



**LICENSING EXECUTIVES SOCIETY OF
CHINA HONG KONG CHAPTER**

**Re: Special Interest Group Meeting on 10 June 2004 – Valuation of
Intellectual Property and Technology**

Dear Members,

We are very pleased to have Mr. Mark Mak, Senior Business Appraiser, Dynasty Premium Asset Valuation & Real Estate Consultancy Ltd., speak to us on valuation of intellectual property and technology.

Mr. Mak is a Chartered Financial Analyst and Certified Public Accountant. He has practiced in the corporate financing, structural financing, merging and acquisition, direct investment and intangible/intellectual asset valuation in investment banking, securities, valuation and investment consulting industry for more than 7 years. In the perspective of valuation, he is specialized in IT projects and IP assets appraisal for listed companies in Hong Kong. Some of IP assets appraised include technology royalty, film library, trademark and medical patent.

We are sure you would not want to miss this opportunity which has 1 CPD point applied for. Please complete the reply slip attached and return it to Ms. Jasmine Yiu of Wilkinson & Grist by fax at 2877-1295 or by e-mail yvonnechua@wilgrist.com.

We look forward to seeing you on 10 June 2004.

Sincerely yours,

LES of China, Hong Kong Chapter



LICENSING EXECUTIVES SOCIETY OF CHINA HONG KONG CHAPTER

Reply Slip

To: Ms Jasmine Yiu
Secretary to Ms Yvonne Chua
Wilkinson & Grist

Fax: 2877 1295
Or by email: yvonnechua@wilgrist.com

From: _____ [Name]

[Company Name]

[Contact Number]

Date: _____

Licensing Executives Society of China – Hong Kong Chapter

Topic: Valuation of Intellectual Property and Technology

- General purposes
- Methodologies
- Major concerns
- Application of Legal opinion
- Case illustration
- Q&A

Speaker: Mr. Mark Mak, CFA, CPA
Senior Business Appraiser
Dynasty Premium Asset Valuation & Real Estate Consultancy Ltd.

Medium: English

Date: 10th June 2004 (Thursday)

Time: 5:50 pm to 7:00 pm (Those requiring CPD points should note that he talk starts promptly at 6pm.)

Venue: Wilkinson and Grist, Conference Room
6/F., Prince's Building, Chater Road, Central, Hong Kong

Admission: Restricted to members and guests invited by the Council of the Hong Kong Chapter as a Members' benefit.

_____ Yes, I will attend the above Meeting.

_____ I regret that I will not attend the above Meeting.