

# Intangible assets checklist

Use this list to keep track of assets like your intellectual property, goodwill and brand.

Common intangible assets	Fill in what you've got
Patents	
Trade marks	
Copyrights	
Designs	
Secret formulas or processes	
Other types of intellectual property	
Purchased customer lists	
Goodwill, or the benefit of a business' good name and reputation	
<i>Other intangible assets</i>	
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See **Common business assets** on [business.govt.nz](https://business.govt.nz) for more tips and resources.