

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 immediate past Co-Chair of the ABA Trademark Licensing Sub-committee and is the newly appointed Co-Chair of 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, "Fundamentals of Intellectual Property Valuation: A Primer for Identifying and Determining Value," published by the American Bar Association.

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, for the last 20 years, 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, Lucasfilms, 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 as expert witnesses 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 sits on the Board of Directors of Helix BioMedix, a biopharmaceutical company headquartered in Bothell, Washington. 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. Contact Weston Anson at (858) 454-9091 or at wanson@consor.com.

WESTON ANSON
Honors, Speeches, Publications

Offices, Memberships

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

Seminars, Speeches and Presentations

2006 SRI, Boston, MA
2006 Brand Finance Forum, London
2006 ABI, Washington, DC
2006 Intellectual Property Association Hochiminh City (IPA HCMC) / LESI, 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

Weston Anson
Curriculum Vitae

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

Weston Anson
Curriculum Vitae

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 and Book Chapters

The Intangible Assets Handbook – Maximizing Value from Intangible Assets (The ABA Section of Business Law, 2007, published by the American Bar Association)

Fundamentals of Intellectual Property Valuation – A Primer for Identifying and Determining Value (The ABA Section of Intellectual Property Law, 2005, published by the American Bar Association)

“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 Coursebook, International Trademark Association, February 2001)

“Chapter 9: Section 1: Business Aspects of Licensing” (Trademark Law Basics, Basics of Trademark Law Forum Coursebook, 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

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

“A Letter From Moscow” (North American Licensing Tribune, May 1990)

“A Licensing Retrospective And Glimpse Into The Future” (The Merchandising Reporter, June/July 1984)

“A New and More Effective Technique To Prove Confusion And Damages In Trademark Litigation” (The Licensing Journal, November/December 1992)

“A New Approach To Damage Assessment And Recovery” (Trademark World, October 1993)

“A New Approach To Setting Realistic Values And Damages In Patent And Trade Secret Litigation” (Patent World, December 1994/January 1995)

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

“Accurate IP Valuation in Multiple Environments” by Weston Anson & Daryl Martin (Intellectual Asset Management February/March 2004)

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

“Adult Licensing Cuts Across Boundaries Of Age, Economics” (Licensing Book, November 1987)

“Adult Licensing—Where the Money Is” (LIMA International Licensing Directory, 1988)

“An Approach to Brand Valuation” (Trademark World, September 1990)

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

“Big Value, Big Headache” (Managing Intellectual Property, September 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, December 1993)

“Brand Conscious” (Article by Donna Block in The Daily Deal, with Weston Anson as consultant)

“Brand Valuation. Die marktorientierte Markenbewertung” (absatzwirtschaft Sondernummer, Oktober 2000)

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

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

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

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

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

“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/March 2002)

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

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

“Corporate Licensing” (International Licensing Review, May 1992)

“Corporate Licensing A Hot Property” (Advertising Age, Spring 1987)

“Corporate Licensing...The Hidden Treasure” (ASAP, July/August 1989)

“Corporate Licensing To Reach \$25B In Five Years” (Playthings, April 1986)

“Corporate Licensing: What's It About, And Why Do It?” (With Rik de Stroumillo, Licensing Report, 1985)

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

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

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

“Establishing an International Licensing Strategy” (les Nouvelles, Journal of the Licensing Executives Society, March 1992)

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

“European Licensing” (Trademark World, June 1991)

“Expansion Seen In Area of Beverages” (Licensing Book, January, 1989)

“Face of Licensing Will Change Drastically In Next Few Years” (Licensing Book, June 1985)

