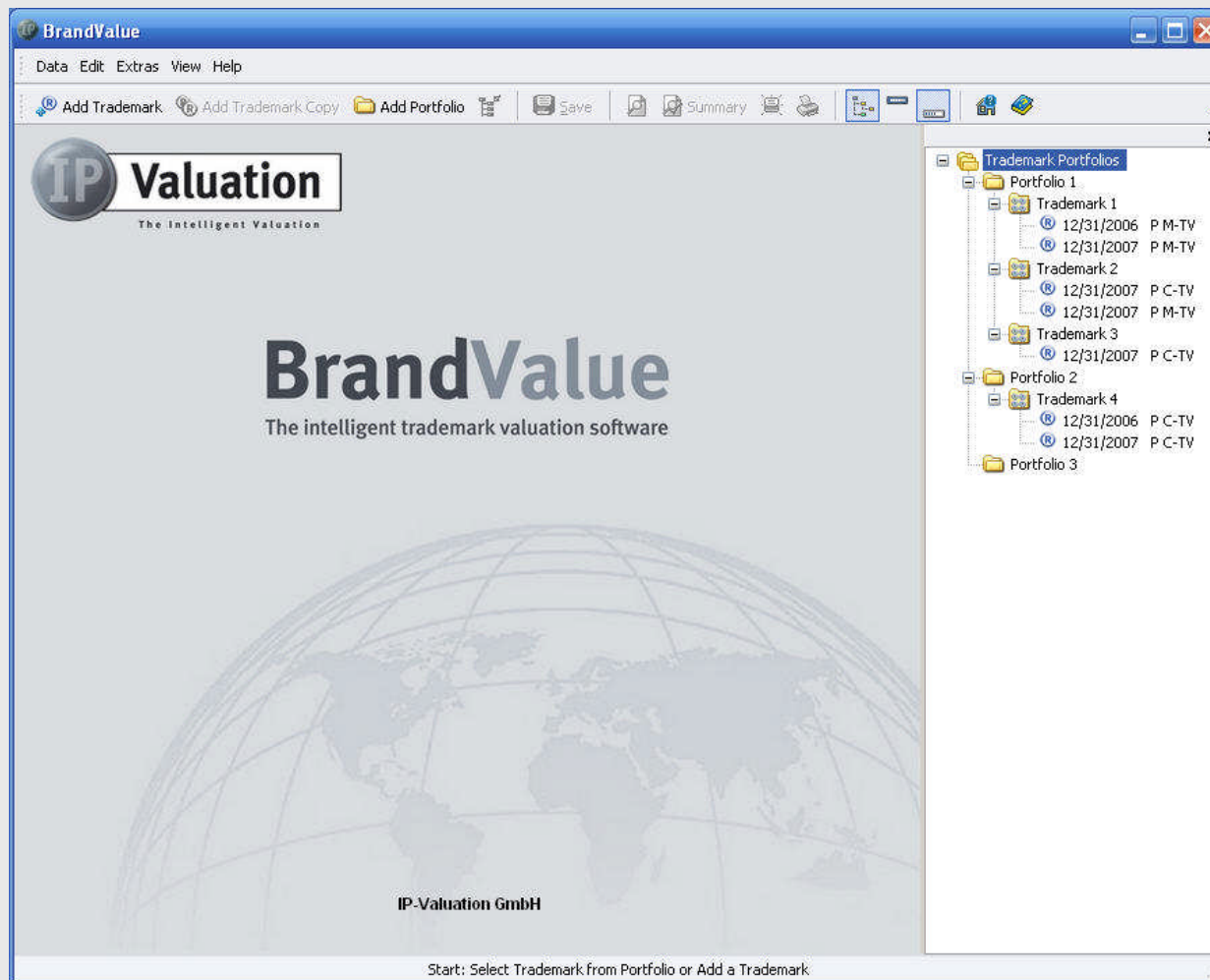
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Advantages and Summary

Trademark Valuation Software BrandValue



3. Software BrandValue



Software – Licenses

Features	Software in-house				
	P. 5	P. 10	P. 15	P. 25	P. X
Trademark Valuations	unlimited				
Max. Valuation Reports	5	10	15	25	unlimited
Run-time	1 Year	1 Year	1 Year	1 Year	1 Year
Updates of Databases	✓	✓	✓	✓	✓
Valuation Report - Print	✓	✓	✓	✓	✓
Valuation Report - File	✓	✓	✓	✓	✓
Help Desk	✓	✓	✓	✓	✓
Stand-alone Version	✓	✓	✓	✓	✓

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Software BrandValue

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Advantages and Summary

Software BrandValue - Advantages

- Flexible and independent trademark valuation
- Easy realization of scenario and sensitivity analyses
- Select between different valuation approaches
- Detailed and transparent valuation reports available as pdf, excel, or word files
- Effective management of trademark values in separate portfolios
- Access to numerous databases including updates
- Cost-efficiency
- National and international accounting standards are fully complied with

TÜV-Certificate according to ISO-Standard



TÜV Product Service GmbH
TÜV SÜD Group

The trademark valuation software BrandValue is certified according to the ISO-Standard:

ISO / IEC 12119:

„Information technology – Software packages – Quality requirements and testing“

Summary

The certified trademark valuation software BrandValue is used by many companies from different industries and enables you to value trademarks

- **fast,**
- **flexibly,**
- **future-oriented and**
- **cost-efficiently**

for various valuation purposes.

Thank you



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