

WESTON ANSON CHAIRMAN



Weston Anson is Chairman of CONSOR[®], an intellectual asset consulting firm specializing in trademark, patent and copyright licensing, valuations, and expert testimony. The firm is headquartered in La Jolla, California, and has offices in New York and London. He served for six years as Vice President of the Licensing Industry Merchandisers' Association and is a lifetime member of the Board of Advisors. He is the past Co-Chair of the ABA Trademark Licensing Sub-committee as well as the Asset Sales Committee for the American Bankruptcy Institute (ABI). An active member of the Licensing Executives Society, he is a past Chairman of the Valuation Committee; the Internet Licensing E-Commerce Committee; and the Trademark Licensing Committee. He is currently on the International Board of LES. He is also active in INTA, the ASA and the Euro-American Tax Institute. In addition, Mr. Anson is an International IP Arbitrator with NAM (National Arbitration and Mediation) and a WIPO approved arbitrator. Most recently, he authored a new book entitled, "IP Valuation and Management," published by the ABA.

A seasoned consumer goods marketer, after receiving his MBA (honors) from Harvard University, he served a stint with the management consulting firm of Booz-Allen & Hamilton. Subsequently, he was the youngest Vice-President and corporate officer at Playboy Enterprises, Inc., where he launched many of their licensing programs. For the last 20 years, Mr. Anson has also led the way in developing and establishing accepted methods to value brands, technologies and other IP for companies. He is an expert in establishing licensing strategies for brands, as well as developing and managing licensing programs for a number of clients. He is a lecturer and author of over 150 articles on the subjects of licensing, valuation, reorganization in bankruptcy, technology and brand values, and the impact of licensing on value.

Mr. Anson was also Senior Vice President of Hang Ten International, which grew to nearly 100 licensees in 30 countries under his direction. Since founding CONSOR (and its predecessor company Trademark & Licensing Associates), he has developed numerous licensing strategies for major corporations and has performed valuations of hundreds of intellectual property components including: AAA, Barneys, America's Cup, Budget Rent A Car, Caterpillar, Inc., Estate of Dr. Seuss, Donna Karan, Amazon.com, DuPont, Ford Motor Company, General Motors Corporation, Hard Rock Café, Harrods, Hilton, IBM, L.L. Bean, Inc., Levi Strauss & Co., L'Oreal, Louisville Slugger, Lucasfilm, Ltd., Marvel, Mattel, McDonald's Corporation, MGM/UA, NCR, The Olympics, PepsiCo, Polaroid, Polo/Ralph Lauren, Procter & Gamble, QVC, Sara Lee, Sesame Street, Sony Corporation, the Vatican Library and Xerox Corporation.

Today, Mr. Anson and his firm concentrate on two primary areas: Developing effective leverage and licensing strategies for major companies; and establishing specific market values for trademarks, patents, brands and other intangible assets. Oftentimes they are retained by legal and financial counsel such as The Blackstone Group, Ernst & Young, Lazard Frères and JP Morgan Chase. He travels extensively counseling multi-national corporations and private companies in the U.S. and overseas. Mr. Anson currently chairs the Valuation Standards Committee for the Licensing Executives Society. An accomplished skier and hot air balloonist, he also races competitively on the SCCA and NASA circuits. He splits his time between homes in Aspen and La Jolla. To learn more about CONSOR, please visit www.consor.com. You may contact Weston Anson at (858) 454-9091 or via email at wanson@consor.com.

WESTON ANSON
Honors, Speeches, Publications

Offices, Memberships

Member, IP Litigation Committee, American Bar Association, 2010 - Present
Co-Chair, Valuation Standards Committee, Licensing Executives Society International, 2009 - Present
Member, Law Firm Committee, International Trademark Association, 2009 - Present
Board of Directors, National Auctioneers Association, 2008 - 2009
Board of Directors, Helix BioMedix, Inc., 2006 - 2008
Chair, Asset Sales Committee, American Bankruptcy Institute, 2005 - 2008
Co-Chair, Trademark Licensing Committee, American Bar Association, 2005 - 2006
Member, International IP Arbitration and Mediation (NAM), 2003 - 2009
Co-Chair, Trademark and Character Licensing Committee, Licensing Executives Society International, 2003 - 2004
Co-Chair, Internet/E-Commerce Committee, Licensing Executives Society, 2002 - 2003
Co-Chair, IP Sub-Committee of the Asset Sales Committee, American Bankruptcy Institute, 2002
Chairman, Valuation Committee, Licensing Executives Society 2002 - 2003
Editorial Board, Licensing Business Review, 2002 - Present
Associate Member, American Bar Association, 2001 - Present
Member, Turnaround Management Association, 2001 - Present
Chairman, Trademark Licensing Committee, Licensing Executives Society, 2001 - 2002
Chairman, Internet Licensing E-Commerce Committee, Licensing Executives Society, 2000 - 2001
Editorial Board, Licensing Economics Review, 1999 - Present
Member, Board of Delegates, International Licensing Executives Society, 1996 - Present
Lifetime Member, LIMA Board of Advisors, 1996 - Present
Member, Licensing Executives Society, 1992 - Present
Member, International Trademark Association, Strategic Planning Committee, 1998 - 2002
Co-Chairman, Valuation and Taxation Committee, Licensing Executives Society, 1995 - 1996
Associate Member, American Intellectual Property Lawyers Association, 1995 - 2008
Advisory Board, The Licensing Journal, 1996 - Present
Certified Instructor, National Association of Certified Valuation Analysts
Associate Member, American Society of Appraisers, 1993 - 2009
Chairman, Trademark Licensing Committee, Licensing Executives Society, 1992 - 1994
Board of Directors, Licensing Industry Merchandisers' Association, 1990 - 1996
Vice President, Licensing Industry Merchandisers' Association, 1987 - 1990
Director, MICEL (French Licensing Organization), 1985 - 1987
Member, American Tax Institute, 1984 - 1997

