

**FERNANDO TORRES, MSc**  
**CHIEF ECONOMIST**



Fernando Torres is an intellectual property economist with nearly 30 years of work experience in economics, financial analysis, and business management in the U.S. and Mexico. He is a member and Chief Economist at IPmetrics LLC, an IP consulting firm specializing in the strategic analysis, valuation, and expert witness assessment of the full spectrum of intangible assets.

Since 2004, Mr. Torres has applied his economics, finance and business experience, as well as skills in quantitative techniques, to the analysis and valuation of intangible assets, including valuation for transactional and litigation purposes (bankruptcy and infringement cases). Prior to joining IPmetrics, Mr. Torres served as Senior Economist at CONSOR® Intellectual Asset Management.

During recent years, Mr. Torres has undertaken projects involving the valuation and/or the assessment of infringement damages regarding copyrights, trademarks, patents, trade secrets, rights of publicity, and other intellectual assets in such industries as commercial agriculture, auto parts, apparel and footwear, retail, pharmaceuticals, entertainment, telecommunications, social media, as well as non-profit organizations, among others.

Mr. Torres regularly presents on topics related to intangible asset valuation in a variety of venues, many of which qualify for CLE credit. During the past few years, Mr. Torres has been an instructor for the course “Valuing Intangible Assets for Litigation,” which is part of the requirements of the Certified Forensic Financial Analyst designation issued by the National Association of Certified Valuation Analysts (NACVA).

Mr. Torres has been active in the area of the copyrights, privacy and rights of publicity infringement issues, encompassing from the unlicensed use of celebrity images to class action lawsuits involving the major social networking and web services companies.

Mr. Torres is also the editor and author of the online “Patent Value Guide” and his perspectives on the value of patents and other intellectual property assets have been cited in the media, including *Managing Intellectual Property*, *The New York Times*, *Forbes.com*, *Business News Network*, *Business Valuation Resources*, and *The Democrat & Chronicle*.

Mr. Torres is a member of the National Association of Forensic Economics, and of the Western Economics Association International, among others. His career has spanned from academia, to branches of government, to private industry and consulting.

He first earned a B.A. in Economics from the Metropolitan University in Mexico City (1980), and went on to earn a Graduate Diploma in Economics from the University of East Anglia (U. K., 1981), and a Master of Science Degree specializing in Econometrics from the University of London, England (1982).

Prior to specializing in IP, his career centered on financial analysis and management in the private sector, having been both a brand development consultant and an entrepreneur in several business ventures, mainly in the software development and health care industries. During the 1980s, Mr. Torres was Professor of Economics at the Metropolitan University in Mexico City, teaching Economic Policy, Economic Growth, Microeconomics, and Quantitative Methods. Mr. Torres was later a financial consultant (NASD Series 7, 63, 65) for half a dozen years with AXA Advisors LLC.

## PROFESSIONAL ASSOCIATIONS

- National Association of Forensic Economics
- Western Economics Association International
- American Economic Association
- International Trademark Association

## PUBLICATIONS

- “Options Approach to Licensing Royalties” in: [LinkedIn.com](#), September 3, 2019.
- “IP Value in Bankruptcy” in [LinkedIn.com](#), August 27, 2019.
- “Why only some patents are valuable” in: [IPmetrics Blog](#), (May 13, 2015).
- “General Principle I – Lack of Intrinsic Value” in: [PatentValueGuide.com](#), (February 11, 2013).
- “General Principle II – Patent Use is Key to Value” in: [PatentValueGuide.com](#), (February 8, 2013).
- “Conceptual Patent Value Framework” in: [PatentValueGuide.com](#), (January 31, 2013).
- “The Impact of Reorganization on Trademark Values,” in: [IP Management and Valuation Reporter](#), March 2012, BVR, Portland, OR.
- “Fundamental Principles of Patent Value,” in: [IP Management and Valuation Reporter](#), January 2012, BVR, Portland, OR.
- “Key Factors of Infringement Damages Apportionment in the Java & Android Case” in: [IPmetrics Blog](#), (December 8, 2011).
- Book Chapter: “Valuation, Monetization, and Disposition in Bankruptcy” in [\*IP Operations and Implementation for the 21<sup>st</sup> Century Corporation\*](#), John Wiley and Sons, Inc. (November, 2011).
- “Have Patent Litigation Damages Awards Been Worth It?” in: [IPmetrics Blog](#), (April 29, 2011).