- “Global Brand Valuation” (1997 Guide To the Licensing World)
- “He Knows What’s In A Name” (Sales & Marketing Management, September 1995)
- “Hidden Assets: Valuing and Selling Licensing Properties” (U.S. Licensing Industry Buyers Guide, 1990/1991)
- “How Intangible Assets Drive Capitalization” (les Nouvelles, Journal of The Licensing Executives Society, September 1999)
- “How Much Is Your Brand Worth” by Terry Lefton and Weston Anson (Brandweek, January 29, 1996)
- “How to make transfer pricing work for IP and intangible assets” by Weston Anson and Chaitali Ahya (International Tax Review, October 2004)
- “Identify, Value, Leverage Your Intellectual Assets” (les Nouvelles, Journal of The Licensing Executives Society, March 1998)
- “Identifying Valuable Intellectual Property in Bankruptcy – Part 1” (American Bankruptcy Institute Journal, May 2002)
- “Identifying Valuable Intellectual Property in Bankruptcy – Part 2” (American Bankruptcy Institute Journal, June 2002)
- “In Practice: Big Value Intangibles, The IRS, & Section 482” (ATI Journal, May/June 1993)
- “Institutional Licensing is Poised for Growth” (Art Licensing, June 2001)
- “Intangible Asset and Intellectual Property Valuation in Bankruptcy – Part 1 of 2” (Shannon Pratt’s Business Valuation Update, June 2002)
- “Intangible Asset and Intellectual Property Valuation in Bankruptcy – Part 2 of 2” (Shannon Pratt’s Business Valuation Update, August 2002)
- “Intellectual Capital Values in Liquidation” (The Secured Lender, November/December 2001, co-authored by Jay D. Lussan)
- “Intellectual Capital Values in Liquidation” (Bankruptcy Law News, Volume XVIII, Nos 2 & 3, Summer/Fall 2003)
- “Intellectual Capital: Understanding the Value and the Risk” (ABF Journal, January, 2004)
- “Intellectual Property and Taxes” (Trademark World, March 1992)
- “Inter-Company Royalty Rates: Section 482, The IRS, And Foreign Tax Authorities” (The Licensing Journal, February 1992)
- “International Licensing” (The Licensing Journal, September 1991)
- “International Licensing” (The Licensing Book, June 1991)
- “International Licensing” (North American Licensing Tribune, 1991)
- “International Licensing: Think Global, Act Local, Part 1” (Licensing Business Review, June 1992)
- “Introducing the Internet Value Equation” (Managing Intellectual Property, July/August 2000)
- “Key Factors In Food Industry Licensing” (Licensing Economics Review, January 1991)

- “Key Trends In Corporate Licensing” (Licensing Today, August 1985)
- “Letter from Russia” (Trademark World, October 1990)
- “Licensing 2000: The Ones To Watch: On the Net, Genuine Promise” (Brandweek, June 2000)
- “Licensing: A Giant Marketing Opportunity” (www.digitrends.net, July 2000)
- “Licensing And Valuing Trademarks In A Bankruptcy Environment: A Global Minefield” (Trademark World, September, 2002)
- “Licensing Can Crack the Japanese Consumer Goods Markets: A Fast And Profitable Way To Break Into Japanese Consumer Goods”
- “Licensing Consultant’s Viewpoint—‘Look Before You Leap’” (U.S. Licensing Industry Buyer’s Guide, 1987)
- “Licensing Gains Firms Entry In Japan” (Corporate Licensing, May 1986)
- “Licensing In Food Industry Has Expanded, Will Continue To Grow” (Licensing Book, November 1989)
- “Licensing Internet Assets: Options and Opportunities” (LIMA’s BottomLine, Summer 1999)
- “Licensing Opportunities Now Exist in Russian Marketplace” (Licensing Book, March 1990)
- “Licensing Potential In The Soviet Union: New Freedom In The Eastern Bloc” (Licensing Product Times, Spring 1990)
- “Licensing: The Key to Internet Brand Building” (New York Law Journal, December 2000)
- “Licensing’s Silent Crisis” (The Licensing Book, February 2007)
- “Major Issues Facing Licensing: Extending A Mature Licensing Program” (Market Focus: TOYS, January 1996)
- “Merchandising Licensing and Strategy” (les Nouvelles, Journal of The Licensing Executives Society, September 1998)
- “MICEL ‘85: First International Show Held In France” (Merchandising Reporter, June/July 1985)
- “Name Game: Dollars & Sense” (Women’s Wear Dailey, February 27, 1995)
- “Negotiating Complex Licensing Agreements” (les Nouvelles, September, 2003)
- “Negotiating Licensing Agreements for The 1990’s” (The Licensing Journal, November/December 1993)
- “New Approaches to European Property Licensing” (licensing Product Times, Fall 1991)
- “On The Net, Genuine Promise” (Brandweek, June 2000)
- “Pan-European Licensing Strategy” (Trademark World, June 1991)
- “PC Brands: Where They Stack Up” (Brandweek, December 1996)
- “Pharmaceutical Licensing: Maximizing the Bundle of Rights With a Pan-European Strategy” (European Pharma Law Centre Competition Position Paper, November 1992)
- “Pitch Your Strategy to Maximize Your European Returns” (Managing Intellectual Property, December 1991)

