

10th October 2011

BRAND FINANCE USA APPOINTS ELISE NEILS AS MANAGING DIRECTOR



Independent brand valuation company Brand Finance USA is pleased to announce the appointment of Elise Neils as one of the Managing Directors of our US offices where she will be working alongside William E. Barker.

Elise specialises in the valuation and monetization of tangible and intangible assets, including businesses, brands, securities, trademarks, patents and patent applications, naming rights, copyrights and other intellectual property for companies, non profits, government entities, and attorneys.

Elise has supervised and participated in hundreds of complex international valuation assignments involving brand creation, merger and acquisition transactions, strategic planning, GAAP and IFRS compliance, SEC reporting, tax reporting, litigation and estate planning.

Previous experience includes valuing intellectual property within a wide range of industries, with a particular focus on the Sports and Entertainment and has valued many world famous brands including Malibu®, Realtor®, Budweiser®, Woolmark® and Maker's Mark®.

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About Brand Finance

Brand Finance plc, the world's leading brand valuation consultancy, advises strongly branded organisations on maximising their brand value through effective management of their brands and intangible assets. Founded in 1996, Brand Finance has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars.

Its clients include international brand owners, tax authorities, Intellectual Property lawyers and investment banks. Its work is frequently peer-reviewed by the big four audit practices and its reports have been accepted by various regulatory bodies, including the UK Takeover Panel.

Brand Finance is headquartered in London and has a network of international offices in Amsterdam, Athens, Bangalore, Barcelona, Cape Town, Colombo, Dubai, Geneva, Helsinki, Hong Kong, Istanbul, Lisbon, Madrid, Moscow, New York, Paris, Sao Paulo, Sydney, Singapore, Toronto and Zagreb.

For further information, please visit our website: www.brandfinance.com

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