



## Willamette Management Associates

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### For Immediate Release

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### ***Guide to Intangible Asset Valuation, Revised Edition, Published by AICPA***

**Chicago – January 2015** – Willamette Management Associates is pleased to announce the publication of the revised edition of *Guide to Intangible Asset Valuation*. This 745-page hardcover book was authored by firm managing directors Robert F. Reilly and Robert P. Schweihs. The book is published by the American Institute of Certified Public Accountants (AICPA).

This thoroughly revised book explores the technical disciplines of intangible asset valuation, economic damages, and transfer price analyses. *Guide to Intangible Asset Valuation* examines the economic attributes and the economic influences that create, monetize, and transfer the value of intangible assets. The revised edition of the *Guide* includes expanded discussions of numerous technical topics, including the tax amortization benefit calculation, remaining useful life estimation, and intercompany transfer price methods. A detailed index is included in this revised edition, as well as an expanded table of contents. Examples and case studies are provided throughout the book.

According to the AICPA, “The *Guide to Intangible Asset Valuation* delivers matchless knowledge to intellectual property experts in law, accounting, and economics. This indispensable reference focuses strictly on intangible assets which are of particular interest to valuation professionals, bankruptcy experts, and litigation lawyers.”

In particular, the *Guide to Intangible Asset Valuation* describes and illustrates analyses that are relevant to fair value accounting, intercompany transfer price taxation issues, intellectual property licenses and sales, bankruptcy matters, property tax compliance and controversies, and intellectual property infringement and breach of contract claims.

“We are very proud of this revised textbook,” said firm managing director Robert Reilly. “We believe that it represents the most current thought leadership in intangible asset valuation, damages analysis, and transfer price analysis.”

“We continue to contribute to the professional literature on the subject of valuing businesses, securities, and intangible assets,” said firm managing director Bob Schweihs. “This is the eleventh book that Robert and I have co-authored or co-edited that has proven to be a practical reference source for, among others, judges and legal counsel.”

*Guide to Intangible Asset Valuation*, revised edition, is available from the Willamette Management Associates website at [www.willamette.com/books\\_intangibles.html](http://www.willamette.com/books_intangibles.html), or from the AICPA store at [www.cpa2biz.com](http://www.cpa2biz.com).

### **About Willamette Management Associates**

Founded in 1969, Willamette Management Associates provides thought leadership related to business valuation, forensic analysis, and financial opinion services. Our clients range from family-owned companies to Fortune 500 corporations and include the banking industry, the accounting profession, the legal community, and government and regulatory agencies. Our client engagements include intangible asset analyses performed for transaction, taxation, accounting, financing, and litigation purposes.

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