- “Celebrity Advertising and Endorsement” in: IPmetrics Blog, (March 2, 2011).
- “The Patent to Trademark Value Transition: Nespresso” IPmetrics Blog, (February 3, 2011).
- “The Liquidation Value of IP” in: IPmetrics Blog, (January 26, 2011).
- “An Econometric Model of Trademark Values” in: IPmetrics Blog, (January 25, 2011).
- Chapter 15: “Copyrights” in Wiley Guide to Fair Value Under IFRS, John Wiley and Sons, Inc. (May, 2010).
- “The Road to Asia,” Feature Article (co-author) in: World Trademark Review, No. 23, February/March 2010, pp. 19-22.
- “Trademark Values in Corporate Restructuring” (July 2007). Social Sciences Research Network: <http://ssrn.com/abstract=1014741>
- “Establishing Licensing Rates Through Options” (September, 2006) Social Sciences Research Network: <http://ssrn.com/abstract=1014743> and in: [http://formulatorres.blogspot.com/2006\\_05\\_01\\_archive.html](http://formulatorres.blogspot.com/2006_05_01_archive.html)
- Book Chapter: “Ch. 9: Recent developments in Patent Valuation” in: Practicing Law Institute, Patent Law Institute 2007: The Impact of Recent Developments on Your Practice, PLI Course Handbook (March 19, 2007).
- “Establishing Licensing Rates through Options,” in: ipFrontline, September 12, 2006 (<http://www.ipfrontline.com/depts/article.asp?id=12586&depid=3>).

## **SPEECHES AND PRESENTATIONS**

- “Topics on Technology & Innovation” Session Chair, Western Economics Association International 82nd Annual Conference – San Diego, CA; June 2017
- “Discussion: Benchmarking Against Industry Data Over Time,” Western Conference of the National Association of Forensic Economics; San Diego, CA; June 2017
- “Bitcoin: What it is and what it can be.” presentation, La Jolla, CA, June 29, 2016
- “Valuing Intangibles: From Search to Valuation” CPE webinar, Business Valuation Resources Inc., April 2016.
- “What is a Brand Worth?” MCLE webinar, The State Bar of California, Trademark Interest Group, March 2015.
- “Intellectual Property Valuation Techniques,” MCLE presentation for Pillsbury Winthrop Shaw Pittman, San Diego, CA, August 2014.
- “10 Common Mistakes in IP Valuation/Damages”, CLE presentation to Jeffer Mangels Butler & Mitchell LLP, Los Angeles, CA, July 2014.

- “Intellectual Property Valuation Techniques,” MCLE presentation, San Diego, CA, April 2013
- “Intellectual Property Valuation and Monetization,” a seminar for the Special American Business Internship Training (SABIT) Intellectual Property Rights program, U.S. Department of Commerce. March 2013.
- “Valuing IP in the Context of Bankruptcy,” webinar for the Certified Patent Valuation Analyst curriculum, Business Development Academy. October, 2011.
- “Recent Developments in Intellectual Property Economic Damages,” Presentation at the Annual Conference of the National Association of Forensic Economics. June, 2011.
- “Valuing the Intangible: Where to Start?” CLE presentation to Sheppard Mullin Richter & Hampton, LLP. December, 2009.
- “Defending and Enforcing Your Technology.” Panelist at: Foley’s Emerging Technologies Conference: Navigating a New World – San Diego, CA (Foley & Lardner LLP); September 2009.
- “Intellectual Property Valuation, Monetization and Disposition in Bankruptcy” – CLE presentation at the Spring Trademark Program of the NY Intellectual Property Law Association – New York, NY; June 2009.
- “Damages Valuation and Expert Witnesses” (co-presenter) – CLE presentations to:
  - Gibson, Dunn & Crutcher LLP – Irvine, CA (June, 2008)
  - Arent Fox, LLP — Washington, DC (April, 2008)
  - Finnegan, Henderson, Farabow, Garrett & Dunner, L.L.P. – Washington, DC (April, 2008)
- “Valuing Intangible Assets for Litigation” (Instructor) – National Association of Certified Valuation Analysts (NACVA) – Fort Lauderdale, FL; December 2007
- “Valuing Intangible Assets for Litigation” (Instructor) – National Association of Certified Valuation Analysts (NACVA) – Philadelphia, PA; October 2007
- “Trademark Values in Corporate Restructuring” – Paper Presenter – Western Economics Association International 82<sup>nd</sup> Annual Conference – Seattle, WA; July, 2007
- “Entrepreneurship and Innovation” (Session Chair) – Western Economics Association International 82<sup>nd</sup> Annual Conference – Seattle, WA; July, 2007
- “Alternative Focuses for ‘But For’ Scenario Specification in Commercial Litigation” (Discussant) – National Association of Forensic Economics, Western Conference – Seattle, WA; June 2007
- “Patent Values in the Evolving I.P. Market” – Practising Law Institute – Hot Topic Briefing Teleconference; May 2007 (CLE Presentation)
- “Key Issues in Intellectual Property Due Diligence” – Due Diligence Symposium 2007 – ACG – Iselin, NJ; April 2007

