

Protecting Your (ASS)ets



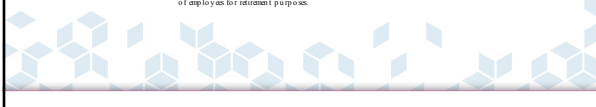
Goals

- ✓ Succession planning
- ✓ Personal estate concerns
- ✓ Enhance legal protection
- ✓ Taxation mitigation
- ✓ Brand & identity protection
- ✓ Growth & expansion flexibility
- ✓ Corporate governance
- ✓ Investor protection



Succession Planning

- ✓ What do I want to happen?
 - The company continues
 - Key personnel given opportunity to purchase
- ✓ How to I finance those goals?
 - Contribute to life insurance policy
 - Company financial - not for everyone, but the value of ensuring key personnel committed to long-term careers outweighs the cost
 - Policy held in Rabbi Trust
 - A Rabbi Trust is a non-qualified deferred compensation arrangement in which funds are invested in an irrevocable trust to be held for the benefit of employees for retirement purposes



Brand & Identity Protection



Structure

