

Intangible Asset Valuation, Purchase Price Allocation - Advanced Workshop

Day 1	Day 2
<ul style="list-style-type: none">■ Cash generating unit issues■ Identification of intangibles■ Remaining useful lives■ Goodwill allocation methods■ Partial and full goodwill methods■ Step acquisitions■ Fair value issues■ Customer relationship & decay models■ Returns on assets■ Tax amortisation benefit issues■ Contributory asset charge issues	<ul style="list-style-type: none">■ Valuing brands■ Analysing royalty agreements■ Specific intangibles valuation issues<ul style="list-style-type: none">■ Databases■ Software■ Patents■ Order backlog■ Customer relationships■ Workforce-in-place■ In-process research & development■ Greenfield approach■ Alternative PPA models■ Joint ventures and joint operations