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- “Life Sciences IP Due Diligence” – American Conference Institute – San Francisco, CA; January 2007
  - “Developments in Patent Valuation” – Practising Law Institute – San Francisco, CA; January 2007 (CLE Presentation)
  - “Collins & Aikman Europe and Other Cross-Border Asset Sales: A Tale of Two Venues” – American Bankruptcy Institute, Winter Leadership Meeting – Phoenix, AZ; December 2006
  - “Valuing Intangible Assets for Litigation” (Instructor) – National Association of Certified Valuation Analysts (NACVA) – San Diego, CA; December 2006.

## LITIGATION-RELATED EXPERIENCE

(July 2005 to date)

<b>Date Range</b>	<b>Parties</b>	<b>Case No.</b>	<b>Court</b>	<b>Status</b>	<b>Nature</b>	<b>Hired by</b>	<b>Involvement</b>
July 2005	<b>Lawrence Peter Berra aka Yogi Berra v. Turner Broadcasting System, Inc.</b>	05-cv-02233 05/600339	Supreme Court of the State of New York, County of New York	Settled	Rights of Publicity	Davidoff Malito & Hutcher	Expert report re: rights of publicity damages
July 2005 – Sept. 2005	<b>Fleetwood Enterprises, Inc., and Fleetwood Folding Trailers, Inc., v. The Coleman Company, Inc., and Coleman Holdings, Inc.</b>	03 DV 2029	US District Court, Sedgwick County, Kansas	Settled	Trademark	Klenda, Mitchell, Austerma n & Zuercher, LLC.	Expert report re: licensing customs and practices.
July 2005 – Oct. 2005	<b>Jimmy Dean v. Sara Lee Corporation</b>	5-04-0039	US District Court, Northern District of Texas, Lubbock Division	Settled	Trademark Contract	Vinson & Elkins, LLP	Expert report re: personal brand valuation
June – Aug. 2005	<b>Cache La Poudre Feeds, Llc v. Land O' Lakes, Inc., et al.</b>	.04-D-329 CBS	US District Court, District of Colorado	Settled	Trademark	Dorsey and Whitney LLP	Expert rebuttal report re: reverse confusion damages
Aug. 2005	<b>Precision Replacement Parts Corp. v. Auto Glass Components, Inc.</b>	04-CV-566L	US District Court, Western District of Washington at Seattle	Settled	Trademark	Shuttleworth & Ingersoll	Expert rebuttal report re: Alleged trademark infringement damages
Aug.– Oct. 2005	<b>Kevin Trudeau et al. v. George Lanoue, et al.</b>	04C-7165	US District Court, Northern District of Illinois, Eastern Division	Settled	Trademark Domain Names	Winston and Strawn, LLP	Expert report on intellectual property damages



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Sept. 2005 – Feb. 2006	<b>Collins &amp; Aikman Corporation, et al.</b>	05-55927	US Bankruptcy Court, Eastern District Of Michigan, Southern Division	<i>Liquidated</i>	<i>Patent Value</i>	<i>Kirkland &amp; Ellis, LLP</i>	Valuation Report For The Debtor In Possession Regarding European Patent Sale
January – April 2006	<i>Richard Bach and Russell Munson v. Forever Living Products U.S., et al.</i>	05-0970	US District Court, Western District of Washington at Seattle	<i>Settled</i>	<i>Trademark Copyright</i>	<i>Perkins Coie, LLP</i>	Expert report re: to valuation of damages for the infringement of trademarks and copyrights
April 2006	<i>Digital Envoy Inc. v. GOOGLE Inc.</i>	04-01497	U.S. District Court of the Northern District of California, San Jose Division	<i>Settled</i>	<i>Trade Secrets</i>	<i>Wilson Sonsini Goodrich &amp; Rosati</i>	Expert consulting re: breach of non-disclosure agreement and trade secret misappropriation
July – November 2006	<b>El Comandante Management Company, LLC., et al.</b>	04-10938 ESL	US Bankruptcy Court District of Puerto Rico	<i>Ch. 11 Reorg. Confirmed.</i>	<i>Trademark Intangible Asset Fair Value</i>	<i>Anderson, Kill &amp; Olick</i>	Expert valuation & opinion reports re: Intellectual property and Liquidating trust value.
2006-2008	<b>Interstate Bakeries Corp., et al.</b>	04-45814	US Bankruptcy Court, Western District Of Missouri, Kansas City Division	<i>Ch. 11 Reorg. Confirmed</i>	<i>Trademark</i>	<i>Miller Buckfire &amp; Co.</i>	Expert Trademark Valuation Reports
October 2006	<b>MTS Inc. (dba Tower Records), et al.</b>	06-10886	US Bankruptcy Court, District Of Delaware	<i>Ch 11 Liquidated</i>	<i>Trademark Contract</i>	<i>McGuire Woods, LLP</i>	Valuation Of The Trademark and Other Intangible Property.





