

DAVID DREWS DIRECTOR

David Drews has over twenty years experience as a financial analyst, primarily concentrated in valuing intellectual property of all types, including trademarks, copyrights, patents, know-how, trade secrets and domain names. His extensive valuation experience includes projects involving use of the assets as collateral, transaction due diligence, joint venture negotiations, licensing, transfer pricing and bankruptcy liquidation and reorganization. He has also been called on to calculate damages related to infringement of IP in numerous litigation and arbitration proceedings.

This experience includes employment with CONSOR intellectual asset management and IPMetrics LLC, where he was a founder and President of the operation. He has performed valuations on assets as diverse as apparel, financial services, automotive, non-profit organization and consumer brand trademarks; mechanical, chemical and electrical patents, processes and trade secrets; customer lists; non-compete agreements; and entertainment industry characters, trademarks and copyrights.

Prior to concentrating on intellectual property, David was responsible for the analysis and valuation of a broad range of credit applicants and investment vehicles for California Commerce Bank. Before joining the bank, he performed research at William O'Neil & Co. His responsibilities at O'Neil included in-depth analyses of companies in many different industries, including pharmaceuticals, retail, apparel, biotechnology, computer software, financial services and scientific instruments, among others. Mr. Drews holds a Bachelor of Science degree in business administration / economics from the University of Nebraska.

David has recently taught the intellectual property damages course for the National Association of Certified Valuation Analysts at the annual meeting in San Diego, CA. He has also taught the *Valuation of Intellectual Property* course offered by the National Technology Transfer Center in Wheeling, West Virginia and was a guest instructor of this course at the NTTC Classroom of the Future and at the NASA Langley Research Center in Hampton, Virginia.

In addition to regularly publishing articles in various journals and industry publications, he is a frequent lecturer on IP valuation issues and has written several articles for publication on various websites.

PROFESSIONAL INSTRUCTION

- National Association of Certified Valuation Analysts (NACVA) – Instructor
Course: Intellectual Property: Calculating Damages and Lost Profits
- NASA Langley Research Center – Guest Instructor
Course: Valuation of Intellectual Property
- National Technology Transfer Center – Past Instructor
Course: Valuation of Intellectual Property

EXPERT WITNESS

- 21st Century Film Corp., et al. v. Carolco Pictures, Inc./Marvel Characters, Inc. (*Spider-Man movie merchandising rights*)
- Digital Envoy, Inc. v. Google, Inc. (*trademark damages*)
- Estate of Ken Hanna v. Ken's Foods, Inc. (*food trademark damages*)

- Fruit of the Loom Chapter 11 filing (*trademark value in bankruptcy – Trial Testimony*)
- FUNimation Productions v. Saban Entertainment, et al. (*cartoon character damages*)
- FUNimation Productions v. ABC International Traders, Inc. (*cartoon character damages – Deposition Testimony*)
- Gae Sharp-Richardson v. The Boyds Collection (*doll copyright damages – Deposition Testimony*)
- Grimland v. Grimland (*oil services patent values*)
- Hambrecht Wine Group v. Millennium Import LLC (*trademark damages*)
- Kevin Trudeau v. Electronic Retailing Association, et al. (*brand damages*)
- Lollar Enterprises v. Medtech Capital Markets (*fat caliper patent and trademark damages – Trial Testimony*)
- Precision Replacement Parts v. Auto Glass Components (*trade secret damages*)
- Ratner v. Foster (*Hang Ten trademark damages – Trial Testimony*)
- Richard Bach and Richard Munson v. Forever Living Products U.S., Inc., et al. (*copyright damages*)
- The Purebred Company v. Star-Kist Foods (*consumer brand trademark damages – Trial Testimony*)
- The Purebred Company v. Sunshine Mills, et al. (*consumer brand trademark damages – Deposition Testimony*)
- Trovan Ltd., Electronic Identification Devices, Ltd. v. Pfizer, Inc. (*trademark damages*)
- Warrior and Ultimate Creations v. Titan Sports, Inc. (*cartoon character damages – Deposition Testimony*)
- World Triathlon Corp. v. Dawn Syndicated Productions (*IRONMAN trademark damages – Deposition Testimony*)

