

## APPENDIX A

### QUALIFICATIONS OF WESTON ANSON



Weston Anson is Chairman of CONSOR<sup>®</sup>, 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 ten years as an officer and board member of the Licensing Industry Merchandisers' Association and is a lifetime member of the Board of Advisors. He currently serves as an active member of the International Licensing Executives Society board of delegates.

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. Mr. Anson was also Senior Vice President of Hang Ten International, which grew to nearly 100 licensees in 30 countries under his direction. For the last 25 years, Mr. Anson has also led the way in developing and establishing accepted methods to value brands,

technologies and other IP. He is an expert in building and licensing brands, as well as developing and managing licensing programs for all IP.

Not only a branding and licensing expert, Mr. Anson is also an acknowledged pioneer in developing the methodologies that enable accurate valuation of IP on a worldwide basis. His multiple books on the subject have been published in the US as well as in Europe and China. He is currently chairman of the Global Valuation Standards Committee for the LESI, which is establishing IP Valuation standards in cross border IP transactions. These standards will be adopted in 2011 at the Global Technology Forum, which includes World IP bodies such as World Intellectual Property Organization, World Trade Organization and the Association of University Technology Managers.

Since founding CONSOR (and its predecessor company Trademark & Licensing Associates), Mr. Anson 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., The Estate of Marlon Brando, 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.

As an important part of his career today, Mr. Anson is a world renowned IP expert with testifying experience in the United Kingdom, Europe, and in state, federal, tax, bankruptcy and probate courts in the US; as well as in arbitration and mediation. In trial testimony, multiple depositions, and numerous rule 26 reports, his expertise has been established and reaffirmed. Litigation clients include roughly half of the largest 100 US law firms. Notable cases range from the largest trademark jury award in history to adidas of \$304.6 million, to the successful litigation of Woody Allen vs. American Apparel: a \$5 million settlement in a right of privacy and publicity case, as well as Upaid Systems: a \$70 million settlement in computer / telecom patent case. In addition Mr. Anson has been involved in other famous cases, such as the landmark Jesse Ventura case in which the eighth circuit court of appeals noted "Anson's qualifications are quite impressive, and certainly more so than those of some experts whose testimony this court has permitted."

## Honors, Speeches, Publications

### **Offices, Memberships**

Member, IP Litigation Committee, American Bar Association, 2010 - Present  
Co-Chair, Global IP 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, MICELE (French Licensing Organization), 1985 - 1987  
Member, American Tax Institute, 1984 - 1997  
WIPO Trained in Mediation

### **Seminars, Speeches and Presentations**

2011 Foley & Lardner CLE - IP Valuation, San Diego, CA  
2011 Corporate Finance Conference, Bogota, Columbia  
2010 Turnaround Management Association Annual Meeting, Atlanta, GA  
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 La Jolla Bar Association Monthly Meeting, La Jolla, CA  
2009 ICLE Intellectual Property Spring Seminar, Lansing, MI  
2009 Annual ABI Rocky Mountain Bankruptcy Conference, Denver, CO

2008 ABA IPL Conference, Arlington, VA  
2008 Arent Fox, Washington, DC  
2008 Finnegan Henderson, Washington, DC  
2008 Corporate IP Conference, Chicago, IL  
2008 National CLE Conference, Vail, CO  
2007 ABI Winter Leadership Meeting, Rancho Mirage, CA  
2007 INTA Forum, Beijing, China  
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, 2009.
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**

“Domain Names” (Guide to Fair Value Under IFRS, John Wiley and Sons, Inc., 2010)

“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 2011 – “Constancy of Change: There Will Never Be a Yesterday Again” (The Licensing Book, Volume 28, Number 3)

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

April 2010 – “IP Matters: Essentials for Non-IP Lawyers” (Your ABA Newsletter)

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, Volume 24, Number 2)

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)

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13. C.J. Jackson III P/K/A 50 Cent v. Taco Bell Corp.  
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14. Woody Allen v. American Apparel, Inc.  
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15. Constellation Management Group, Inc. and Blair McCaw, Claimant v. CVS Pharmacy, Inc.,  
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17. Adamson Apparel, Debtor  
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18. Teri Hatcher et al v. Hydroderm, LLC, et al  
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19. Pharma Base S.A., Claimant v. HVL Incorporated, Respondent  
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20. Warner Bros. Entertainment, Inc, et al. v. Dave Grossman Creations, Inc., et al.  
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21. Louis Vuitton Malletier v. Dooney & Bourke, Inc.  
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22. Collins & Aikman Corporation, et al.  
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23. Terance Dunn v. Berger, Kahn, Shafton, Moss, Figler, Simon & Gladstone, LLP  
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24. Richard Bach and Russell Munson v. Forever Living Products U.S., et al.  
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25. El Comandante Management Company LLC, et al.  
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28. Deposition 2006 Kevin Trudeau et al. v. George Lanoue, et al.  
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Expert Report 2005  
Litigation pending
29. Jimmy Dean v. Sara Lee Corporation  
United States District Court  
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30. Cache La Poudre Feeds, LLC v. Land O' Lakes, Inc. et al.  
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District of Colorado  
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Expert Report 2005  
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31. Precision Replacement Parts Corp. v. Auto Glass Components, Inc.  
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32. Fleetwood Enterprises, Inc., and Fleetwood Folding Trailers, Inc., v. The Coleman Company, Inc.,  
and Coleman Holdings, Inc.  
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33. Corbis Corporation v. Amazon.com, Inc. et al.  
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