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August - October 2007	<i>Adjustment Of Rates And Terms For Preexisting Subscription Services and Satellite Digital Audio Radio Services. (XM Radio, Sirius Satellite)</i>	2006-1 CRB DSTR	Copyright Royalty Board, Library Of Congress, Washington, D.C.	<i>Rates Set</i>	<i>Copyright Trademark</i>	<i>Wiley Rein, LLP Weil, Gotshal &amp; Manges, LLP</i>	Expert Rebuttal Report Re: Apportionment of Compensation For Brand, Endorsement And Exclusivity Value Components.
January 2007 – May 2008	<i>Louis Vuitton Malletier v. Dooney &amp; Bourke, Inc.</i>	04 - 2990	US District Court, Southern District Of New York	<i>Closed</i>	<i>Trademark</i>	<i>Arent Fox, LLP Mintz Levin, LLP Sheppard Mullin, LLP</i>	Expert Report Regarding Trademark Infringement And Dilution Damages
April 2006 – October 2007	<i>Aronchick / Inkin v. Wolf Block, et al.</i>	0712	Court Of Common Pleas, Philadelphia County, PA	<i>Settled</i>	<i>Patent Value Licensing Customs &amp; Practices</i>	<i>White &amp; Williams</i>	Expert Report & Rebuttal Report Re: Customs And Practices / Economic Damages - Lost Patent Royalties due to malpractice
November 2007	<i>A. Flores And P. Wong v. ASI Computer Technologies, Inc.</i>	06-00135	U.S. District Court, Southern District Of Texas	<i>Closed</i>	<i>Trademark Contract</i>	<i>Notzon &amp; Maddox</i>	Expert Trademark Valuation Report
October – November 2007	<i>Verizon, Inc. and Verizon Wireless, Inc. v. Oversee.net, et al.</i>	07-1732	U.S. District Court, Central District Of California	<i>Settled</i>	<i>Trademark Domain Name</i>	<i>Quinn Emmanuel</i>	Expert Rebuttal Report of Intellectual Property Damages
November 2007 – January 2009	<i>Gerd Petrik v. Abbott Laboratories and Abbott GmbH &amp; Co. KG</i>	<i>Arbitration</i>	Int. C. of C. - International Court Of Arbitration Paris, France	<i>Closed</i>	<i>Trademark Contract</i>	<i>Pestalozzi Lachenal Patry (Switzerland)</i>	Expert Trademark Valuation Report



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February – March 2008	<b>Big Fish Games, Inc. v. IWin, Inc., et al.</b>	C07-0718 Jcc	US District Court, Western District Of Washington	Settled	Trade Secrets	Perkins Coie, LLP	Consulting Re: Valuation Of Trade Secret Misappropriation
January – 2008	<b>Warner Bros. Entertainment. Inc., et al. v. Dave Grossman Creations, Inc., et al.</b>	4:06-Cv-00546	US District Court, Eastern District Of Missouri, Eastern Division	Closed	Copyright	Collen IP	Expert Report Re: Copyright Damages Assessment
June – 2008	<b>Spanski Enterprises, Inc. et al. v Telewizja Polska, S.A., et al.</b>	07 Civ 930	US District Court, Southern District of New York	Settled	Contract, Copyright	Loeb & Loeb, LLP	Expert Rebuttal Report, Deposition
July - 2008	<b>Rodney D. Tow, Chapter 7 Trustee For Cyrus II, L.P., Et Al. v. Schumann Rafizadeh, et al.</b>	05-39857-H1-7 Adv. Pro. NO. 07-03301	US Bankruptcy Court Southern District Of Texas	Settled	Adversary Proceeding – Use of Estate Funds	Munsch, Hardt, Kopf & Harr, P.C.	Expert Report Re: Intellectual Property Investment Valuation
October, 2008	<b>The OCUC of Adamson Apparel, Inc., V. Aris Industries, Inc., Et Al</b>	04-30799	US Bankruptcy Court, Central District, California	Settled	Adversary Proceeding	Pachulski, Stang, Ziehl & Jones LLP	Expert Report Re: Trademark License Valuation
March - 2009	<b>Société Des Bains De Mer Et Du Cercle Des Etrangers à Monaco vs. PlayShare Plc, Grand Monaco Ltd., Gamshare (UK) Ltd., Lucan Toh, Maxwell Wright, Hillstead, Ltd.</b>	07- CV - 4802	US District Court , Southern District of New York	Closed	Trademark Infringement	Quinn Emmanuel	Expert Report Re: Trademark Infringement and Cyber-squatting Damages
April - 2009	<b>Shipson, LLC and Victor Dahan vs. Joe's Jeans, Inc., et al.</b>	BC38631 6	Superior Court Of The State Of California (Los Angeles County)	Closed	Contract	Mark V. Asourian, Esq. APC	Expert Declaration : Customer Database Value

