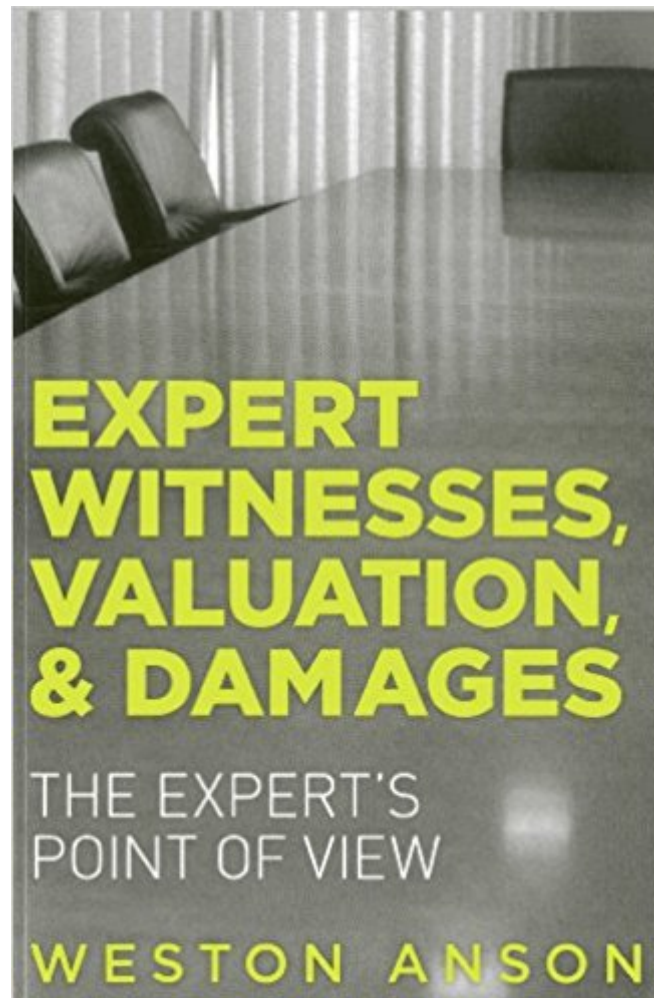




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Expert Witnesses, Valuation, And Damages: The Expert's Point Of View



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The demand for economic damages analysis and valuation for litigation, arbitration, and mediation is ever-growing. Elements of IP and intangible assets affect disputes in nearly every area of law, from real estate to complex software transactions. *Expert Witnesses, Valuation & Damages* discusses how to best use experts, when to hire them, how to find good ones, and how to test whether they have adequate knowledge. It can be used whenever expert skills in economics, IP valuation analysis, and IP business management issues are needed. Additional topics include:

- Guidance on how to use the witness in pretrial phases and during negotiations
- How to discuss the expert's role in discovery
- The use of the expert's report in pretrial strategy

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Weston Anson is Chairman of CONSORA®, 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 ten years as an officer and board member of the Licensing Industry Merchandisers' Association and is a lifetime member of the Board of Advisors.

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