



# Trademark Valuation Software “BrandValue”

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[www.ip-valuation.de](http://www.ip-valuation.de)

1.

Company Profile

2.

Trademark Valuation

3.

Software BrandValue

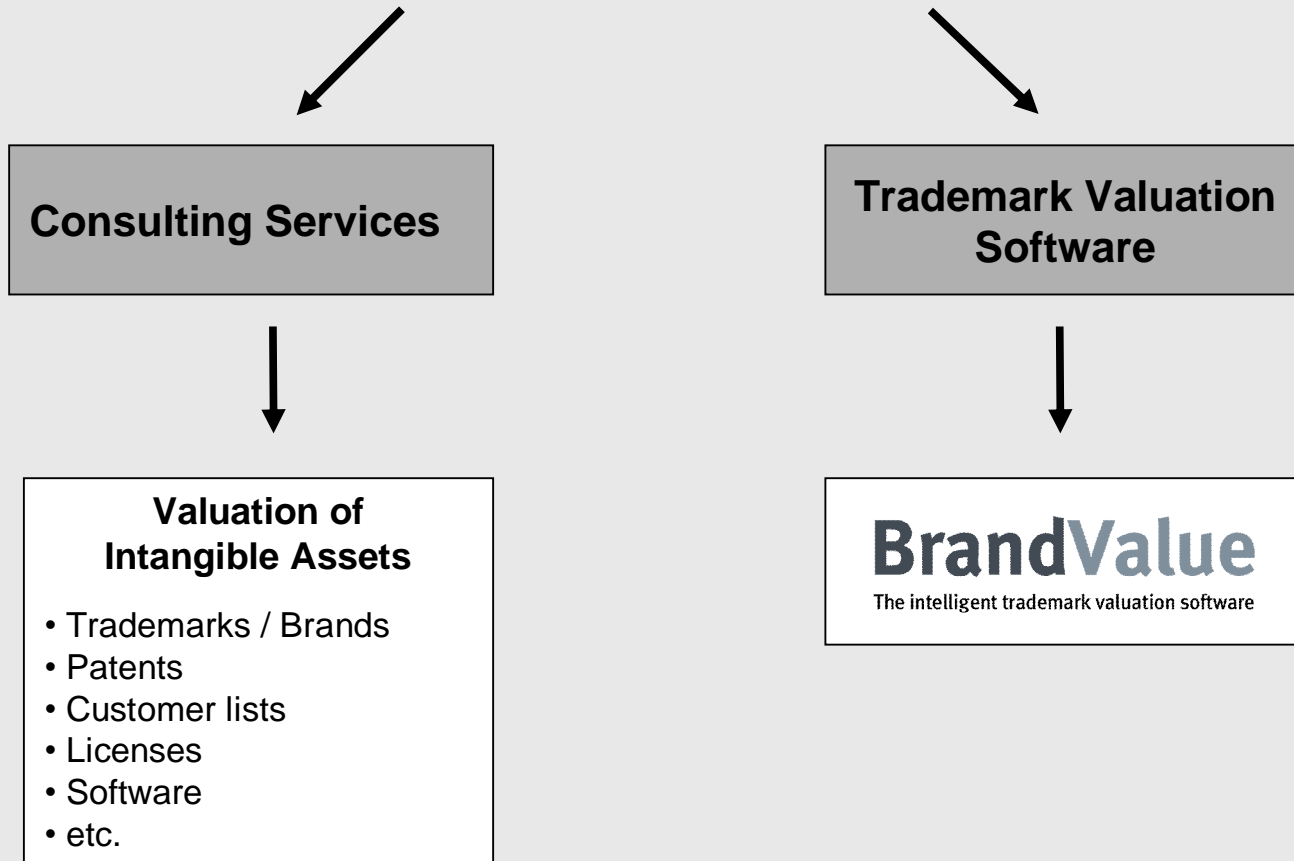
4.