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April – 2009	<b>Woody Allen v. American Apparel, Inc.</b>	08 CV - 3179	United States District Court Southern District of New York	Settled	Rights of Publicity, False Endorsement	Loeb & Loeb, LLP	Expert Report on Damages
April – 2009	<b>Ironwood Capital Ltd v. Ironwood Capital Management, et al.</b>	07 CV - 1624	United States District Court District of Connecticut	Closed	Trademark Infringement, False Endorsement	Harris Beach, PLLC	Expert Report on Damages
May - 2009	<b>Korea Radio USA, Inc. d/b/a RADIO KOREA, vs. NY METRO RADIO KOREA, Inc. d/b/a NY RADIO KOREA, et al.</b>	07-7418 ODW	United States District Court Central District of California	Closed	Trademark & Contract	Karakter Law and Jay Hong, Esq.	Declaration on trademark infringement damages.
July - 2009	<b>Curtis J. Jackson III, p/k/a 50 Cent, v. Taco Bell Corp.</b>	08-06545 NRB	United States District Court Southern District of New York	Settled	Rights of Publicity, False Endorsement	Patterson Belknap Webb & Tyler, LLP	Expert Rebuttal Report and Opinion on Damages
August - 2009	<b>Gen. C.E. Yeager v. Cingular Wireless LLC, et al</b>	07-02517 FCD GGH	United States District Court Eastern District of California	Closed	Rights of Publicity, False Endorsement	Mennemeier Glassman & Stroud LLP	Expert Rebuttal Report and Opinion on Damages
April - 2010	<b>Credit Solutions LLC v. KVIS LLC</b>	No. 33-145-00373-09	American Arbitration Association – (St. Petersburg, Fla.)	Closed	Unfair Competition Claims and trade secret misappropriation	Karla Gonzalez-Acosta, Esq.	Damages Expert Report, Deposition and Arbitration Testimony
December – 2010	<b>In Re: McConnell and Gregg</b>	07D005483	Superior Court of the State of California – County of Orange	Closed	Value of Estate Assets	Hughes & Sullivan, PPC	Patent Value Court Testimony
November 2010 – March 2011	<b>Miller International, Inc. v. Clinch Gear, Inc., et al.</b>	10-CV-01167WD M	United States District Court for the District Of Colorado	Settled	Trademark Infringement	Quinn Emmanuel	Expert report on likelihood of trademark confusion

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June – Nov 2011	<i>Gen. C.E. Yeager v. Aviat Aircraft inc. &amp; S. Horne</i>	10-CV-2055	United States District Court Eastern District of California	<i>Closed</i>	Rights of Publicity, False Endorsement	<i>Wilson Elser Moskowitz Edelman &amp; Dicker LLP</i>	Expert Rebuttal Report and Opinion on Damages
June 2011	<i>Hebrew University of Jerusalem v. General Motors LLC</i>	10-CV-3790	United States District Court Central District of California	<i>Closed</i>	Rights of Publicity, False Endorsement	<i>Arent Fox</i>	Expert Damages Report, Deposition
June 2011 – Sept. 2011	<i>Laserfiche v. SAP AG, et al.</i>	10-CV-7843	United States District Court Central District of California	<i>Settled</i>	Trademark Infringement.	<i>Law Offices of R. Weiss, BuchwalterNemer, &amp; MaceikoIP</i>	Expert Damages Report – Rebuttal, Deposition
May – July 2011	<i>Yellow Pages Photos, Inc. v. User-Friendly Phone Book, LLC, et al.</i>	10-CV-00436	United States District Court Middle District of Florida	<i>Closed</i>	<i>Copyrights Advertising</i>	<i>David M. Snyder, PA</i>	Expert Damages Rebuttal Report
February 2012	<i>The Int'l. Aloe Science Council Inc. V. Fruit of the Earth, Inc.</i>	11-CV-2255	United States District Court District of Maryland	<i>Settled</i>	Trademark Infringement.	<i>Kane Kessler, P.C.</i>	Expert Rebuttal Report on Damages, Depositions
March 2012	<i>A. Fraley, et al v. Facebook, Inc.</i>	11-CV-1726	United States District Court Northern District of California	<i>Settled</i>	Rights of Publicity Class Action	<i>The Arns Law Firm</i>	Expert Declarations in Support of Motion for Class Certification, Value of Injunctive Relief, Deposition
April – May 2012	<i>Estate of Michael Jackson, et al, v. Howard Mann, et al.</i>	11-CV-0584	United States District Court Central District of California	<i>Settled</i>	Rights of Publicity	<i>Katten Muchin Resenman</i>  <i>Kinsella Weitzman Iser Kump &amp; Aldisert</i>	Expert Damages Report
June – July 2012	<i>Bruce Lee Enterprises v. A.V.E.L.A., Inc. Urban Outfitters, Inc., Target Corporation, and Leo Valencia</i>	10-CV-2333	United States District Court Southern District of New York	<i>Settled</i>	Rights of Publicity	<i>Melissa W. Wool-Allen</i>	Expert Damages Rebuttal Report