- “Placing Market Values On Trademarks and Brands” (Trademark World, September 1995)
- “Product Liability Insurance: A Consultant's Observations” (The Merchandising Reporter, May 1984)
- “Property Tax Trends – Valuing Trademarks: The Property Tax Impact” (Journal of Property Tax Management, Volume 5, Issue 4, Spring 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, 1993/94)
- “Putting Market Values on Trademarks/Brands and Marketing Intangibles” (Licensing Today Worldwide, Spring 1996)
- “Quality and Control In Trademark Licensing” (Managing Intellectual Property, March 1996)
- “Realistic, Market Based Trademark and Brand Valuations” (The Licensing Journal, May 1989)
- “Royalty Rates And Taxes: Intellectual Property and the Delaware Holding Company” (The Licensing Journal, March 1992; and Licensing Economics Review, April 1992)
- “Rumblings of a Licensing Explosion Heard In the Beverage Industry” (The Merchandising Reporter, February 1987)
- “Setting Global and Regional Strategies” (The 1996 Licensing Resource Directory)
- “Setting Market Values For Trade Secrets” (The Law Works, February 1995)
- “Snapshot Approach to Market Values For Trade Secrets” (Corporate Legal Times, June 1995)
- “Special Event Licensing: The America's Cup Example” (Trademark World, February 1991)
- “Sports Licensing In The 1990's: A Businessman's Viewpoint” (Entertainment Arts & Sports Law Newsletter, Spring 1993)
- “Strategies For A Changing World Market: International Licensing”, (Licensing Business Review, July 1992)
- “Strategy: Licensing and Merchandising” (Licensing Economics Review, February 1998)
- “Transfer Pricing: Establishing Royalty Rates & Cost Sharing Arrangements” (Valuation Strategies, November/December 2004) by Weston Anson & Chaitali Ahya
- “Tax Authorities Close In On IP” (International Tax Review, June 1996)
- “The Basics of Licensing Trademarks” (Les Nouvelles, Journal of the Licensing Executives Society, December 1996)
- “The Explosion in Branded Packaged Goods Licensing” (1988)
- “The Million Dollar Domain Name” (Managing Intellectual Property, May 1998)
- “The Name Game” (San Diego Magazine, February 1998)
- “The Need for a New Comprehensive Approach to European Licensing” (Licensing Law and Business Report, July-August 1991)
- “The New Wave: Corporate Licensing Experiences Explosive Growth” (The Merchandising Reporter, October 1986)

- “The Real Benefits Of Corporate Licensing” (Licensing Today, June/July 1992)
- “The Real Benefits Of Corporate Licensing” (Potentials in Marketing, August 1993)
- “The Role of Business Experts in Intellectual Property Litigation” (The IP Litigator, May/June 1996)
- “The Silent Crisis in the Licensing Industry” (The Licensing Journal, September 2005)
- “The World’s Tax Authorities Latch On To Rights” (Managing Intellectual Property, June 1996)
- “Trademark/Brand Licensing And Valuations” (The Licensing Journal, March 1991)
- “Trademark Valuation: The How, When and Why” (Thomson & Thomson Client Times, August 2002)
- “Transfer Pricing Around The Globe” (The Law Works, August 1996)
- “2001: A Licensing Odyssey” (Trademarks America, May 1994; reprinted in Trademark World, June 1994)
- “2001: A Licensing Odyssey: Licensing Strategies and Business Tactics for the 21st Century” (Licensing Today International, Summer 1994)
- “2001: Licensing Odyssey” (Managing Intellectual Property, 1994)
- “2010: The Future of Licensing” (The Licensing Book, June 2001)
- “Using A Delaware Holding Company To Lower The Software Company’s State Income Taxes” (Software Taxation Letter, October 1992)
- “Using Licensing And Leverage To Maximize Internet Brand Values” (Sports and Character Licensing, September 2000)
- “Using Licensing To Maximize Internet Brands” (Licensing Today Worldwide, Summer 2000)
- “Valuation and Sale of Intangible Assets, Intellectual Property and IP Licenses in Bankruptcy” (The Licensing Journal, February 2002)
- “Valuing and Monetizing Intellectual Property in Bankruptcy” (The Secured Lender, May/June 2002)
- “Valuing Intangible Assets” (Les Nouvelles, Journal Of The Licensing Executives Society, June 1996)
- “Valuing IP Assets in Bankruptcy” (IPL Newsletter, Volume 21, Winter 2003)
- “Valuing Intellectual Property in a Bankruptcy” (Interview with Weston Anson in Licensing Economics Review, February 2002)
- “Valuing Internet Brands: The Internet Value Equation” (The Licensing Journal, September 2000)
- “Valuing Trademarks, Copyrights And Other Intangibles For Estates” (Money & Family Law, March 1995)
- “Valuing Trademarks, Patents And Other Intangibles In A Bankruptcy Environment” (The Law Works, August 1995) and (American Bankruptcy Institute Journal, February 1996)
- “Ways To Put A Value On A Trademark” (Corporate Finance, November 1996)
- “What Are These Brands Worth?” (Financial World, September 1992)