Seminars, Speeches and Presentations

2010 NAA Conference and Show, Greensboro, NC
2010 INTA Annual Meeting, Boston, MA
2010 iiBIG Spring Distressed & Turnaround Investment Forum, Santa Monica, CA
2010 Ocean Tomo IP Think Tank, San Francisco, CA
2009 TMA Western Regional Conference, La Costa, CA
2009 NAA Conference and Show, Overland, KS
2009 IP Business Congress, Chicago, IL
2009 LIMA Annual Licensing Show, Las Vegas, NV
2009 ICLE Intellectual Property Spring Seminar, Lansing, MI
2009 Annual ABI Rocky Mountain Bankruptcy Conference, Denver, CO
2008 ABA Annual Meeting, New York, NY
2008 ABA IPL Annual Meeting, Arlington, VA
2008 Arent Fox CLE, Washington, DC
2008 Finnegan Henderson CLE, Washington, DC

2008 Corporate IP Conference, Chicago, IL
2008 National CLE Conference, Vail, CO
2007 ABI Winter Leadership Meeting, Rancho Mirage, CA
2007 Law Seminars International, Seattle, WA
2006 SRI, Boston, MA
2006 Brand Finance Forum, London
2006 ABI, Washington, DC
2006 Intellectual Property Association Hochiminh City (IPA HCMC), Vietnam
2006 LES, San Diego Chapter, San Diego, CA
2006 LeBoeuf Lamb, Green & MacRae, New York, NY
2005 ABI, Indian Wells, CA
2005 New York City Bar Association, New York, NY
2005 SRI IP Financing & Securitization Summit, New York, NY
2005 LES Annual Meeting, Phoenix, AZ
2005 Legal Publishing Group Live Interactive Teleconference Program, San Diego, CA
2005 Licensing Letter Symposium, Chicago, IL
2005 LESI, Munich, Germany
2005 East Bay IT Group, Oakland, CA
2005 INTA Annual Meeting, San Diego, CA
2005 ABI, Washington, DC
2005 ABA, Arlington, VA
2005 SRI, Las Vegas, NV
2005 San Diego Telecom Council IPSIG/San Diego LES Chapter, San Diego, CA
2005 State Bar of California – Tele-Seminar, Sacramento, CA
2004 INTA Leadership Meeting, Phoenix, AZ
2004 LSI, Atlanta, GA
2004 SRI, New York, NY
2004 ABA, Toronto
2004 LIMA/LESI Seminar, New York
2004 SRI, London
2004 LESI, Paris, France
2004 ABA, Rancho Mirage, CA
2003 CIT Business Credit, New York, NY
2003 INTA Leadership Conference, Boca Raton, FL
2003 Ladas & Parry, New York, NY
2003 LES Annual Meeting, San Diego, CA
2003 Hong Kong Intellectual Property Ministry, Hong Kong
2003 Arent Fox, Washington, DC
2003 GE Capital, Norwalk, CT
2003 TMA, St. Louis, MO
2003 IRS Cost Sharing Conference, Glendale, CA
2002 IPQC Workshop, Chicago, IL
2002 LES Annual Meeting, Chicago, IL
2002 Web Seminar for Baker & Hostetler
2002 Advanced Business Bankruptcy Seminar of the Texas State Bar, Houston, TX
2002 Advanced Patent Law Institute 3rd Annual Seminar, San Jose, CA
2002 INTA, Washington, DC
2002 Advanced Business Bankruptcy Seminar of the Texas State Bar, Austin, TX
2002 ABI Bankruptcy Conference, New York, NY
2002 ABI Annual Spring Meeting, Washington, DC
2002 ABI Winter Leadership Conference, Tucson, AZ
2002 AIRA Business Valuation Conference, Park City, UT
2002 Boston Patent Law Association, Boston, MA
2002 Business Finance & Turnaround Assoc, Richmond, VA
2002 Buchalter Nemer, Los Angeles, CA
2002 Gateway, San Diego, CA