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Aug – Sept 2012	<i>Essy Ghavamedinni v. AEG Facilities, et al.</i>	11-CV-568	United States District Court Southern District of California	<i>Settled</i>	Copyright / Rights of Publicity	<i>Seyfarth Shaw LLP</i>	Damages Expert Consulting
Aug 2012–	<i>J.A. Fry/Fox Network Systems vs Aztec Doberman Pinscher Club of San Diego</i>	11–1329 <i>BTM</i>	United States District Court Southern District of California	<i>Settled</i>	Copyright	<i>Hamilton &amp; McInnis</i>	Damages Expert Report
Oct – Dec 2012	<i>Rock and Roll Religion, Inc. and Defiance USA Inc. vs CELS Enterprises, Inc. and R.Goldman</i>	09-cv-05258	United States District Court Central District of California	<i>Settled</i>	Trade-mark	<i>The Taillieu Law Firm</i>	Likelihood of Confusion Expert Report
Nov – Dec 2012	<i>BSH Home Appliances Corp. v. The Julia Child Foundation for Gastronomy and the Culinary Arts</i>	12-cv-11590	United States District Court District of Massachusetts	<i>Settled</i>	Rights of Publicity	<i>Miller Barondess, LLP</i>	Expert Damages Report
June-July 2013	<i>ITC Textiles v. JC Penney &amp; Bluprint</i>	12-02975	United States District Court Central District of California	<i>Settled</i>	Copyright	<i>Ezra Brutzkus Gubner LLP</i>	Expert Damages Report
July-August 2013	<i>Raul Lizalde, VEBS Inc. v. Advanced Planning Services, Inc., et al.</i>	10-0834	United States District Court Southern District of California	<i>Settled</i>	Copyright	<i>Ward &amp; Hagen LLP</i>	Preliminary Expert Damages Report
August 2013	<i>Jude Law v. Paloform Inc.</i>	SC120354	Superior Court of the State of California (Los Angeles)	<i>Closed</i>	Rights of Publicity	<i>Wilson Elser Moskowitz Edelman &amp; Dicker LLP</i>	Preliminary Expert Damages Report, Arbitration
September - November 2013	<i>Scidera, Inc. v. Newsham Choice Genetics, LLC</i>	AAA 16-174-00582-12	American Arbitration Association	<i>Closed</i>	Contract, Database	<i>Neymaster Goode, PC</i>	Expert Damages Rebuttal Report, Deposition, Arbitration
October 2013	<i>Americeticals et al V. Bella Medical Products et al</i>	13-CV-283	United States District Court Central District of California	<i>Closed</i>	Trademark Infringement	<i>Hamrick &amp; Evans, LLP</i>	Expert Damages Report