“What’s it worth? Putting a figure on a musician’s estate and celebrity images” (Copyright World #145, November 2004)

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

“Why Corporate Licensing?” (Licensing International, April/May 1985)

“Why Corporate Licensing?” (The Merchandising Reporter, April 1985)

“What’s It Worth?” – Series of Articles in The Licensing Journal	
Valuation of Technology	Valuation of Technology
“What’s It Worth?”	“What’s It Worth?”
“What’s It Worth?” by Weston Anson and Kristina Sheridan	“What’s It Worth?” by Weston Anson and Kristina Sheridan
“Determining The Value Of The Umbrella Corporate Brand”	“Determining The Value Of The Umbrella Corporate Brand”
“Valuing Internet Brands: The Internet Value Equation	“Valuing Internet Brands: The Internet Value Equation
“Intangible Asset Valuation Techniques” by Weston Anson and Mario Serrano	“Intangible Asset Valuation Techniques” by Weston Anson and Mario Serrano
“Accounting And IP Valuation: New Merger Accounting Rules Impact The Value And Valuation Of Trademarks And Other Intangible Assets”	“Accounting And IP Valuation: New Merger Accounting Rules Impact The Value And Valuation Of Trademarks And Other Intangible Assets”
“Taking Stock of Corporate Intellectual Property: Quantifying Value”	“Taking Stock of Corporate Intellectual Property: Quantifying Value”
“New Economy Brand Building”	“New Economy Brand Building”
“Building the Value of Hospitality Brands	“Building the Value of Hospitality Brands
“2010: The Future of Licensing”	“2010: The Future of Licensing”
“Traditional Valuation Methodologies of Intellectual Property”	“Traditional Valuation Methodologies of Intellectual Property”
“Proprietary Valuation Techniques for Intellectual Property”	“Proprietary Valuation Techniques for Intellectual Property”
“The Brand Value Equation”	“The Brand Value Equation”
“Borrowing on Your Good Name” by Richard Schioldager and Weston Anson	“Borrowing on Your Good Name” by Richard Schioldager and Weston Anson
“Context Continuum” by Daryl Martin and Weston Anson	“Context Continuum” by Daryl Martin and Weston Anson

**Expert Witness and Legal Experience
Deposition and/or Trial
January 2001 – Present**

CONFIDENTIAL

1. MGM Grand Hotel v. Studio 54 Corporation, et al.
United States District Court
District of Nevada
Docket No. CV-S-98-00372-HDM (RJJ)
Expert Report 2001
2. Genesco, Inc. v. Mudd LLC
United States District Court
Middle District of Tennessee
Docket No. 3-00-00641
Expert Report 2001
3. Heidi Ott AG, Heidi Ott v. Target Corporation
United States District Court
District of Minnesota
Trademark
Docket No. 99-CV-01170
Deposition 2001
4. Hearts on Fire Company v. Alexander M. Waldman Diamond Company, Inc.
United States District Court
Southern District of New York
Docket No. 01 CV 4628(HB)
Expert Report 2001
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19. Ken's Food, Inc. v. Ken's Steak House, Inc.
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21. Cache La Poudre Feeds, LLC v. Land O' Lakes, Inc. et al.
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25. Terance Dunn v. Berger, Kahn, Shafton, Moss, Figler, Simon & Gladstone, LLP
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