



ANNUAL CONSULTANTS' CONFERENCE

JUNE 8-11
2011
SAN DIEGO

NATIONAL ASSOCIATION OF CERTIFIED VALUATORS AND ANALYSTS • INSTITUTE OF BUSINESS APPRAISERS

Track: **Financial Reporting**

Session Date/Time: *Thursday, June 9, 2011 • 4:00 – 5:40 PM*

Session Title: **Intangible Asset Valuation and Fair Value Accounting Standards**

Session Summary:



This presentation will describe identifiable intangible assets for fair value purposes: identifiable intangible assets recognized under GAAP, identifiable intangible assets not recognized under GAAP, residual intangible assets recognized under GAAP, and phenomena that do not qualify as intangible assets. The presentation will describe the intangible asset fair value measurement assignment: standard of value—fair value, premise of value—highest and best use analysis, levels I, II, and III of ASC 820-10 valuation evidence, and estimating fair value when there is little (or no) market. The presentation will also summarize generally accepted intangible asset valuation approaches and methods: cost approach valuation methods, valuation analyst cost approach data gathering and due diligence, market approach valuation methods, valuation analyst market approach data gathering and due diligence, income approach valuation methods, and valuation analyst income approach data gathering and due diligence

CPE Hours/Fields of Study: CPE: 2 • 2Hrs-SK&A

Presenter Bio(s): **Robert Reilly, CPA/ABV/CFF, CBA**



Robert has been a managing director of Willamette Management Associates for the past 20 years. WMA specializes in the valuation of businesses, securities, and intellectual property for transaction, taxation, financing, litigation, financial accounting, and management information purposes. Before joining WMA, Robert was a partner and national director of valuation services for Deloitte & Touche. Before that, he was a vice President for Arthur D. Little Valuation. Robert holds a BA in economics and an MBA in finance, both from Columbia University. He is a certified public accountant, chartered financial analyst, certified management accountant, accredited tax advisor, certified business appraiser, certified review appraiser, and certified valuation consultant. He is accredited in business valuation and certified in financial forensics.