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November 2013	<b>Imagenetix, Inc. v. Frutarom USA, Inc.</b>	12-CV-02823	United States District Court Southern District of California	<i>Closed</i>	Breach of License/ Contract	<i>Duane Morris LLP</i>	Expert Rebuttal Report on Damages
December 2013	<b>Soft Serve, Inc. d/b/a/ SPRINKLES v. Sprinkles Cupcakes, LLC</b>	13-CV-01782	U.S. District Court for the District of Columbia	<i>Settled</i>	Trademark Infringement	<i>Wiley Rein LLP</i>	Expert Damages Report
February 2014	<b>Lambert Corp. v. LBJC, Inc. et al.</b>	13-CV-0778	United States District Court Central District of California	<i>Settled</i>	Copyright & Trademark Infringement	<i>Ezra Brutzkus Gubner LLP</i>	Expert Damages Report, Deposition
April 2014	<b>S. Mattocks v. Black Entertainment Television LLC</b>	13-CV-61582	United States District Court Southern District of Florida	<i>Closed</i>	Intangible Asset Fair Market Value	<i>Tripp Scott PA</i>	Declaration , Expert Damages Report, Deposition
June- July 2014	<b>AVELA, Inc. v. The Estate of Marilyn Monroe, LLC</b>	12-CV-4828	United States District Court Southern District of New York	<i>Pending</i>	Trademark Infringement	Technology Litigation Center	Rebuttal Expert Damages Report
July – Aug. 2014	<b>Tierra Intellectual Borinquen, Inc. v. Toshiba Corporation.</b>	13-cv-47	United States District Court Eastern District of Texas	<i>Settled</i>	Patent Infringement	Ferraiuoli, LLC	Expert Damages Report, Deposition
Aug. 2014- Aug. 2015	<b>S. Abu-Lughod v. S. Calis, Tocali, Inc., ASCII Media, Inc., et al.</b>	13-cv-2792	United States District Court Central District of California	<i>Closed</i>	Contract, Software IP value	Kalbian Hagerty LLP	Expert Rebuttal Reports, Depositions , Trial testimony
Feb – Mar 2015	<b>S. Nerayoff vs. L. Rokhsar</b>	203157-2012	Supreme Court Of The State Of New York	<i>Closed</i>	Value of Patent Assets	Baker & Hostetler LLP	Expert Declaration on Patent Value, Trial testimony
Jan. - May 2015	<b>In Re Google, Inc., Privacy Policy Litigation.</b>	12-cv-1382	United States District Court Northern District of California	<i>Closed</i>	Breach of Contract Class Action	Grant & Eisenhofer P.A.	Expert Report on Privacy Damages, Deposition
March – April 2015	<b>We Rock The Spectrum Kid's Gym LLC vs. KidZone LLC et al</b>	14-cv-3888	United States District Court Central District of California	<i>Settled</i>	Trademark Infringement	<i>Ezra Brutzkus Gubner LLP</i>	Expert Damages Report

<b>Date Range</b>	<b>Parties</b>	<b>Case No.</b>	<b>Court</b>	<b>Status</b>	<b>Nature</b>	<b>Hired by</b>	<b>Involvement</b>
May 2015	<b>FPAP LLC et al</b> vs. <i>Fabian Perez, DeMontfort Fine Art Ltd., et al.</i>	15-cv-01847	United States District Court Central District of California	<i>Settled</i>	Copyright Infringement, Breach of Contract	<i>Rome &amp; Assoc. APC</i>	Expert Damages Report
June 2015	<i>Bausch &amp; Lomb Inc.</i> v. <b>Faezeh Mona Sarfarazi, M.D.</b>	09-cv-6041	United States District Court Western District of New York	<i>Settled</i>	Breach of Contract, Patent	<i>Napoli Bern Ripka Shkolnik, LLP</i>	Expert Damages Report, Deposition
July 2015	<b>POM Wonderful v. Pur Beverages</b>	13-cv-6917	United States District Court Central District of California	<i>Closed</i>	Trademark Infringement	<i>Roll Law Group PC</i>	Declaration ISM for PI
Jul – Dec 2015	<b>Campbell et al. v. Facebook, Inc.</b>	13-05996	United States District Court Northern District of California	<i>Settled</i>	Privacy Rights Class Action	Lieff Cabraser Heimann & Bernstein, LLP	Expert Report on Privacy Damages, Deposition
Nov 2015 – Feb 2016	<b>Gerawan Farming, Inc. v. Townsend &amp; Townsend &amp; Crew LLP</b>	10 CECG 03427	Superior Court of the State of California (Fresno)	<i>Settled</i>	Trademark FMV value damages	Rummonds Thornton Lapcevic, LLP	Expert Report on Damages, Deposition
Apr 2016 – Oct 2017	<b>Lawn Managers, Inc. v Progressive Lawn Managers, Inc..</b>	16-CV-00144	United States District Court Eastern District of Missouri	<i>Closed</i>	Trademark Infringement	Law Offices of Norah J. Ryan	Expert Damages Report, Deposition, Trial
Apr – Oct 2016	<b>NAFC et al. v Narconon Int'l., et al.</b>	14-cv-00187	United States District Court Eastern District of Oklahoma	<i>Settled</i>	Trademark and Certification Mark Infringement	Keesling Law Group, PLLC	Expert Damages Report, Deposition
May-Jul 2017	<b>DKC &amp; DKC Knits v Buffalo Int., et al.</b>	16-cv-419	United States District Court Northern District of New York	<i>Settled</i>	Copyright Infringement	Quinton Law, PLLC	Expert Damages Report
Aug -- Sep 2017	<b>S. Butler and P. Butler v. Chadeayne, LLC et. al.</b>	1722-CC01228	Circ. Ct. Of St. Louis County, Missouri	<i>Settled</i>	Legal Malpractice (Patent)	Dowd & Dowd, PC	Damages Expert Report
Jan – Mar 2018	<b>C. Gainer v. Ketchum Group dba Outdoor Technology</b>	17-cv-672	United States District Court Central District of California	<i>Settled</i>	Copyright Infringement	The Kneafsey Firm, Inc.	Expert Damages Report
August – Sept. 2018	<b>Atelier Fashion Company, Inc. V. Amiri And Associates, Et Al.</b>	18-cv-02308	United States District Court Central District of California	<i>Settled</i>	Trademark Infringement	Miller Barondess, LLP	Expert Damages Report



