

Accounting for Goodwill and Other Intangibles: Fair Value Measurements

Intangible assets – whether reflected in relationships, proprietary technology, or business processes – make up a growing part of a business's asset value in today's world. As such, the FASB is increasingly recognizing the value that these assets contribute to a business enterprise. Whether you are valuing intangible assets in a business combination or assessing impairment, this course helps you not only value such intangible assets for financial reporting purposes, but also advise on how to actively manage them for the maximum benefit of the company.

HOW YOU WILL BENEFIT

Upon completion of this course, participants will be able to:

- Apply SFAS 157, Fair Value Measurements to estimate the fair value of specific intangible assets
- Perform the basic steps in identifying and valuing intangible assets acquired as part of a business combination under SFAS No. 141(R)
- Amortize intangibles and test for impairment under SFAS Nos. 142 and 144
- Perform useful life analysis
- Prepare appropriate financial statement disclosures

HIGHLIGHTS

- Fair values determined under SFAS Nos. 141(R), 142, 144, and 157
- Solve the special valuation problems posed by intangible assets
- The relationship of the value of intangible assets to the value of the business as a whole
- Alternative valuation approaches and real life methods to value those “unseen” assets
- Adding hidden intangible assets and intellectual property to create the economic balance sheet
- Applying the market (relief from royalty or market comparables), cost, and income (various approaches) methods to the valuation of intangible assets
- Introduction to the real option method of valuing intangible assets with contingent value
- Valuation tips and practical real life examples
- Case study: valuation of patented technology

WHO WILL BENEFIT

- CPAs and other accountants conducting or reviewing fair value measurement engagements involving goodwill, intellectual property, and other intangible assets



LEVEL

Intermediate

CPE CREDIT

Classroom: 8
accepted for CMA and CFM continuing education credit.

NASBA FIELD OF STUDY

Accounting: 8

PREREQUISITE

Moderate amount of business valuation engagement experience

PRODUCT ORDERING INFORMATION

Public Seminar: AGOI
On-Site Training: AGOI

(For self-study ordering information and recommended credit, visit www.cpa2biz.com/cpe)