
**Brand valuation — Requirements
for monetary brand valuation**

*Evaluation d'une marque — Exigences pour l'évaluation monétaire
d'une marque*



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Contents

Page

Foreword	iv
Introduction.....	v
1 Scope	1
2 Terms and definitions	1
3 General requirements	2
3.1 Transparency	2
3.2 Validity	2
3.3 Reliability	2
3.4 Sufficiency	2
3.5 Objectivity	2
3.6 Financial, behavioural and legal parameters	2
4 Specific requirements	3
4.1 Declaration of purpose	3
4.2 Value concept	3
4.3 Identification of brand	3
5 Valuation approaches and methods	3
5.1 General considerations	3
5.2 Income approach	4
5.3 Market approach	6
5.4 Cost approach	7
6 Necessary valuation inputs	7
6.1 Market and financial data	7
6.2 Behavioural aspects	7
6.3 Legal aspects	9
6.4 Sourcing and use of quality data and assumptions	10
7 Reporting	10
8 Independence	11