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



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Trademark Valuation

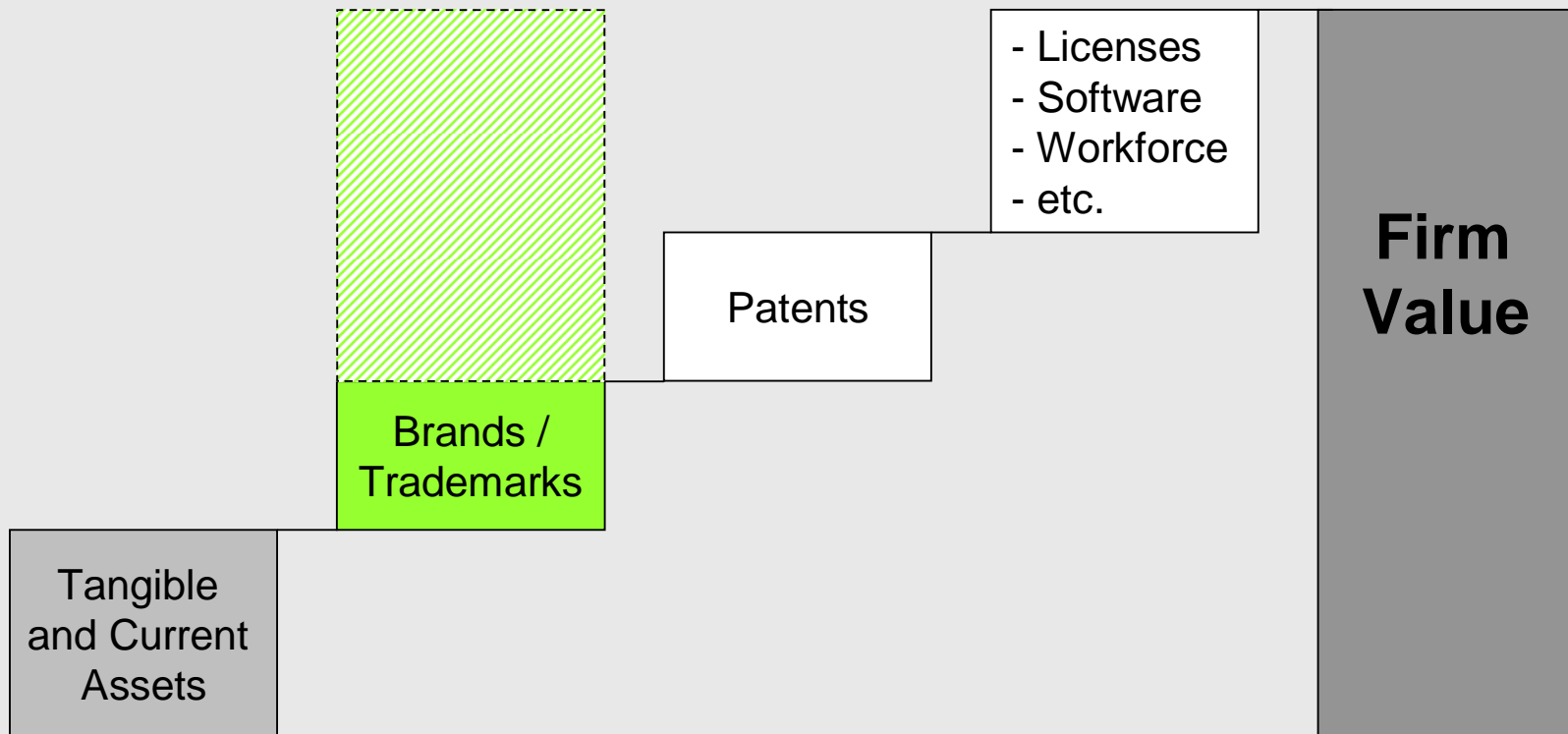
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Software BrandValue