<b>Date Range</b>	<b>Parties</b>	<b>Case No.</b>	<b>Court</b>	<b>Status</b>	<b>Nature</b>	<b>Hired by</b>	<b>Involvement</b>
Sept – Dec 2018	<b>Xat.com v. Hosting services, Inc.</b>	16-cv-00092	United States District Court District of Utah	<i>Closed</i>	Contract / data breach / lost profits	Stoel Rives LLP	Expert Damages Report
June 2016 - Sept 2019	<b>Direct Sound Headphones, LLC v. Kevin Klug</b>	16SL-CC0486	Circ. Ct. Of St. Louis County, Missouri	<i>Settled</i>	Legal Malpractice (Trademark)	The Simon Law Firm, PC / Dowd & Dowd, PC	Expert Damages Report, Deposition
March – May 2019	<b>TEETER-TOTTER, LLC v. Palm Bay International, Inc.</b>	17-Cv-06609	US District Court for the Northern District of California	<i>Settled</i>	Trademark Infringement	Dickenson, Peatman & Fogarty LLP	Expert Damages Report
May – July 2019	<b>JK Products LLC v. Lathrop &amp; Gage LLP, JL Johnson Esq.</b>	1731-CC01189	Circuit Court of Greene County State of Missouri	<i>Settled</i>	Legal Malpractice (Patent)	The Simon Law Firm, PC / Dowd & Dowd, PC	Expert Damages Report
May – July 2019	<b>Evolve Technologies v CWS Inc.</b>	18-cv-00671	US District Court for the Southern District of California	<i>Settled</i>	Patent Infringement	Patterson + Sheridan LLP	Expert Damages Report
July – Aug 2019	<b>Happy Place, Inc. v. Hofesh, LLC, et al.</b>	18-cv-06915	US District Court for the Central District of California	<i>Settled</i>	Trademark Infringement	Pessah Law Group	Mediation Expert Damages Report
Sept. 2019	<b>Triumphant Gold Ltd. in: Re: Rooftop Group International. Pte. Ltd.</b>	19-31443-HDH11	US Bankruptcy Court for the Northern District of Texas	<i>Settled</i>	IP Valuation	Hedrick Kring, PLLC	Declaration in Support of Opposition of Sale
Nov-Dec. 2019	<b>JaM Cellars, Inc. vs. The Wine Group LLC</b>	19-cv-1878	US District Court for the Northern District of California	<i>Settled</i>	Trademark Infringement	Dickenson, Peatman & Fogarty LLP	Expert Damages Report
Oct 2019 – February 2020	<b>Hotel Airport International et al v. Best Western International Inc</b>	19-cv-01393	US District Court for the District of Arizona	<i>Settled</i>	Trademark Infringement	Godreau & Gonzalez Law, LLC	Expert Damages Report, Deposition
Dec. 2019 – March 2020	<b>The Coin-Tainer Company LLC v. Pap-R Products Co. et al.</b>	19-cv-00234	United States District Court Southern District of Illinois	<i>Pending</i>	Trademark Infringement & Breach of Contract	Trepanier MacGillis Battina P.A.	Expert Damages Report, Deposition
Aug – Dec 2020	<b>Kitsch LLC, vs. DEEJAYZOO, LLC</b>	19-cv-02556	US District Court for the Central District of California	<i>Pending</i>	Utility, Design Patents; Trademark Infringement	Jayaram Law, Inc.	Expert Damages Report, Deposition



<i>Date Range</i>	<i>Parties</i>	<i>Case No.</i>	<i>Court</i>	<i>Status</i>	<i>Nature</i>	<i>Hired by</i>	<i>Involvement</i>
April – Dec. 2020	<b><i>RG Golf Warehouse Inc.</i></b> vs. <i>The Golf Warehouse, Inc.</i>	19-CV-0585	US District Court for the District of Minnesota	<i>Pending</i>	Breach of Contract	Trepanier MacGillis Battina P.A.	Expert Damages Report