2002 Gray, Cary, San Diego, CA
2002 Global Summit Symposium, Bonita Springs, FL
2001 LES Annual Meeting, Palm Desert, CA
2001 ASA Advanced Business Valuation Conference, Seattle, WA
2001 Lawry's, Monrovia, CA
2001 Hallmark, Kansas City, MO
2001 Eli Lilly, Indianapolis, IN
2001 BBDO, New York, NY
2001 Yahoo! FinanceVision—Live Presentation, New York, NY
2001 The Clorox Company, Oakland, CA
2001 PLI Conference, San Francisco, CA
2001 IEG Sponsorship Conference, Chicago, IL
2001 Morrison & Foerster, San Diego, CA
2001 INTA, Washington, DC
2000 ACI, New York, NY
2000 ACI, Chicago, IL
2000 AIPLA, La Quinta, CA
2000 Bank of America, Chicago, IL
2000 Cyberspace Licensing, San Francisco, CA
2000 Darby & Darby, New York, NY
2000 Hong Kong Trade Development Council Regional Licensing Conference, Hong Kong
2000 Internet World Conference, Los Angeles, CA
2000 LES, New York, NY
2000 LES Annual Meeting, Toronto, Canada
2000 United Kingdom Sponsorship Conference, London
2000 Valuation Conference, San Francisco, CA
2000 WLE Licensing Conference, Munich, Germany
2000 Yahoo! Finance/Vision—Live Presentation, New York, NY
1999 American Conference Institute, New York, NY
1999 American Management Association, San Francisco, CA
1999 Brandworks, Madison, WI
1999 French Licensing Show, Paris
1999 Internet Conference, San Diego, CA
1999 LES, Venice, Italy
1999 LES, San Antonio, TX
1999 LIMA Executive Conference, La Quinta, CA
1999 LIMA, New York, NY
1999 LIMA, London
1999 Rutgers Conference, New Jersey
1999 Rutgers University, New Jersey
1998 ASB, United Kingdom
1998 Corporate Identity Conference
1998 Greenpeace International
1998 IIR Conference, San Diego, CA
1998 INSIGHT Conference, Chicago, IL
1998 LES Cyberspace Conference, Naples, FL
1998 LES International, Edinburgh, Scotland
1998 LES Winter Meeting, Newport Beach, FL
1998 MARQUES, Barcelona, Spain
1998 San Diego Bar Association, San Diego, CA
1998 Software Publishers Association, San Jose, CA
1997 CLE Institute
1997 CLE International
1997 European Patent Counsel Annual Conference
1997 LES Annual Meeting
1997 LIMA Annual Meeting

1997 US Department of Justice
1996 ACI, New York, NY
1996 ACLA, San Diego, CA
1996 Center for Business Intelligence
1996 LIMA
1996 National Litigation Support Series Association
1996 San Diego County Bar Association—IP Section
1996 San Diego Intellectual Property Law Association
1995 Accounting Standards Board, UK
1995 American Society of Appraisers
1995 Business Development Associates, Inc.
1995 Center for Business Development
1995 Executive Enterprises
1995 International LES Annual Meeting
1995 International Trademark Association
1995 IRS International Economists
1995 IRS North American Economists
1995 LES
1995 Restaurants & Institutions Annual Conference
1995 Strategic Research Institute, Los Angeles, CA
1994 American Bar Association-Intellectual Property, Virginia
1994 AIPLA, Virginia
1994 American Society of Appraisers, San Diego, CA
1994 Canadian Institute of Chartered Business Valuators
1994 LES
1994 Strategic Research Institute, New York, NY
1993 AIPLA Annual Meeting, Los Angeles, CA
1993 Copyright Society
1993 Institute of Property Taxation
1993 International Anti-Counterfeiting Coalition Annual Conference
1993 LES
1993 US Trademark Association
1992 AIPLA Annual Meeting
1992 American Tax Institute in Europe
1992 International LES Annual Meeting
1992 LES Annual Meeting
1992 LIMA Annual Meeting
1992 LIMA Research Seminar
1992 New York Bar Association
1992 US Trademark Association
1991 American Society of Appraisers Annual Meeting, Phoenix, AZ
1991 Chicago Bar Association
1991 International Licensing Conference, New York, NY
1991 LES Annual Meeting
1991 LIMA Annual Meeting
1991 US Trademark Association
1990 American Society of Appraisers Annual Meeting
1990 Canadian Institute of Chartered Business Valuators
1990 European Licensing Conference
1990 International Congress on Technology Exchange
1990 LES Annual Meeting
1990 LIMA Annual Meeting
1990 US Trademark Association Seminar
1989 Chairman, European Licensing Conference
1989 LIMA Annual Meeting
1989 USTA Trademark Association Seminar

1988 LIMA Annual Meeting
1987 Harvard Business School Club
1987 LIMA Annual Meeting
1986 MICEL Annual Meeting
1986 LIMA Annual Meeting
1985 Harvard Business School Club
1985 MICEL Annual Meeting

Books

1. IP Valuation and Management. Chicago: American Bar Association, 2010.
2. Intellectual Property and Brand Values in China. Beijing: Intellectual Property Publishing Company of China, 2009.
3. The Attorney's Guide to the Business Mind – An Expert Explains Corporate Clients, Finance, and the Instincts of an MBA. New York: Kaplan Publishing, 2008.
4. The Intangible Asset Handbook – Maximizing Value from Intangible Assets. Chicago: American Bar Association, 2007.
5. Fundamentals of Intellectual Property Valuation – A Primer for Identifying and Determining Value. Chicago: American Bar Association, 2005.