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Advantages and Summary

### Importance of Trademarks / Brands

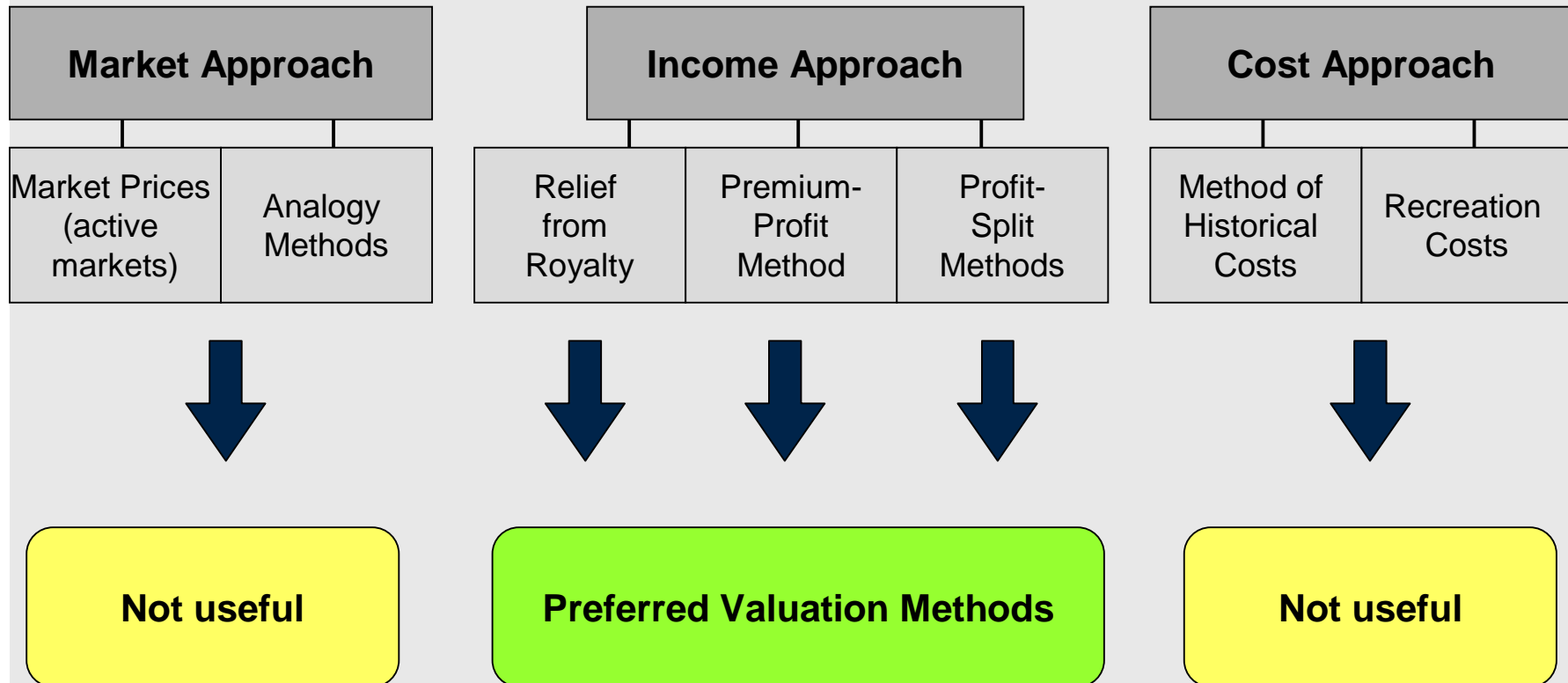


### Valuation Purposes

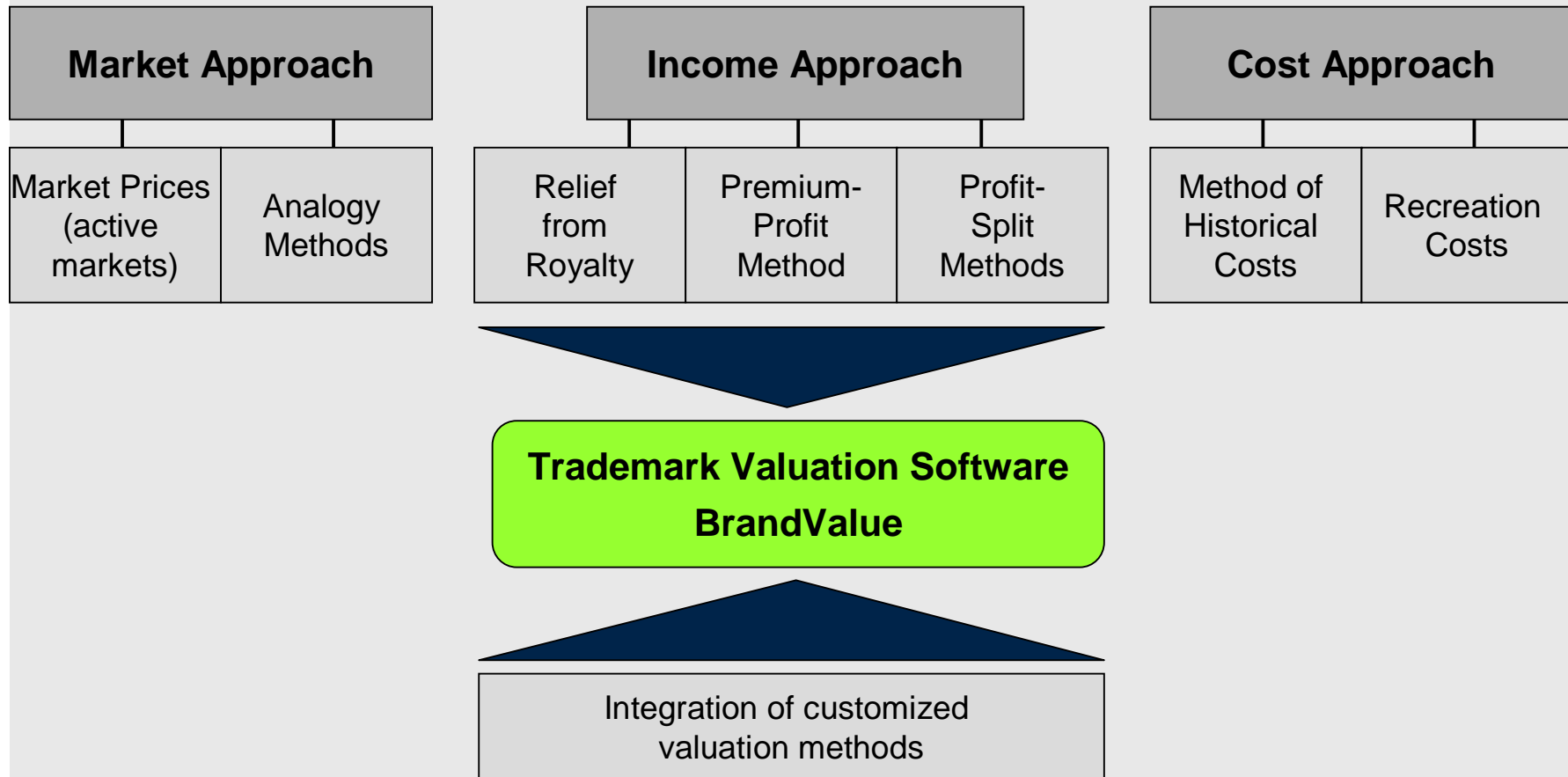
- Purchase or sale of intangible assets and M&A activities
- In-house reporting
- Loan security (Basel II) / Sale-and-lease-back
- Calculation of royalty rates for intangible assets
- Litigation
- Intangible asset management, e.g. brand management
- Accounting for intangible assets according to IFRS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



