EXHIBIT 3
Factors to Consider Under the Income Approach

Capitalization of Benefits:

- Normalization adjustments
- Nonrecurring or unusual revenue and expense items
- Taxes
- Capital structure and financing costs
- Appropriate capital investments; cost of capital
- Noncash items
- Qualitative judgments for risks used to compute discount and capitalization rates
- Expected changes (growth or decline) in future benefits

Discounted Future Benefits Method (consider all items above, plus):

- Forecast/projection assumptions
- Forecasted/projected earnings or cash flows
- Terminal value

Intangible Asset Valuation (also consider, when relevant):

- Remaining useful life
- Current and anticipated future use of the intangible asset
- Rights attributable to the intangible asset
- Position of intangible asset in its life cycle
- Appropriate discount rate for the intangible asset
- Appropriate capital or contributory asset charge, if any
- Research and development or marketing expense needed to support the intangible asset in its existing state
- Allocation of income to intangible asset
- Whether any tax amortization benefit would be included in the analysis
- Discounted multi-year excess earnings
- Market royalties
- Relief from royalty