Book Chapters

“Accurately Valuing Trademarks and IP in Multiple Environments” (INTA Leadership Conference Paper, Forum Course Handbook, November, 2003)

“Valuing Intellectual Property and Licensing Agreements” (Advanced Licensing Agreements for the New Economy 2001, Forum Course Handbook, Practising Law Institute, March 2001)

“Chapter 2: Defining and Building the Brand” (Trademark Law Basics, Basics of Trademark Law Forum Course book, International Trademark Association, February 2001)

“Chapter 9: Section 1: Business Aspects of Licensing” (Trademark Law Basics, Basics of Trademark Law Forum Course book, International Trademark Association, February 2001)

“An Arm's Length View of Transfer Pricing” (The 1999 Guide to the World's Leading Transfer Pricing Advisors, Euromoney Institutional Investor PLC, December 1999)

“Hidden Value: Profiting from the Intellectual Property Economy” (Copyright 1999, co-authored by Weston Anson) “Intellectual Asset Management: Leveraging Intangibles” (Handbook of Business Strategy, 1999)

“Chapter 15: Managing Corporate Intellectual Capital” (Hidden Value: Profiting from the Intellectual Property Economy, Euromoney Publications, 1999)

“Chapter 13: Valuing Intangible Assets: The Big Pot of Goodwill” (Mergers And Acquisitions Handbook For Small And Midsize Companies, Copyright 1997, co-authored by Weston Anson)

“Setting Global and Regional Strategies” (The 1996 Licensing Resource Directory)

“What's It Worth? Valuation Of Technology” (The Business Valuator, The Canadian Institute of Chartered Business Valuators, Number 4, Volume 18, December 1994)

“Pharmaceutical Licensing: Maximizing the Bundle of Rights with A Pan European Strategy” (EPLC, November 1992)

Published Articles

June 2010 - “Is the Crisis Over?” (The Licensing Book, Volume 27, Number 6)

February 2010 - “The Road to Asia” (World Trademark Review, Issue 23)

June 2009 - “Branding’ is No Longer Enough” (The Licensing Book, Volume 26, Number 6)

June 2008 - “Into the ‘New Economy’: New Assets, Valuation Techniques, Regulations, and Issues” (ABF Journal, Volume 6, Number 6)

June 2008 - “Taking a Look at the ‘Intangible Asset Economy’” (The Licensing Book, Volume 25, Number 6)

February 2007 - “Licensing’s Silent Crisis” (The Licensing Book)

December 2006/January 2007 - “Branding is Not Enough in the Licensing Industry” (Intellectual Asset Management Magazine, Issue 21)

September 2005 - “The Silent Crisis in the Licensing Industry” (The Licensing Journal)

November/December 2004 - “Transfer Pricing: Establishing Royalty Rates & Cost Sharing Arrangements” (Valuation Strategies) by Weston Anson & Chaitali Ahya

November 2004 - “What’s it worth? Putting a figure on a musician’s estate and celebrity images” (Copyright World)

October 2004 - “How to make transfer pricing work for IP and intangible assets” with Chaitali Ahya (International Tax Review)

February/March 2004 - “Accurate IP Valuation in Multiple Environments” with Daryl Martin (Intellectual Asset Management)

February, 2004 - “Aces high – Maximizing your mark in licensing negotiations” (Trademark World)

January, 2004 - “Intellectual Capital: Understanding the Value and the Risk” (ABF Journal)

September, 2003 - “Negotiating Complex Licensing Agreements” (les Nouvelles)

Summer/Fall 2003 - “Intellectual Capital Values in Liquidation” (Bankruptcy Law News, Volume XVIII, Nos 2 & 3)

September, 2002 - “Licensing and Valuing Trademarks in A Bankruptcy Environment: A Global Minefield” (Trademark World)

August 2002 - “Intangible Asset and Intellectual Property Valuation in Bankruptcy – Part 2 of 2” (Shannon Pratt’s Business Valuation Update)

August 2002 - “Trademark Valuation: The How, When and Why” (Thomson & Thomson Client Times)

June 2002 - “Intangible Asset and Intellectual Property Valuation in Bankruptcy – Part 1 of 2” (Shannon Pratt’s Business Valuation Update)

June 2002 -"Identifying Valuable Intellectual Property in Bankruptcy – Part 2" (American Bankruptcy Institute Journal)

May/June 2002 –"Valuing and Monetizing Intellectual Property in Bankruptcy" (The Secured Lender)

May 2002 -"Identifying Valuable Intellectual Property in Bankruptcy – Part 1" (American Bankruptcy Institute Journal)

March 2002 - "Brand Conscious" (Article by Donna Block in The Daily Deal, with Weston Anson as consultant)

February/March 2002 -"Capital Intellectual: Un Intangible Con Peso Propio [The Value of Intellectual Capital is Context Specific]" (C&D: Conocimiento & Dirección, Publicación para la Gestión del Capital Humano)

