

## **FERNANDO TORRES, MSc**

### *Curriculum Vitae*

Fernando Torres is Senior Economist at CONSOR®, an intellectual asset consulting firm specializing in trademark, patent and copyright licensing, valuation, and expert testimony. The firm is headquartered in La Jolla, California, and has offices in New York and London.

Mr. Torres has over 25 years of experience in Economics, Financial Analysis, and Business Management in the U.S. and Mexico.

He holds a B.A. in Economics from the Metropolitan University in Mexico City, a Graduate Diploma from the University of East Anglia (U.K.), and a Master's Degree specializing in Econometrics from the University of London, England.

Mr. Torres is a member of the National Association of Forensic Economics, and of the Western Economics Association International, as well as a founding board member of the San Diego chapter of the National Society of Hispanic MBAs.

His career has spanned from academia, to branches of government, to private industry and consulting. In Mexico, he was Professor of Economics at his Alma Mater, teaching courses on Economic Policy, Growth, Microeconomics, and Quantitative Methods. He also served as Director of Studies, Methods, and Policy for the Ministry of Energy and Nationalized Industries playing a major part in the adoption and implementation of inflation-recognition accounting standards, and productivity tracking systems. In that capacity, he also led the team that developed a pioneering PC-based financial simulation model, which became the first copyright registration of a software program in Mexico, as well as the first registration of a work product of any kind by a government agency.

Since 1988, his career has centered on Financial Analysis and Management, having been instrumental in launching several business ventures in the computer services, where he developed the original CompuFin<sup>®</sup> branded computer purchase financing product, as well as the health care industry, where he spearheaded the formation of the first private health maintenance organization in the state of Baja California.

In the last decade, Mr. Torres developed a Financial Advice practice in the San Diego area, and joined CONSOR where he has been applying his finance and business experience, as well as honed skills in quantitative analysis to the valuation of intangible assets. As Sr. Economist, Mr. Torres has led consulting teams at CONSOR valuing trademarks, patents, and enterprises, as well as assessing economic damages arising in a variety of intellectual property litigation cases, which include the expert reports in the following cases:

1. Fleetwood Enterprises, Inc., and Fleetwood Folding Trailers, Inc., v. The Coleman Company, Inc., and Coleman Holdings, Inc.  
District Court, Sedgwick County, Kansas  
Case No. 03 DV 2029
2. Jimmy Dean v. Sara Lee Corporation  
United States District Court  
Northern District of Texas, Lubbock Division  
Case No. 5-04CV0039-C
3. Cache La Poudre Feeds, LLC v. Land O' Lakes, Inc. et al.  
United States District Court  
District of Colorado  
Case No. 04-D-329 CBS
4. Precision Replacement Parts Corp. v. Auto Glass Components, Inc.  
United States District Court  
Western District of Washington at Seattle  
Case No. 04-CV-566L
5. Kevin Trudeau et al. v. George Lanoue, et al.  
United States District Court  
Northern District of Illinois  
Eastern Division  
Civil Action No. 04C-7165
6. Collins & Aikman Corporation, et al.  
United States Bankruptcy Court  
Eastern District of Michigan  
Southern Division  
Case No. 05-55927 SWR
7. Richard Bach and Russell Munson v. Forever Living Products U.S., et al.  
United States District Court  
Western District of Washington at Seattle.  
Case No. C05-0970P
8. El Comandante Management Company, LLC, et al. Debtors  
United States Bankruptcy Court  
District of Puerto Rico  
Case No. 04-10938 ESL
9. World Triathlon Corporation, Inc. v. Dawn Syndicated Productions, et al.  
United States District Court  
Middle District of Florida  
Tampa Division  
Case No. 8:05 CV 983-T27 EAJ
10. Interstate Bakeries Corp., et al.  
United States Bankruptcy Court  
Western District of Missouri (Kansas City Division)  
Case NO. 04-45814 (JWV)
11. MTS Inc. (dba Tower Records), et al.  
United States Bankruptcy Court  
District of Delaware  
Case NO. 06-10886-BLS