

Identifiable Intangible Assets

Marketing-Related Intangible Assets

- Trademarks
- Collective Marks
- Newspaper Mastheads
- Brand Names
- Retail Shelf Space
- Cooperative Ventures
- Trade Names
- Certification Marks
- Internet Domain Names
- Distribution
- Subscription Lists
- Service Marks
- Customer Relationships
- Trade Dress
- Non-Competition Agreements
- Distribution Networks
- Supplier Relationships

Artistic-Related Intangible Assets

- Advertising Jingles
- Product Designs
- Slogans
- Architectural Drawings
- Drawings
- Blueprints
- Publications

Contract-Based Intangible Assets

- License Agreements
- Advertising Contracts
- Service Contracts
- Construction Permits
- Operating Rights
- Drilling Rights
- Timber Rights
- Development Rights
- Management Contracts
- Royalty Agreements
- Construction Contracts
- Supply Contracts
- Franchise Agreements
- Servicing Contracts
- Water Rights
- Route Authorities
- Exploration Rights
- Mineral Rights
- Standstill Agreements
- Management Contracts
- Broadcast Rights
- Employment Contracts
- Air Rights
- Airport Gates
- FCC Licenses
- Permits
- Above/Below Market Leases

Technology-Based Intangible Assets

- Patented Technology
- Unpatented Technology
- Trade Secrets
- Recipes
- Patent Applications
- Computer Software
- Databases
- Secret Formulas
- In-Process R&D
- Proprietary Processes
- Computer Mask Works
- Title Plants
- Processes
- Laboratory Notebooks
- Technological Documentation