February 2002 -"Valuation and Sale of Intangible Assets, Intellectual Property and IP Licenses in Bankruptcy" (The Licensing Journal)

February 2002 -"Valuing Intellectual Property in a Bankruptcy" (Interview with Weston Anson in Licensing Economics Review)

December 2001 –"What's It Worth? Traditional Valuation Methodologies of Intellectual Property" (The Licensing Journal)

November/December 2001 -"Intellectual Capital Values in Liquidation" with Jay D. Lussan (The Secured Lender)

October 2001 –"What's It Worth? Proprietary Valuation Techniques for Intellectual Property" (The Licensing Journal)

June/July 2001 –"What's It Worth? Building the Value of Hospitality Brands" (The Licensing Journal)

June 2001 -"2010: The Future of Licensing" (The Licensing Book)

June 2001 -"Institutional Licensing is Poised for Growth" (Art Licensing)

May 2001 –"What's It Worth? New Economy Brand Building" (The Licensing Journal)

April 2001 –"What's It Worth? Valuing Internet Brands: The Internet Value Equation" (The Licensing Journal)

March 2001 –"What's It Worth? Accounting and IP Valuation: New Merger Accounting Rules Impact the Value and Valuation of Trademarks and Other Intangible Assets" (The Licensing Journal)

January 2001 –"What's It Worth? Intangible Asset Valuation Techniques" with Mario Serrano (The Licensing Journal)

December 2000 -"Licensing: The Key to Internet Brand Building" (New York Law Journal)

October 2000- "Brand Valuation. Die marktorientierte Markenbewertung" (absatzwirtschaft Sondernummer)

September 2000 -"Using Licensing and Leverage To Maximize Internet Brand Values" (Sports and Character Licensing)

September 2000 -“What’s It Worth? Valuing Internet Brands: The Internet Value Equation” (The Licensing Journal)

Summer 2000 -“Using Licensing To Maximize Internet Brands” (Licensing Today Worldwide)

July/August 2000 -“Introducing the Internet Value Equation” (Managing Intellectual Property)

July 2000 -“Licensing: A Giant Marketing Opportunity” (www.digitrends.net)

June 2000 -“Licensing 2000: The Ones to Watch: On the Net, Genuine Promise” (Brandweek)

June 2000 -“On the Net, Genuine Promise” (Brandweek)

Spring 2000 -“Corporate Identity—Value and Valuation” (Corporate Reputation Review)

April 2000 -“What’s It Worth? Determining the Value of the Umbrella Corporate Brand” (The Licensing Journal)

November 29, 1999 -“A Primer on Food and Beverage Brand Licensing” (Brandweek)

September 1999 -“How Intangible Assets Drive Capitalization” (les Nouvelles, Journal of The Licensing Executives Society)

Summer 1999 -“Licensing Internet Assets: Options and Opportunities” (LIMA’s BottomLine)

Spring 1999 -“Corporate Identity Value” (Licensing Journal)

September 1998-“Merchandising Licensing and Strategy” (les Nouvelles, Journal of The Licensing Executives Society)

May 1998 -“The Million Dollar Domain Name” (Managing Intellectual Property)

March 1998 -“Identify, Value, Leverage Your Intellectual Assets” (les Nouvelles, Journal of The Licensing Executives Society)

February 1998 -“The Name Game” (San Diego Magazine)

February 1998 -“Strategy: Licensing and Merchandising” (Licensing Economics Review)

October 1997 -“Domain Names: Hidden Asset Values” (Trademark World)

May 1997 -“Domain Names, Part II: Hidden Assets Value” (The Licensing Journal)

March 1997 -“Domain Names, Part I: Do They Have Value, Can They Be Licensed?” (The Licensing Journal)

1997 -“Global Brand Valuation” (Guide to the Licensing World)

December 1996 -“PC Brands: Where They Stack Up” (Brandweek)

December 1996 -“The Basics of Licensing Trademarks” (les Nouvelles, Journal of the Licensing Executives Society)

November 1996 -“Ways to Put A Value on A Trademark” (Corporate Finance)

September 1996 -“Case History: How Food Giants Negotiated Deal” (les Nouvelles, Journal of The Licensing Executives Society)

August 1996 -“Transfer Pricing Around the Globe” (The Law Works)

June 1996 -“Tax Authorities Close In On IP” (International Tax Review)

June 1996 -“Establishing Market Values for Brands, Trademarks and Marketing Intangibles” (Business Valuation)

June 1996 -“The World’s Tax Authorities Latch On To Rights” (Managing Intellectual Property Review)

June 1996 -“Valuing Intangible Assets” (les Nouvelles, Journal of The Licensing Executives Society)

May/June 1996 -“The Role of Business Experts in Intellectual Property Litigation” (The IP Litigator)

March 1996 -“Quality and Control In Trademark Licensing” (Managing Intellectual Property)

Spring 1996 -“Putting Market Values on Trademarks/Brands and Marketing Intangibles” (Licensing Today Worldwide)

February 1996 -“Valuing Trademarks, Patents and Other Intangibles in A Bankruptcy Environment” (The Law Works, August 1995) and (American Bankruptcy Institute Journal)