PRESENTATIONS

- Due Diligence Symposium 2007 – Iselin, NJ
- BIO IPCC Spring Meeting 2007 – San Diego, CA
- ACI IP Due Diligence 2007 – San Francisco, CA
- NACVA Advanced Valuation Class 2006 – Coronado, CA
- SRI Monetization of Intellectual Property 2006 – Boston, MA
- IP Licensing Summit 2006 – New York, NY
- AIPLA Spring Meeting 2006 – Chicago, IL
- PhillipsLytle / HSBC IP Securitization Conference 2006 – New York, NY
- Commercial Finance Association Annual Conference 2005 – San Diego, CA
- LINK New York 2005 – New York, NY
- FindLaw IP Strategies in Deals 2004 – Palo Alto, CA
- Sterling Intellectual Property Issues Seminar 2004 – San Diego, CA
- LES Annual Meeting 2000 – Toronto, Canada
- Glasser Legalworks 11th Annual Institute 2000 – San Francisco, CA
- LES Annual Meeting 1999 – San Antonio, TX
- Corporate Reorganizations 1999 – Chicago, IL
- Glasser Legalworks 10th Annual Institute 1999 – Los Angeles, CA
- Pillsbury IP Business Seminar 1998 – San Diego, CA
- Dow Chemical IP Donation Seminar 1998 – Midland, MI

PROFESSIONAL ASSOCIATIONS

- CFA Institute (CFA)
- CFA Society of San Diego (CFASDD)

- Intellectual Property Management Institute (IPMi)
- Licensing Executives Society (LES)
- San Diego Intellectual Property Law Association (SDIPLA)

PUBLICATIONS

The Intangible Assets Handbook – Maximizing Value from Intangible Assets (Co-editor)
(*American Bar Association*, March 2007)

Patent Valuation Techniques
(*les Nouvelles*, March 2007)

Intellectual Property Valuation Techniques
(*The Licensing Journal*, October 2006)

Calculating Questions: Accepted Approaches to Patent Valuation
(*Patent World*, September 2006)

The Secured Lender (Second Installment)
(www.ipfrontline.com, March 2006)

The Secured Lender (Parts I & II)
(www.ipfrontline.com, January 2006)

The Impact of SFAS 141 & 142 on Intangible Asset Management
(*The Secured Lender*, November / December 2005)

Intellectual Property Valuation: Context is Critical
(*The Secured Lender*, September 2005)

Intellectual Property: Collateral for Securitization or Lending
(*The Secured Lender*, July 2005)

IP Valuation Techniques
(*IP Strategies in Deals 2004*, October 2004)

Intellectual Property Valuation (Updated)
(*Chapter 23 - Drafting License Agreements, Fourth Edition*, 2004 Supplement, September 2004)

Valuing for Charitable Donation
(*Chapter 19 – Intellectual Property Valuation Primer*, July 2004)

Patent License Evaluation
(*Patent & High Technology Licensing 2004*, May 2004)

Intangible Asset Valuation Techniques
(*Intellectual Property Issues*, October 2003)

Leveraging Intellectual Property via the Capital Markets
(*Intellectual Property Issues*, September 2003)

Intellectual Property Valuation
(*Chapter 23 - Drafting License Agreements, Fourth Edition*, September 2002)

The Benefits of Patent Donation

(www.corporateintelligence.com, February 2001)

The Cost Approach to IP Valuation: Its Uses and Limitations

(www.corporateintelligence.com, January 2001)

Value v. Fair Market Value

(www.corporateintelligence.com, December 2000)

Situations Where Valuation Comes Into Play

(www.corporateintelligence.com, November 2000)

A-Bundling We Will Go: When It Comes to Intangible Assets, the Sum is Often Greater Than its Parts

(www.corporateintelligence.com, October 2000)

Donating Idle Patents

(*Patent Strategy & Management*, August 2000)

Giving Away Your Patents: How to Squeeze Tax Advantages from Unused IP Rights

(IP*Network.com, September 1999)

Intellectual Property - The Key to Lower Risk and Higher Margins

(*les Nouvelles*, June 1999)

An Overlooked Way to Exploit Patents

(*The Intellectual Property Strategist*, April 1999)