



COURSE : BUSINESS STREET SMARTS

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AN INTELLECTUAL PROPERTY CRITICAL INFORMATION (IPCI) ASSET REGISTER FOR MULDOVIC ICE-CREAM COMPANY

INTRODUCTION

Meaning & Purpose of an Asset Register?

An asset register is a comprehensive listing of a business' or an entity's resources. Organizations, schools, or companies use this listing to track the date assets were purchased, calculate their value, and identify their locations.

The purpose of an asset register is **to enable businesses to know the status, procurement date, location, price, depreciation, and the current value of each asset**. Other benefits of an accurate asset register include: Providing complete transparency of all asset data as well as valuation of the company, especially in the when it comes to intangible (intellectual property) assets such as patents, Private publications, company trademarks, formulas, etc.

Many organizations maintain an asset register **to keep track of the book value of assets and possible depreciation charged over a period of time**. An asset register is also a useful means of easily identifying the items within the business, their importance, which level/category of staff to which access to this asset is given and reference for each item in the form of a unique identification number or code.

Types Of Assets

Some common types of assets include current, non-current, physical, intangible, operating, and non-operating.

For the purpose of this Assignment, I have taken into consideration **ONLY THE CURRENT INTANGIBLE OPERATING ASSETS**. We are looking at the Intellectual Property category of assets of an Ice-cream company.

No	REF & NAME	VALUE	LOCATION	ASSET CLASS	ASSET CLEARANCE LEVEL
1.	Milk Frothing Process	Extreme High	Secure Location	Patent, Industry Process	A
2.	Organic Ice Cream compositions	Extreme High	Secure Location	Patent, Formula	A
3.	Waffle Composition	Very High	Company Headquarters	Patent, Recipe	B
4.	Brand registration rights of different Ice-Cream categories	Very High	All Locations	Brand Registration License	A, B, C, D
5.	Recipe/ on Different Ice-Cream categories	Very High	Company Headquarters	Patent, Recipe	B
6.	Formula of "Secret" Ingredients for Ice Cream categories	Extreme High	Secure Location	Patent, Formula	A
7.	Company's registration certificate	Very High	All Locations	Legal Registration	A, B, C, D
8.	Company's List of Investors & Shareholders	Extreme High	Company Headquarters	Investment Information	A
9.	Accounts documents (balance sheets, DETAILED Annual Financial records, etc)	Very High	Company Headquarters	Financial Transactional Records	A, B

10.	Detailed Company Strategic Plan	Extreme High	Company Headquarters	10 Year Strategy Plan	A
11.	Marketing Plan	Extreme High	Company Headquarters	Industry Plan	A, B
12.	Annual Budget	Extreme High	Company Headquarters	Financial Working Instrument	A, B, C
13.	Company Audit Report	High	Company Headquarters	Audit	A, B, C
14.	Suppliers' contracts & Business information	High	Company Headquarters	Suppliers & Outsources	A, B
15.	Client's Survey feedback/ results	Very High	Company Headquarters	Customer research Data	A, B
16.	List of Company Employees & their personal info	Very high	All Locations	Staff Information	A, B, C

Clearance Levels & Categories

	Company Ownership & Top Level Management			Senior Level Management Staff		Middle Level Management Staff & Investors			Non-Mang't Level Staff & General Public	
Staff Category	Board of Directors (Owners)	CEO	CFO	Branch Managers	Unit Managers	Sales & Marketing Managers	Middle Level Mang't Staff	Investors	Other Lower Level Staff	The General Public
Clearance Category	A			B		C			D	