February 1996 -“What Does The Future Hold?” (Brand Marketing)

January 29, 1996 -“How Much Is Your Brand Worth” with Terry Lefton (Brandweek)

January 1996 -“Major Issues Facing Licensing: Extending A Mature Licensing Program” (Market Focus: TOYS)

1996 -“Setting Global and Regional Strategies” (The Licensing Resource Directory)

November/December 1995 –“What’s It Worth?” with Kristina Sheridan (The Licensing Journal)

September 6, 1995 -“A Business Person’s Perspective on Setting Marketplace Royalty Rates for Intangibles” (Tax Management Transfer Pricing Report)

September 1995 -“He Knows What’s In A Name” (Sales & Marketing Management)

September 1995 -“Placing Market Values on Trademarks and Brands” (Trademark World)

Fall 1995 -“Building Brand Value Co-Branding and Brand Extensions via Licensing” (Market Focus: TOYS)

Autumn/Fall 1995 -“Building Brand Value Co-Branding and Brand Extensions in Licensing” (Licensing Today Worldwide)

June 1995 -“Snapshot Approach to Market Values for Trade Secrets” (Corporate Legal Times)

April 1995 –“What’s It Worth?” (The Licensing Journal)

March 1995 -“Valuing Trademarks, Copyrights and Other Intangibles for Estates” (Money & Family Law)

February 27, 1995 -"Name Game: Dollars & Sense" (Women's Wear Dailey)

February 1995 -"What's It Worth?" (The Licensing Journal)

February 1995 -"Setting Market Values For Trade Secrets" (The Law Works)

December 1994/January 1995 -"A New Approach to Setting Realistic Values and Damages in Patent and Trade Secret Litigation" (Patent World)

December 1994 -"Artful Negotiation of Licenses" (les Nouvelles, December 1993; reprinted in The Journal of Technology Transfer)

November/December 1994 -"What's It Worth? Valuation of Technology: Market Based Values for Unpatented Technology, Trade Secrets and Associated Intangibles" (The Licensing Journal)

June 1994 -"2001: A Licensing Odyssey" (Trademarks America, May 1994; reprinted in Trademark World)

Spring 1994 -"Property Tax Trends – Valuing Trademarks: The Property Tax Impact" (Journal of Property Tax Management, Volume 5, Issue 4)

1994 -"2001: Licensing Odyssey" (Managing Intellectual Property)

1993/1994 -"Putting Market Values On Licensed Character Properties" (Licensing Business Review, Three-part article April/May/June 1993; and The International Licensing Directory, Total article)

December 1993 -"Big Value Intangibles And §482: Practical Solutions To Ongoing Issues" (Tax Management Transfer Pricing Report, a subsidiary of The Bureau Of National Affairs, Inc., July 21, 1993; reprinted in The Monthly Digest of Tax Articles)

November/December 1993 -"Negotiating Licensing Agreements for the 1990's" (The Licensing Journal)

October 1993 -"A New Approach to Damage Assessment and Recovery" (Trademark World)

September 1993 -"Big Value, Big Headache" (Managing Intellectual Property)

August 1993 -"The Real Benefits Of Corporate Licensing" (Potentials in Marketing)

May/June 1993 -"In Practice: Big Value Intangibles, The IRS, & Section 482" (ATI Journal)

Spring 1993 -"Sports Licensing In the 1990's: A Businessman's Viewpoint" (Entertainment Arts & Sports Law Newsletter)

November/December 1992-"A New and More Effective Technique to Prove Confusion and Damages in Trademark Litigation" (The Licensing Journal)

November 1992 -"Pharmaceutical Licensing: Maximizing the Bundle of Rights with a Pan-European Strategy" (European Pharma Law Centre Competition Position Paper)

October 1992 -"Using A Delaware Holding Company To Lower The Software Company's State Income Taxes" (Software Taxation Letter)

September 1, 1992 - "What Are These Brands Worth?" (Financial World)

July 1992 -"Strategies for A Changing World Market: International Licensing" (Licensing Business Review)

June/July 1992 -"The Real Benefits Of Corporate Licensing" (Licensing Today)

June 1992 -"International Licensing: Think Global, Act Local, Part 1" (Licensing Business Review)

May 1992 -"Corporate Licensing" (International Licensing Review)

March 1992 -"Establishing an International Licensing Strategy" (Les Nouvelles, Journal of the Licensing Executives Society)

March 1992 -"Intellectual Property and Taxes" (Trademark World)

February 1992 -"Inter-Company Royalty Rates: Section 482, The IRS, and Foreign Tax Authorities" (The Licensing Journal)

1992 - "Royalty Rates And Taxes: Intellectual Property and the Delaware Holding Company" (The Licensing Journal, March 1992; and Licensing Economics Review, April 1992)

December 1991 -"Pitch Your Strategy to Maximize Your European Returns" (Managing Intellectual Property)

September 1991 -"International Licensing" (The Licensing Journal)

Fall 1991 -"New Approaches to European Property Licensing" (Licensing Product Times)

July/August 1991 -"The Need for a New Comprehensive Approach to European Licensing" (Licensing Law and Business Report)