### Valuation Methods for Intangible Assets

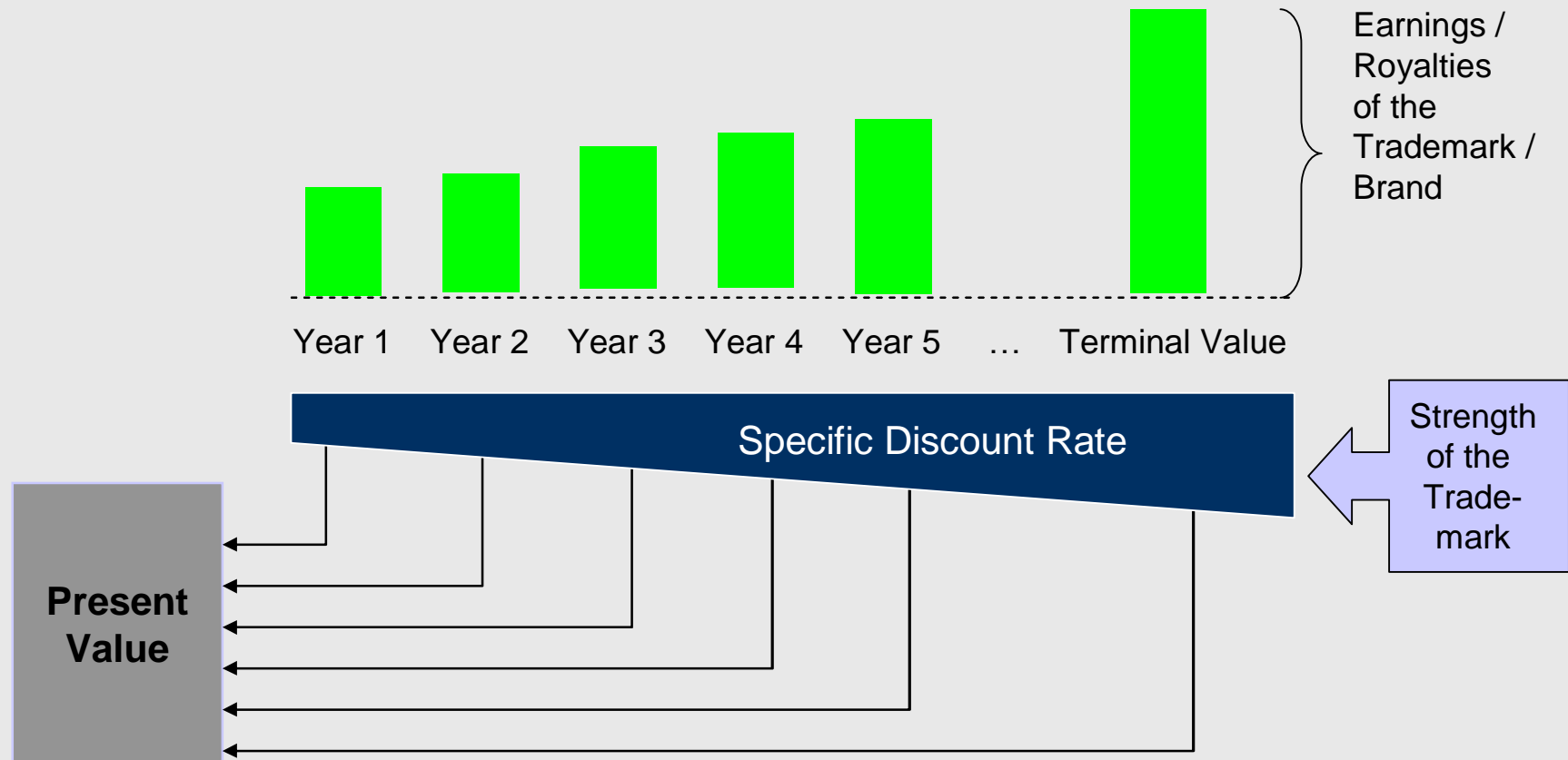


### Trademark Valuation Methods



## 2. Trademark Valuation

### Income Approach



