

**Jeff Anderson**  
**Director, Valuation & Analytics**

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Jeff Anderson is the Director of Valuation & Analytics at CONSOR®, an intellectual asset consulting firm specializing in trademark, patent, copyright and right of publicity valuation, licensing, and expert testimony. The firm is headquartered in La Jolla, California, and has offices in New York and London. Mr. Anderson first earned a B.S. in Economics from Santa Clara University, and went on to earn an M.B.A with a concentration in Finance, at San Diego State University.

Mr. Anderson has a broad view of the world of intellectual property and intangible assets. He has lectured, spoken, and written on the topic of IP valuation, as well as the licensing of various intellectual property rights. He is a contributing author to a newly published book, and he is author and co-author of several articles on intellectual property valuation. Additionally, he has served as a teaching assistant for a course on IP valuation at the Thomas Jefferson School of Law. Coupled with his analytical approach to finance and economics, he has a unique view and expertise in intellectual property and intangible asset valuation and monetization. Mr. Anderson has been designated as the testifying expert in matters pertaining to trademark, patent, database, rights of publicity (ROP), copyright, and website valuation.

Mr. Anderson has performed valuations of intangible assets and intellectual properties for corporate litigation and business/transaction purposes. His project work spans the full spectrum of the intellectual property realm. Industries worked on include: government, software, banking, entertainment, construction, retail, energy, and manufacturing. He has managed projects involving: valuation for litigation; sale/purchase valuation and negotiation; license structuring and negotiation; estate valuation; and valuation in expropriation and foreign markets.

Prior to joining CONSOR, Mr. Anderson was a finance manager in the pharmacy technology industry, and has had extensive experience in the mortgage and banking industry. In those industry roles, Mr. Anderson performed comprehensive valuations of business assets, analyzed financial statements, and created and managed accounting systems.

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**Memberships, Speeches and Publications**

**Offices, Memberships**

Certified Licensing Professional (CLP)

Member, Licensing Executives Society

Co-Chair, Technology Branding and Trademark Licensing Committee, LES

Member, International Licensing Industry Merchandisers' Association (LIMA)

Member, International Trademark Association (INTA)

Certificate of Licensing Studies (CLS)

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

- 2016 BVR – Litigation Dynamics and the Expert’s Role: Valuation & Damages
- 2016 King and Spalding – Ethics and Experts in International Business, IP Valuation
- 2016 Hogan Lovells – Ethics and Experts in International Business, IP Valuation
- 2016 Internal Revenue Service – Intellectual Property Valuation
- 2015 BVR – Alternative Intellectual Property Valuation Approaches
- 2015 Clear Law Institute – Intellectual Property Valuation: Techniques to Maximize Accuracy
- 2014 Clear Law Institute – Valuation of Intellectual Property
- 2013 The Brand Establishment Conference - Maximizing Brand Value
- 2013 Business Valuation Resources (BVR) and EPM Communications - IP Valuations for Licensed Property Acquisitions

### **Books**

Rights of Publicity: Analysis, Valuation, and the Law, American Bar Association. Co-authored with Weston Anson, April 2015

### **Published Articles**

June 2015 – “Alternate Intellectual Property Valuation Approaches” with Weston Anson and Joshua Cawthorn, *les Nouvelles*

June 2014 – “What is your client really worth? Valuing the licensing potential of celebrities, characters and athletes”, co-authored with Weston Anson and Jemma Samala, *The Licensing Book*

April 2013 – "Putting a price on trademarks: trends in IP valuation and damages calculations", co-authored with Weston Anson and David Noble, *World Trademark Review*

### **Expert Experience and Litigation Support**

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1. Nina Pham v. Texas Health Resources, Inc.  
District Court of Dallas, Texas, 68th Judicial District  
Case No. DC-15-02252  
Expert Report, October 2016
2. Ocean Rodeo Sports Inc. v. Oyen Wiggs Green and Mutala LLP  
Supreme Court of British Columbia, Canada  
Civil Claim No. VIC-S-S-113283  
Expert Report, October 2016
3. J. Lloyd International, Inc. v. Super Wings International, Ltd.  
United States District Court for the Northern District of Iowa, Cedar Rapids Division  
Case No. 15-74 LRR  
Deposition Testimony, September 2016
4. Ronald Greenspan, D.D.S. v. Randolph F. Alexander, D.D.S.  
Superior Court of the State of California, County of San Diego – Central Division  
Case No. 37-2014-00029393-CU-DF-CTL  
Deposition Testimony, September 2016
5. Reserve Media, Inc. v. Efficient Frontiers, Inc.  
United States District Court, Central District of California  
Case No. 2:15-cv-05072  
Expert Report, Deposition Testimony, July 2016

6. Terry Bollea (Hulk Hogan) v. Gawker Media, LLC  
Circuit Court of the Sixth Judicial Circuit in and for Pinellas County, Florida  
Case No. 12012447-CI-011  
Trial and Deposition Testimony, March 2016
7. Gaming Fund Group, Inc.  
California Gambling Control Commission  
Expert Testimony, February 2016
8. Longreef Investment A.V.V. v. The Bolivarian Republic of Venezuela  
International Centre for Settlement of Investment Disputes (ICSID), Paris  
Case No. ARB/11/51  
Arbitration Testimony, January 2016
9. Reese Witherspoon v. Marketing Advantages International, Inc., et al.  
Superior Court of the State of California, for the County of Los Angeles – West District  
Case No. SC120883  
Designated Testifying Expert, November 2015
10. A.M. Best Company, Inc. v. SNL Financial LC  
United States District Court of New Jersey  
Civil Action No. 11-1994 (SDW) (MCA)  
Consulting Expert (Litigation Pending)
11. Cognate BioServices, Inc., et al. v. Alan K. Smith, et al.  
United States District Court for the District of Maryland  
Case No. 13-1797  
Consulting Expert (Litigation Pending)
12. Omnicare, et al. v. Massachusetts Commissioner of Revenue  
The Commonwealth of Massachusetts Appellate Tax Board  
Docket No. 304910  
Expert Report, September 2014
13. Direct Consumer Information LLC v. Florida Panthers Hockey Club, Ltd.  
Circuit Court of the Seventeenth Judicial Circuit in and for Broward County, Florida  
Case No. 12-24709 (03)  
Expert Report, May 2014
14. Jason Olive v. General Nutrition Centers, Inc.  
Superior Court of California for the County of Los Angeles, Central Civil West Division  
Case No. BC482686  
Deposition Testimony, March 2014
15. Chevron Corporation v. Donziger, et al.  
United States District Court for the Southern District of New York  
Case No. 11-cv-0691  
Consulting Expert, Expert Report and Trial Preparation, November 2013
16. Beach Mart, Inc. v. L&L Wings, Inc.  
United States District Court, Eastern District of North Carolina  
Case No. 4:11-cv-149  
Expert Report and Deposition Preparation (Litigation Pending)

17. Spitfire Studios, Inc. v. Spitfire Pictures, LLC, et al.  
United States District Court, Central District of California  
Case No. 2:13-cv-06638-SH  
Expert Opinion Letter, June 2013
  
18. Mr. Andrew Parower v. Ms. Lauren Schachter Parower  
Supreme Court of the State of New York, County of Westchester  
Case No. 10990/11  
Expert Report, January 2013
  
19. Youngblood Timepieces, Inc. v. Fossil, Inc. and Macy's Merchandising Group, Inc.  
United States District Court, Central District of California  
Case No. CV11-8175-SVW (MRWx)  
Rule 26 Report and Deposition Preparation, May 2012