June 1991-"European Licensing" (Trademark World)

June 1991 -"International Licensing" (The Licensing Book)

June 1991 -"Pan-European Licensing Strategy" (Trademark World)

March 1991 -"Trademark/Brand Licensing and Valuations" (The Licensing Journal)

February 1991 -"Special Event Licensing: The America's Cup Example" (Trademark World)

January 1991 -"Key Factors In Food Industry Licensing" (Licensing Economics Review)

1991 -"International Licensing" (North American Licensing Tribune)

1990/1991 -"Hidden Assets: Valuing and Selling Licensing Properties" (U.S. Licensing Industry Buyers Guide)

October 1990 -"Letter from Russia" (Trademark World)

September 1990 -"An Approach to Brand Valuation" (Trademark World)

June 1990 -"Capitalizing On Eastern Europe" (Licensing Reporter, Europe, Monthly Bulletin of European Licensing and Merchandising)

May 1990 -"A Letter from Moscow" (North American Licensing Tribune)

- March 1990 -“Licensing Opportunities Now Exist in Russian Marketplace” (Licensing Book)
- Spring 1990 -“Licensing Potential in the Soviet Union: New Freedom in the Eastern Bloc” (Licensing Product Times)
- November 1989 -“Licensing In Food Industry Has Expanded, Will Continue To Grow” (Licensing Book)
- July/August 1989 -“Corporate Licensing...The Hidden Treasure” (ASAP)
- May 1989 -“Realistic, Market Based Trademark and Brand Valuations” (The Licensing Journal)
- January, 1989 -“Expansion Seen In Area of Beverages” (Licensing Book)
- 1988 -“Adult Licensing—Where the Money Is” (LIMA International Licensing Directory)
- November 1987 -“Adult Licensing Cuts Across Boundaries of Age, Economics” (Licensing Book)
- Spring 1987-“Corporate Licensing A Hot Property” (Advertising Age)
- February 1987 -“Rumblings of a Licensing Explosion Heard In the Beverage Industry” (The Merchandising Reporter)
- 1987 -“Licensing Consultant's Viewpoint—‘Look Before You Leap’” (U.S. Licensing Industry Buyer's Guide)
- October 1986 -“The New Wave: Corporate Licensing Experiences Explosive Growth” (The Merchandising Reporter)
- May 1986 -“Licensing Gains Firms Entry in Japan” (Corporate Licensing)
- April 1986 -“Corporate Licensing To Reach \$25B in Five Years” (Playthings)
- August 1985 -“Key Trends In Corporate Licensing” (Licensing Today)
- June/July 1985 -“MICEL '85: First International Show Held In France” (Merchandising Reporter)
- June 1985 -“Face of Licensing Will Change Drastically In Next Few Years” (Licensing Book)
- April/May 1985 -“Why Corporate Licensing?” (Licensing International)
- April 1985 -“Why Corporate Licensing?” (The Merchandising Reporter)
- 1985 -“Corporate Licensing: What's It About, And Why Do It?” with Rik de Stroumillo (Licensing Report)
- Summer 1994 -“2001: A Licensing Odyssey: Licensing Strategies and Business Tactics for the 21st Century” (Licensing Today International)
- June/July 1984 - “A Licensing Retrospective and Glimpse into the Future” (The Merchandising Reporter)
- May 1984 - “Product Liability Insurance: A Consultant's Observations” (The Merchandising Reporter)

**Expert Witness and Legal Experience
Deposition and/or Trial
January 2003 – Present**

CONFIDENTIAL

1. Innovate Media Group, LLC v. Apple, Inc.
United States District Court
Central District of California, Western Division
Case No. CV10-3866 SVW (JCx)
Expert Report 2010
2. TigerCandy Arts, Inc. v. Blairson Corporation, et al.
United States District Court
Southern District of New York
Case No. 09 CIV 6215
Expert Report 2010
3. L.A. Printex Industries, Inc. v. The William Carter Co., et al.
United States District Court
Central District of California
Case No. CV09-2449 JFW FMOX
Expert Report 2010
4. Morgan Creek Productions v. Amaru Entertainment, Inc.
Superior Court for the State of CA
County of Los Angeles, Central District
Case No. BC407776
Expert Report 2010
5. Colors in Optics, Ltd. v. BCBG Max Azria Group, Inc.
American Arbitration Association
Case No. 72 181 Y 00159 09
Expert Report 2010
6. Trisha Daneen Davis v. Louis Fisher Davis, Jr.
District of Washington County, Nebraska
Case No. C108-262
Expert Report 2010, Deposition pending
7. Kristen Alison Hall v. Jennifer Nettles and Kristian Bush
United States District Court
Northern District of Georgia, Atlanta Division
Case No. 1:08-CV-2437
Expert Report and Deposition 2009
8. Frank Lloyd Wright Foundation v. Archetype Associates, Inc.
United States District Court
District of Arizona
CV-08-1112, CV-08-1125
Expert Report and Deposition 2009
9. C.J. Jackson III P/K/A 50 Cent v. Taco Bell Corp.
United States District Court
Southern District of New York
Case No. 08-06545

