

TAKING IT TO THE NET

P4



BTN 10-5 Access the Yahoo! (ticker: YHOO) 10-K report for the year ended December 31, 2013, filed on February 28, 2014, at www.SEC.gov.

Required

1. What amount of goodwill is reported on Yahoo!'s balance sheet? What percentage of total assets does its goodwill represent? Is goodwill a major asset for Yahoo!? Explain.
2. Locate Note 5 to its financial statements. Identify the change in goodwill from December 31, 2012, to December 31, 2013. Comment on the change in goodwill over this period.
3. Locate Note 6 to its financial statements. What are the three categories of intangible assets that Yahoo! reports at December 31, 2013? What proportion of total assets do the intangibles represent?
4. What does Yahoo! indicate is the life of "Trade names, trademarks, and domain names" according to its Note 6? Comment on the difference between the estimated useful life and the legal life of Yahoo!'s trademark.