American Society of Appraisers
Intangible Asset Specialty Designation

Application Form

American Society of Appraisers®
ASA®
The International Society of Professional Valuers®

Information on Application Process

Thank you for your interest in the Intangible Asset designation offered by the American Society of Appraisers. As an existing Accredited Senior Appraiser in Business Valuation, the process for obtaining the Intangible Asset designation is simplified.

Prerequisites for Intangible Asset Designation Candidates

Requirements for candidates for the Intangible Asset valuation designation include:

1. Current Accredited Senior Appraiser in Business Valuation in good standing
2. Completion of education requirements - course and exam
    a. BV 301, *Valuation of Intangible Assets*
    b. BV 302, *Special Topics in the Valuation of Intangible Assets*

Application Process

The straightforward application process only requires several steps to complete:

1. Submit application and payment
2. Submit intangible asset valuation report
3. Submit intangible asset report review checklist
4. Submit experience log

Timeline

The ASA intangibles courses and exams should be completed prior to submitting this application. Review of the intangible asset appraisal report and checklist are the most time consuming elements of the ASA review process. Selection of an appropriate report and proper completion of the report review checklist will speed the process and reduce the risk of a report not being accepted. A candidate submitting all materials properly completed and a well written report should expect to hear from the ASA in approximately three months. Marginal or failing reports may require additional review time.

Report Considerations

The report examination checklist (separate document) should be reviewed carefully prior to selecting and submitting a report.

Submission of Actual or Demonstration Report

Due to employer policy or other factors, Candidates may prepare reports that do not include all elements included in the report review checklist. In such a case, a Candidate may modify an actual report to make it a "demonstration report". A demonstration report is based on an actual report and has been expanded to include items required by the ASA that were not included in the original report.

Reports Not Meeting ASA Requirements

Unfortunately, not all reports will meet the ASA requirements. In this event, you will be provided comments on the factors considered by the ASA that lead to the reports not being passed.

Receipt of Designation and Certification

Once your application information is confirmed and your appraisal report and checklist and the experience log are approved, you will be awarded your Intangible Asset designation. The certificate will be mailed to you at your address of record.

Intangible Assets Designation Application Form

Applicant Information

Full name_____

Street Address_____

City_____ State/Province_____ Country_____

Postal Code_____Phone_____

Email _____

ASA member number (ASA in BV only) _____

Payment information

The fee of $300 must be enclosed with this accreditation application.

_____Check (enclosed) _____Visa _____MasterCard _____American Express

Credit card #_____Expiration date_____

Signature_____

Affirmation Statement for Actual or Demonstration Report Submission (Please check one of the below)

____ Actual Report - I hereby affirm and certify the appraisal reported submitted was primarily prepared by me and is a copy of an actual report prepared for an actual client.

____Demonstration Report - I hereby affirm and certify that the demonstration report I have submitted was primarily prepared by me and is based on an actual report prepared for an actual client.

Applicant Certification and Agreement

I hereby affirm and certify that the statements contained herein are truthful, and if approved for a designation, I agree to abide by ASA's constitution, bylaws, administrative rules, Principles of Appraisal Practice and Code of Ethics and by the provisions of the Uniform Standards of Professional Appraisal Practice of The Appraisal Foundation.

Signature of Applicant_____ Date_____

Print Name_____

Appraisal Experience Log Requirements

Candidates for the Intangible Asset Designation should prepare and submit an Appraisal Experience Log ("Appraisal Log"). The Appraisal Log should include summary information on ten intangible asset valuation assignments where the candidate was the principal preparer of the valuation analysis and report.

Key elements to include for each of the ten projects include:

1. Report Date
2. Valuation Date
3. Premise of Value
4. Intended Use (Purpose) of Report
5. Industry of Subject Entity
6. List Intangible Assets Appraised and Valuation Method(s) Used

Completed Application Packages

Mailing Address

Please mail your complete application package to:

Education and Accreditation Manager
American Society of Appraisers
11107 Sunset Hills Rd, Suite 310
Reston, VA 20190

Contact for Questions
Please contact Nicole Cruz, ASA Education and Accreditation Manager at ncruz@appraisers.org or 703-733-2122 with any questions on the application forms or process.