



2010 CONGRESS ON FAIR VALUE — MEASUREMENTS AND RECOGNITION: SHARED SPACE

SEPTEMBER 27 – 28, 2010 SEATTLE, WA USA

SESSION TITLE: Accounting and Valuation of IPR&D and Other Intangible Assets Challenges, Opportunities and Risks

SESSION DATE: Tuesday, September 28, 2010

SESSION TIME: 10:30 – 12:30pm

Session Description:: A focus on the accounting and valuation challenges related to IPR&D and other intangible assets under US GAAP, which begin at acquisition date and continue during the life cycle of acquired intangible assets. The presentation will cover the roles and responsibilities of accounting personnel, auditors, and valuation specialists related to the recognition and valuation of intangible assets, including IPR&D, and highlight the importance of coordination among these parties in order to comply with applicable standards.

CPE Hours / Fields of Study: 1 Hr- Accounting (AC) and 1 Hr – Specialized Knowledge and Application (SK&A)

Presenter Bio:



Brad Pursel is a Principal with Brown Smith Wallace, L.L.C. in St. Louis, Missouri. Brad was previously a Senior Manager in CBIZ Valuation Group and a Manager in Deloitte. Brad specializes in the valuation of businesses and intangible assets.

Brad serves on the AICPA's In-Process Research & Development Task Force and formerly served on the AICPA's Fair Value Resource Panel.

Brad's credentials include the CPA, ABV, CFA, and ASA.

Brad earned an MBA from Washington University and undergraduate degrees in both accounting and finance from the University of Maryland.

Brad is a frequent author and presenter on fair value topics.

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