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Trademark Valuation

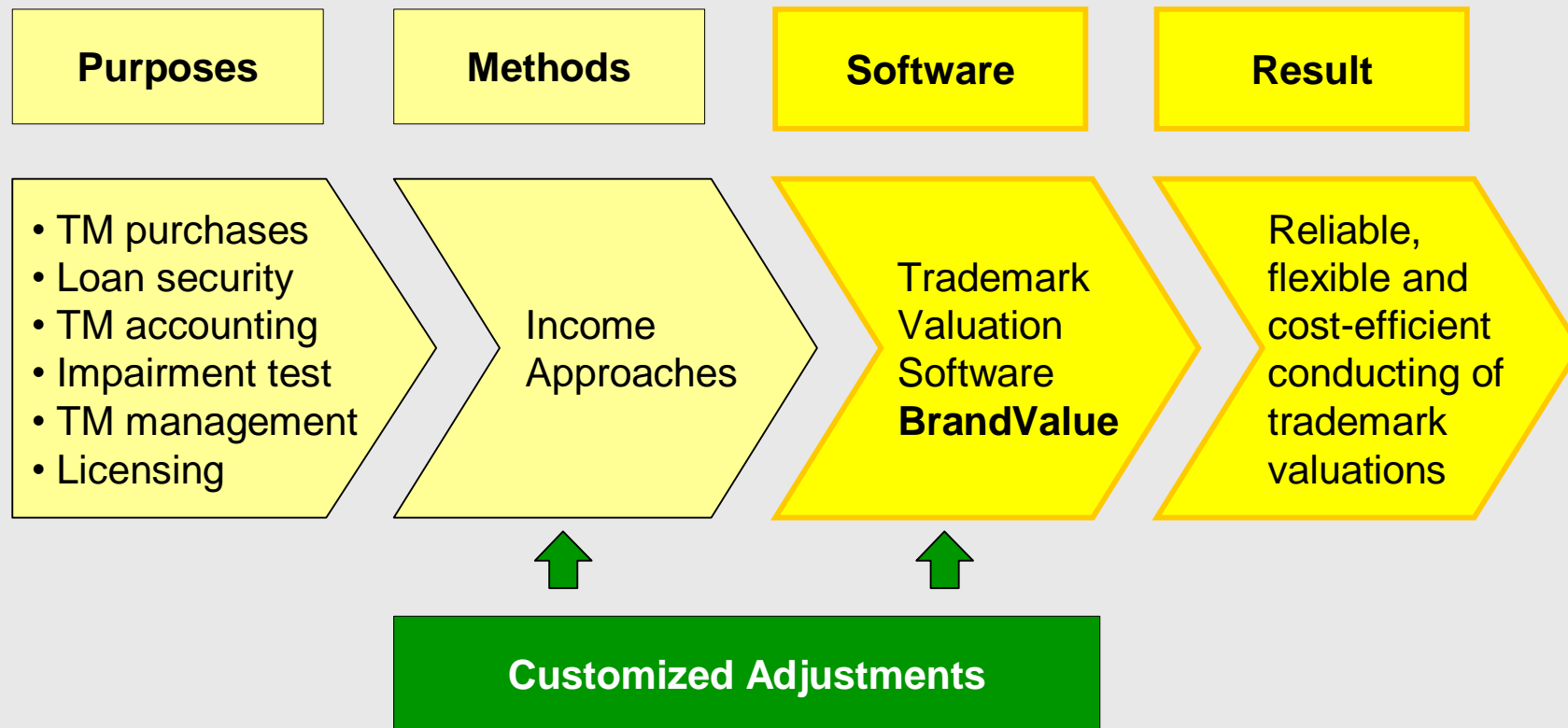
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**Software BrandValue**

