

PRACTICAL VALUATION OF INTANGIBLE ASSETS

CASE STUDY BASED WORKSHOP



CPD Hours (BOVAEP Approved):

Physical : 5 Hours
Online : 2.5 Hours

 **15TH OCTOBER 2026**
(Thursday)

 Level 11, Menara MyIPO,
PJ Sentral

 **HYBRID EVENT**
In Person & Virtual

INTRODUCTION

Intangible assets are increasingly becoming the key drivers of business value, but valuing them requires understanding their unique characteristics, commercial use, and economic impact.

This one-day workshop provides a practical introduction to the valuation of key intangible assets including software, customer relationships, trademarks/brands, and patents. Through expert-led sessions and interactive exercises, participants will gain hands-on insights into real-world valuation approaches, key assumptions, and value drivers across different asset types.

WORKSHOP OBJECTIVES

-  Provide participants with a clear understanding of how different types of intangible assets are valued in practice.
-  Develop the ability to identify appropriate valuation approaches based on asset characteristics.
-  Build awareness of key drivers of value, including revenue attribution, useful life, and risk factors.
-  Provide hands-on exposure through case-based exercises across multiple asset types.

TARGET AUDIENCE

-  Valuation professionals and analysts
-  Corporate finance and transaction advisory practitioners
-  Corporate executives and strategy teams
-  Legal professionals involved in IP and transactions
-  Accountants and auditors
-  Intellectual property professionals
-  Bankers and financial institutions

TIME	SESSION	SPEAKER(S)
8.00am – 9.00am	Registration & Breakfast	-
9.00am – 9.10am	Opening Speech	YBhg. Dato' Sr Abdul Razak bin Yusak Ketua Pengarah Penilaian & Perkhidmatan Harta
9.10am – 10.15am	Latest Development of IP Finance in the United States of America and latest Intangible Assets Valuation Approaches and considerations to support IP financing	William A. Hanlin Jr., CPA, ICVS, CFE, CFD President and CEO of the International Association of Certified Valuation Specialist (IACVS)
10.15am – 10.45am	Coffee Break	-
10.45am – 11.45am	Valuation of Software – Case Study	Larry Escoro, Valuation Manager, Adastra IP International Pvt Ltd.
11.45am – 12.45pm	Valuation of Customer Relationships – Case Study	Roger Loh, Director of Financial Advisory, Forvis Mazars
12.45pm – 1.45pm	Lunch	-
1.45pm – 2.45pm	Valuation of Trademarks & Brands - Case Study	Jowis Ng, Head of Corporate Finance, Khong & Jaafar (Corporate Services) Sdn Bhd
2.45pm – 3.45pm	Valuation of Patents & Technology – Case Study	Christine Ng, IP Valuation Director, Adastra Intellectual Property Sdn Bhd
3.45pm – 4.00pm	Tea Break	-
4.00pm – 5.00pm	Valuation of Copyrights – Case Study	Martin Brassell, CEO, Inngot Ltd. (UK)

FEE

IN PERSON

BVAM MEMBER : RM 900
NON - MEMBER : RM 1100

VIRTUAL

BVAM MEMBER : RM 800
NON - MEMBER : RM 1000



HRDC CLAIMABLE

FOR ENQUIRIES & REGISTRATION

-  +6017-391 6008 (Ms. Sheila)
-  bvam.secretariat@gmail.com

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REGISTRATION FORM

Please complete and email the registration form together with the bank-in slip as proof of payment. Your registration will be confirmed upon receipt of the completed form and proof of payment.

MEMBERSHIP STATUS : ☐ BVAM MEMBER | M/SHIP NO : _____ ☐ NON - MEMBER

MODE OF ATTENDANCE : ☐ IN - PERSON ☐ VIRTUAL

FEES PAID : _____

PERSONAL INFORMATION

NAME OF PARTICIPANT : _____
(full name as in ID)

JOB TITLE : _____

ORGANISATION : _____

CONTACT INFORMATION

ADDRESS : _____

POST CODE : _____ **STATE/CITY** : _____

TEL : _____ **FAX** : _____

MOBILE NO. : _____

EMAIL : _____

FEE

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BVAM MEMBER : RM 800
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PAY TO : BUSINESS VALUERS ASSOCIATION MALAYSIA

ACCOUNT NO : 8602484305 (CIMB BANK BERHAD)

FOR ALL ENQUIRIES AND REGISTRATION, PLEASE CONTACT:

MS. SHEILA : +6017-391 6008

EMAIL : bvam.secretariat@gmail.com