

**EXHIBIT 1.5**

**Intellectual Capital Components**

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**Human**

Attitude  
Competencies  
Education  
Knowledge  
Skills

**Customer**

Brand  
Company name  
Customers  
Distribution channels  
Franchise agreements  
License agreements  
Loyalty

**Structural**

Copyright  
Corporate culture  
Design rights  
Financial relations  
Information technology infrastructure  
Management processes  
Service marks  
Trade secrets  
Trademarks

Since management in every organization manipulates human, structural, and customer capital, every organization uses Knowledge Management to some degree, though not necessarily in a sophisticated, formalized way. Not only does the relative percentage of the three types of intellectual capital vary from one company to the next, but the percent of human, customer, and structural capital varies from company to company, as well.