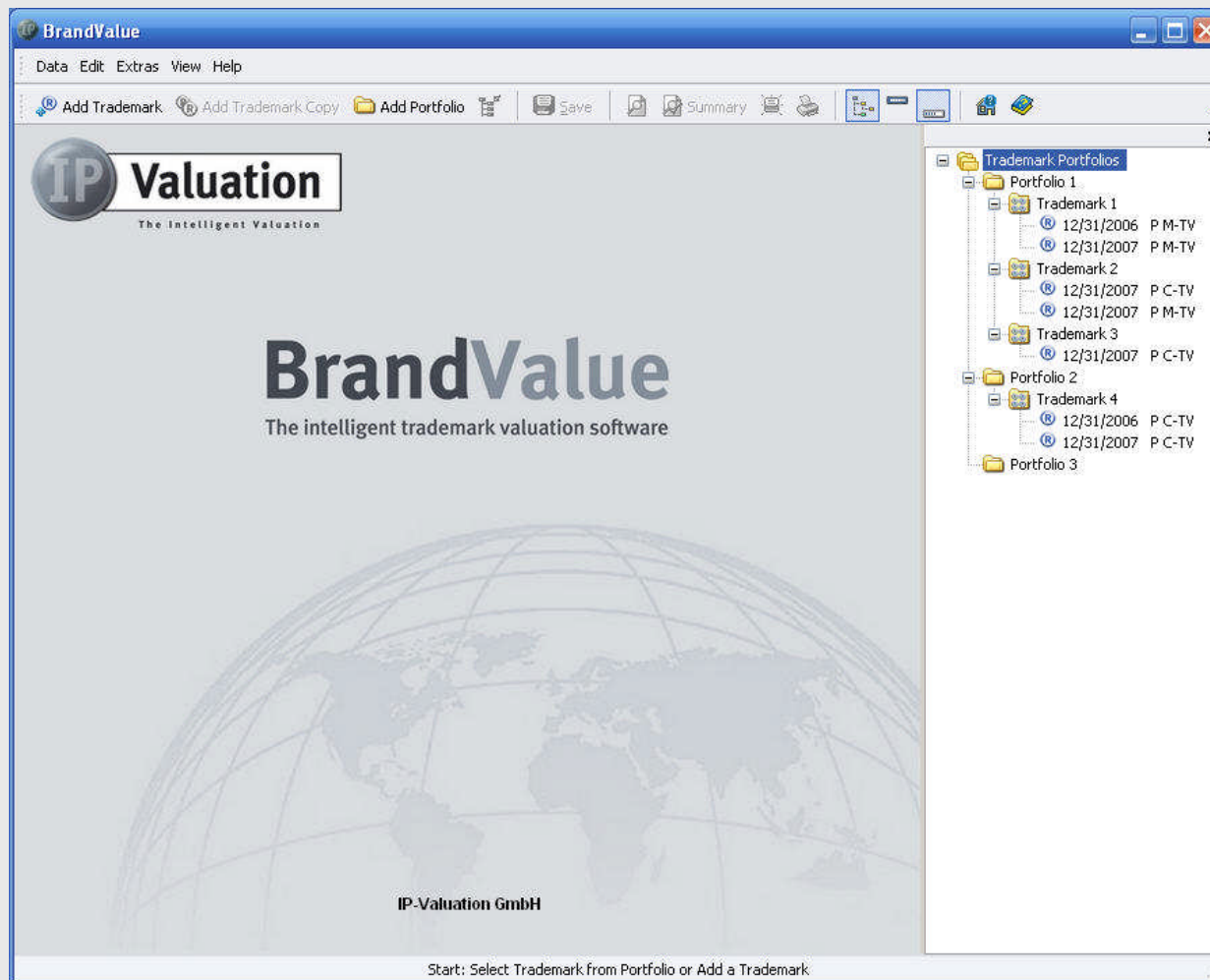
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Advantages and Summary

## 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 - 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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