$$ETcoin
PROVIDING EDUCATION & WEALTH BUILDING TOOLS

WHAT ARE ASSETS

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Defined as a resource owned or controlled by an individual, corporation or government with expectations it will generate future cash flows.

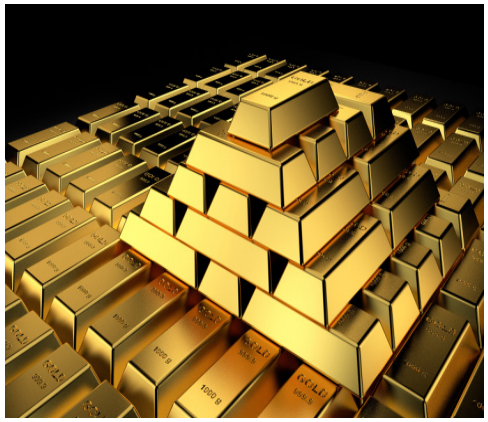
People can be assets because of the value they bring to a relationship or organization.

CASH ON HAND IS AN ASSET

TANGIBLE ASSETS

Tangible assets
are those
that can be touched.

- Land
- Buildings
- Inventory
- Cash on deposit
- Cash on hand
- Savings/Checking Account
- Certificates of deposit or CDs
- Commercial paper
- Corporate bonds
- Corporate stock
- Cryptocurrency
- Debentures held
- Equipment
- Guaranteed investment accounts
- Marketable equity securities
- Marketable securities
- Money market funds
- Mortgages (receivable) held directly
- Mutual funds



INTANGIBLE ASSETS

Intangible assets are non-physical, meaning they cannot be touched.

They have value because they represent an advantage to a business or organization

EXAMPLES

- Accounts receivable
- Blueprints
- Bonds
- Brand names
- Brand recognition
- Broadcast licenses
- Buy-sell agreements
- Chemical formulas
- Computer programs
- Computerized databases
- Contracts
- Cooperative agreements
- Copyrights
- Customer relationships
- Designs & drawings
- Distribution rights
- Development rights
- Distribution networks
- Domain names
- Drilling rights
- Easements
- Engineering drawings
- Environmental rights
- FCC licenses
- Film libraries
- Food flavorings & recipes
- Franchise agreements
- Goodwill
- Historical documents
- Joint ventures
- Laboratory notebooks
- Landing rights
- Licenses
- Loan portfolios
- Trademarks
- Management contracts
- Trade secrets
- Manuscripts
- Medical charts/records
- Methodologies
- Mineral rights
- Musical compositions
- Natural resources
- Patents
- Permits
- Procedural manuals
- Product designs
- Property use rights
- Proprietary technology
- Royalty agreements
- Securities portfolios
- Security interests
- Shareholder agreements
- Solicitation rights
- Supplier contracts
- Training manuals
- Use rights (air, water, land)

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PERSONAL ASSETS

Personal assets might be tangible or intangible.

They can be assets owned by the person or assets related to the person's personal characteristics.

EXAMPLES OF OWNED PERSONAL ASSETS

- Artwork
- Jewelry
- Automobile
- Savings account
- Checking account
- Investment accounts
- Retirement account
- Collectibles Electronics Insurance

EXAMPLES OF PERSONAL CHARACTERISTIC ASSETS

- Great smile
- Positive attitude
- Sense of humor
- Great communicator
- Excellent public speaker
- Ability to get along with many different personalities

CORPORATE ASSETS

Corporations have long lists of assets including companies and brand names which are owned by the corporation.

Here are some examples of the assets of Disney:

- ABC Entertainment Group Animation
- Disney-ABC Television Group Disney Channels Worldwide Disney Consumer Products
- Disney Cruise Line
- Disney Interactive Studios Disney Music Group
- Disney Online
- Disney Publishing Worldwide
- Disney Theatrical Group
- Disney Vacation Club
- Disneyland Paris
- Disneyland Resort
- ESPN, Inc.
- Hong Kong International Theme Parks Lucasfilm
- Marvel Entertainment
- Walt Disney World Resort

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