

**Emerging Trends in IP and Valuation**  
**Wednesday, January 28, 2009**  
**Location: Mariani's Restaurant**  
**2500 El Camino Real**  
**Santa Clara, CA**  
**11.30 AM – 2:00 PM**

**Topic:**

**Emerging Trends in IP and Valuation**

**Speaker:**

**Justin Lewis, CPA, CVA**

Justin Lewis is a Director in Ocean Tomo's Expert Testimony practice in San Francisco. Mr. Lewis' consulting experience includes the analysis and quantification of economic damages arising from patent, trademark, trade secrets & copyright infringement. He has a solid understanding of the financial issues and theories related to intellectual property valuation, licensing and litigation. Mr. Lewis has led teams in support of counsel for all phases of the litigation process from discovery to trial. He has also performed royalty reviews on both U.S and foreign companies. Mr. Lewis has experience in many industries including computer hardware & software, semiconductor, fiber optics, telecommunications, biotechnology, diet supplements, gaming, retail, entertainment, wine, automotive and manufacturing.

In addition to his experience in intellectual property matters, Mr. Lewis spent several years as an auditor with a big five accounting firm and has over nine years of general litigation consulting experience with both small and large firms. He has experience managing forensic accounting investigations and securities litigation matters including those involving fortune 500 companies. Mr. Lewis has testified in state court and federal court and has a solid understanding of the financial issues and theories related to many types of disputes including securities litigation, wage and hour, breach of contract, complex class action, insurance claim preparation and other general liability matters.

Mr. Lewis is a Certified Public Accountant, Certified Valuation Analyst in California and holds a BS in Business/Economics with an emphasis in accounting from University of California, Santa Barbara.

**Description:**

This presentation will discuss IP's role in a struggling U.S. economy that continues its shift to a "knowledge economy." The opportunities to maximize IP value through sale, license and/or litigation of IP will be discussed in light of the current economic conditions. The presentation will cover methods and reasons for the valuation of intellectual property.

Topics that will be covered include:

- Effects of the U.S. shift to a "knowledge economy"
- Effects of the global recession on Intellectual Property
- Making the most of IP in a down economy
- Tools for evaluating patent portfolios
- Valuation of IP assets

**Meeting format:**

11:30 – 12:30      Registration and Networking buffet lunch  
12:30 – 2:00      Program

**Registration:**

**LES Members Registration Fees are:**

**\$45. if paid by Friday, January 23, 2009**

**\$50. if paid after Friday, January 23, 2009**

**Non-LES Members Registration Fees are:**

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**LES-SVC January 28, 2009 LUNCHEON EVENT**  
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For questions regarding online registration please contact  
 Curtis Gore, LES Membership & Chapter Coordinator  
[cgore@les.org](mailto:cgore@les.org) (703) 299-8209

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Are you an LES Member?     Yes     No

How did you hear of this event? \_\_\_\_\_

Please let us know if you have any special dietary requirements. \_\_\_\_\_

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LES Members:                    \$40. if paid by 1/23/09  
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**METHOD OF PAYMENT:**

**Total Payment:** \$ \_\_\_\_\_  
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No refund of registration fees will be given after January 23, 2009.

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**Please fax the completed form to Curtis Gore:**  
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**For more information or questions, please visit:**  
[www.les-svc.org](http://www.les-svc.org) or contact:

**Franca Gargiulo – LES-SVC Coordinator**  
**Email: [franca.gargiulo@att.net](mailto:franca.gargiulo@att.net)**  
**Phone: (415)564-2600**

- **Directions to Mariani's Restaurant, 2500 El Camino Real, Santa Clara, CA phone: 408-243-1431**
- 101 South to San Jose
- Take San Tomas exit
- Rite onto 82 – El Camino Real
- Left Buchanan
- Restaurant is on the left hand side