



15:00 - 15:30

The financial management of brands: how trademark counsel can add value

Brand-backed lending is on the rise, offering companies increased opportunities to leverage the value that resides in their assets. Meanwhile, the maximisation of tax and financial efficiencies offers the prospect of significant financial savings for companies. In both spheres, trademark counsel have a critical role to play in realising these opportunities.

- Ownership structures: where IP rights reside and the tax implications
- Collateralisation, securitisation and sale and leaseback – wading through the options
- Contributing to success: the role of trademark counsel in deal-making
- Best practice for working with tax, finance and investment stakeholders

Speakers: [Alexander Biesalski](#), [Torsten Mann](#)



Alexander Biesalski
Managing partner
BIESALSKI & COMPANY

Alexander Biesalski is one of the key figures in the development and implementation of brand valuation in Germany. Early in his studies of industrial engineering and management, he realised the importance of combining unconventional disciplines.

Mr Biesalski is the founder and majority shareholder of BIESALSKI & COMPANY, based in Munich. Throughout his career, he has gained a broad scope of competencies in the fields of business strategy, marketing, research and bank and corporate consulting, which he combines with innovative value-oriented brand strategies. Mr Biesalski's clients – including international corporations as well as innovative small and medium-sized enterprises – agree with his vision: "A good name is your strongest asset". This acknowledgement recognises his expertise in strengthening the brand's profitability and proficient application of marketing tools.



Torsten Mann
Executive consultant
BIESALSKI & COMPANY

Torsten Mann is a juridical assessor and an executive consultant and freelancer at BIESALSKI & COMPANY. The company focuses on finance, strategic planning, brand and product development, marketing and distribution.

Until March 2015 Mr Mann was senior head of a corporate finance boutique for structuring M&A projects as well as for the financing, restructuring and balance sheet optimisation of medium-sized family businesses.

He is also the founding manager of K-System GmbH/Vienna, a company of Krüger-Gruppe/Bergisch Gladbach, taking responsibility for trademark and patent protection and quality management of equipment production in China.

Mr Mann has over 35 years of experience in the industries of consumer goods, consumer durables and capital goods, from the perspective of both finance and marketing.