

INTANGIBLE ASSETS / IP VALUED

Marketing-Related

- Trademarks, trade names
- Service marks, collective marks, certification marks
- Trade dress (unique color, shape, or package design)
- Newspaper mastheads
- Internet domain names
- Non-compete agreements

Customer-Related

- Customer lists
- Order or production backlog
- Customer contracts and related customer relationships
- Non-contractual customer relationships

Artistic-Related

- Plays, operas, ballets
- Books, magazines, newspapers, other literary works
- Musical works such as compositions, song lyrics, advertising jingles
- Video and audiovisual material, including motion pictures, music videos, television programs
- Publicity rights (persona)

Contract-Based

- Licensing, royalty, standstill agreements
- Advertising, construction, management, service or supply contracts
- Lease agreements
- Construction permits
- Franchise agreements
- Operating and broadcast rights
- Use rights such as drilling, water, air, mineral, timber cutting, and route authorities
- Servicing contracts such as mortgage servicing
- Employment contracts

Technology-Based

- Patented technology
- Computer software and mask works
- Unpatented technology
- Databases
- Trade secrets, such as secret formulas, processes, recipes