Expert Report 2009

10. Woody Allen v. American Apparel, Inc.
United States District Court
Southern District of New York
Civil Action No. 08 CV-3179
Expert Report 2009
11. Constellation Management Group, Inc. and Blair McCaw, Claimant v. CVS Pharmacy, Inc.,
Respondent
American Arbitration Association
Case No. 13 181 Y 00408 09
Expert Report 2009
Arbitration Testimony 2009
12. Troll Company A/S v. DIC I Corporation
United States District Court
Central District of California
AAACDR Case No. 50 180 T 315 07
Deposition 2008 and 2009
13. Adamson Apparel, Debtor
The Official Committee of Unsecured Creditors of Adamson Apparel, Inc. v. Aris Industries, Inc., et
al.
United States Bankruptcy Court
Central District of California
Los Angeles Division
Case No. LA 04-30799-ER Chapter 11 Adv. Proc No. 06-01956-ER
Expert Report 2008
Deposition 2008
14. Pharma Base S.A., Claimant v. HVL Incorporated, Respondent
International Chamber of Commerce
International Court of Arbitration
Case No. 14 433/EBS
Expert Report 2008
Arbitration Testimony 2008
15. Warner Bros. Entertainment, Inc, et al. v. Dave Grossman Creations, Inc., et al.
United States District Court
Eastern District of Missouri
Eastern Division
Civil Action No. 4:06-cv-00546 HEA
Expert Report 2008
Deposition 2008
16. Louis Vuitton Malletier v. Dooney & Bourke, Inc.
United States District Court
Southern District of New York
Case No. 04 Civ. 2990
Expert Report 2007
17. Collins & Aikman Corporation, et al.
United States Bankruptcy Court
Eastern District of Michigan
Southern Division

- Case No. 05-55927 SWR
Expert Report 2006
18. Terance Dunn v. Berger, Kahn, Shafton, Moss, Figler, Simon & Gladstone, LLP
Professional Negligence Arbitration
Los Angeles, California
Expert Report 2006
Deposition 2006
Testimony at Arbitration 2006
 19. Richard Bach and Russell Munson v. Forever Living Products U.S., et al.
United States District Court
Western District of Washington at Seattle.
Case No. C05-0970P
Expert Report 2006
Deposition 2006
Litigation Pending
 20. El Comandante Management Company LLC, et al.
United States Bankruptcy Court
District of Puerto Rico
Cast No. 04-10938 (ESL)
Expert Report 2006
 21. Aronchick / InKine v. Wolf Block, et al.
Court of Common Pleas, Philadelphia County, PA.
Civil Action 0712 (Nov. Term, 2004)
Expert Report 2006
Litigation Pending
 22. World Triathlon Corporation v. Dawn Syndicated Productions, et al.
United States District Court
Middle District of Florida
Tampa Division
Case No. 8:05cv983-T27-EAJ
Expert Report 2006
Deposition 2006
Litigation Pending
 23. Kevin Trudeau et al. v. George Lanoue, et al.
United States District Court
Northern District of Illinois
Eastern Division
Civil Action No. 04C-7165
Expert Report 2005
Litigation pending
 24. Jimmy Dean v. Sara Lee Corporation
United States District Court
Northern District of Texas, Lubbock Division
Case No. 5-04CV0039-C
Expert Report 2005
 25. Cache La Poudre Feeds, LLC v. Land O' Lakes, Inc. et al.
United States District Court
District of Colorado

- Case No. 04-D-329 (CBS)
Expert Report 2005
Deposition 2005
26. Precision Replacement Parts Corp. v. Auto Glass Components, Inc.
United States District Court
Western District of Washington at Seattle
Case No. 04-CV-566L
Expert Report 2005
27. Fleetwood Enterprises, Inc., and Fleetwood Folding Trailers, Inc., v. The Coleman Company, Inc.,
and Coleman Holdings, Inc.
District Court, Sedgwick County, Kansas
Case No. 03 DV 2029
Expert Report 2004
Deposition 2004
28. Corbis Corporation v. Amazon.com, Inc. et al.
United States District Court
Western District of Washington
Case No. CV-03-1415L
Expert Report 2004
Deposition 2004
29. Monster Cable Products, Inc. v. Discovery Communications, Inc.
United States District Court
Northern District of California
Case No. 03-CV-3250 (WHA)
Expert Report 2004
Deposition 2004
30. Cyclone USA, Inc. v. LL&C Dealer Services, LLC
United States District Court
For the Central District of California
Docket No. CV-03-0992 WMB (JWJx)
Expert Report 2004
Deposition 2004
31. Rosa Parks v. Laface Records
State of Michigan in the Circuit Court for County of Wayne
Case No. 99-76405
Video Deposition 2004
32. Ken's Food, Inc. v. Ken's Steak House, Inc.
United States District Court
District of Massachusetts
Case No. 01-CV-11878-NG
Expert Report 2004
33. Oakland Raiders v. National Football League, et al.
Superior Court of the State of California
County of Santa Clara
Docket No. 1-96-CV 756194
Expert Report 1998
Deposition 2003