

# CASE STUDY

## Media Company



### Brief

Intangible Business was asked to assess the value of the intellectual property rights (IPR) owned by email marketing and web design company for the company's directors and its advisers, Fisher Partners, in order to transfer some or all the intangible assets under a prospective pre-packaged administration.

The IPR included the trade name, a database of email addresses for marketing purposes, propriety software to manage for e-marketing campaigns and a licence to exploit a secure communications and collaboration web platform outside the education and training market.

### Approach

The market valuation of the IPR was derived by analysing the market for the assets, reviewing level of interest and affordability for potential acquirers and ascertaining remaining the economic lives of each asset. Replacement cost and value in use were also considered for corroborative purposes and were the preferred valuation method for several of the assets in question.

### Outcome

Following submission of our valuation report, The company and advisers were able undertake a pre-packaged administration with confidence that the assets were transferred at fair market value.