

CORPORATE BRAND EQUITY AND PATENT ACCOUNTING STATEMENT

Company: _____ **Period Ended:** _____
Currency: _____ **Prepared Date:** _____

ASSET CLASSIFICATION & ACCOUNT DETAILS	AMOUNT
1. Brand Equity Assets	
Acquired Brand Names (At Cost)	_____
Internally Generated Brand Development Costs (Capitalized)	_____
Trademarks and Service Marks	_____
Gross Brand Equity Carrying Value	_____
Less: Accumulated Amortization (Brand)	_____
Less: Accumulated Impairment Losses (Brand)	_____
Net Carrying Value - Brand Equity	_____
2. Patent Portfolio Assets	
Utility Patents (Acquisition / Filing Cost)	_____
Design Patents (Acquisition / Filing Cost)	_____
Licensing Rights & Patent Technologies	_____
Gross Patent Portfolio Carrying Value	_____
Less: Accumulated Amortization (Patents)	_____
Less: Accumulated Impairment Losses (Patents)	_____
Net Carrying Value - Patent Portfolio	_____
Total Net Corporate Brand Equity & Patent Assets	_____

RECONCILIATION NOTES & AMORTIZATION METHODOLOGIES

Prepared By (Finance Officer / Accountant)

Reviewed By (Internal Auditor / Controller)

Approved By (Chief Financial Officer / Director)