

## INTELLECTUAL PROPERTY SERVICES

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Some of the most complex and challenging litigation today involves intellectual property issues related to patents, trademarks and copyrights. Comprehensive economic analyses are becoming a fundamental and integral part of these intellectual property cases. Accurate and well-presented economic analyses are necessary to assess financial damages and losses associated with the infringement of trademarks, patents and copyrights.

Other disputes arise relating to the ownership or value of intellectual property that require an accurate valuation of the property in question. The quality of the economic analysis typically makes the difference between success and failure in resolving complex intellectual property matters.

Marks Paneth & Shron LLP (MP&S) is well qualified to provide comprehensive intellectual property services. We offer our clients an outstanding team of more than 25 professionals who provide litigation and corporate financial advisory services. These specialists are frequently retained by law firms and corporations to evaluate the financial and economic damages associated with intellectual property litigation.

In addition to being CPAs, these specialists are also certified as fraud examiners, forensic accountants and valuation analysts. They have years of experience working on cases involving infringement of trademarks, patents and copyrights as well as misappropriation of trade secrets. Our professionals are well-versed in specific case law involving intellectual property and prepared to provide expert testimony at deposition and trial to support our opinions and reports.

We provide comprehensive training and education for management, Boards of Directors and Audit Committees as well as general counsel and other company personnel on a wide range of topics. We work with each organization to customize the training provided.

### Services Offered:

- Lost Profit, Lost Value and Reasonable Royalty Analyses
- Analysis and Application of Georgia Pacific and Panduit Factors
- Analysis of Convoyed Products and Sales
- Valuation of Intellectual Property
- Assessing the Economic Benefit Arising From the Use of Alternate Technologies
- Assistance with Evaluating the Analysis and Testimony of Opposing Experts

We collaborate with technical experts to identify the specific features and associated economic benefits comprising the intellectual property and the corresponding licensing of such property at issue. We have built our reputation and pride ourselves on:

- Providing Our Clients with Cost Effective, Timely, Accurate and Objective Analyses
- Presenting Complicated Facts in an Easily Understandable Manner
- Delivering Clear and Concise Expert Witness Testimony