

JEFF ANDERSON
EXPERT / DIRECTOR, VALUATION & ANALYTICS

Jeff Anderson is the Director of Valuation & Analytics at CONSOR[®], 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 first earned a B.S. in Economics from Santa Clara University, and went on to earn an M.B.A with a concentration in Finance, at San Diego State University. He has a broad view of the world of intellectual property and intangible assets, which coupled with his analytical approach to finance and economics has given him a unique view and expertise in intellectual property and intangible asset valuation and monetization.

Since joining CONSOR, Mr. Anderson has performed valuations of intangible assets and intellectual properties for corporate litigation and business/transaction purposes. During his time with the firm, he has moved up through a series of promotions, each bringing increased responsibility, and currently supervises the firm's valuation and analytics team.

Mr. Anderson's project work spans the full spectrum of the intellectual property realm. Industries worked on include: software, banking, entertainment, construction, retail, energy, and manufacturing. He has managed projects involving: valuation for litigation; sale/purchase valuation and negotiation; license structuring and negotiation; estate valuation; and valuation in expropriation and foreign markets.

Specifically, Mr. Anderson has created and implemented financial models that utilize extensive ad hoc analysis and statistical methods in determining economic damages for trademark, copyright and patent infringements; breach of contract; tortious interference; and misappropriation of data/information. Along with serving as an expert witness, he has also assisted clients, their legal counsel, and other in-house expert witnesses in deposition and trial preparation and strategy.

Prior to joining CONSOR, Mr. Anderson was a Finance Manager in the pharmacy technology industry, and has had extensive experience in the mortgage and banking industry. In those industry roles, Mr. Anderson performed comprehensive valuations of business assets, analyzed financial statements, and created and managed accounting systems. Additionally, Mr. Anderson is skilled in buy/sell aspects of Mergers & Acquisitions and LBO valuations.

Memberships, Speeches and Publications

Memberships

Member, Licensing Executives Society
International Trademark Association (INTA)
Certificate of Licensing Studies (CLS) Candidate
Association for Corporate Growth, San Diego
National Eagle Scout Association

Seminars, Speeches and Presentations

2013 The Brand Establishment Conference - Maximizing Brand Value
2013 Business Valuation Resources and EPM Communications - IP Valuations for Licensed Property Acquisitions

Published Articles

June 2014 – “What is your client really worth? Valuing the licensing potential of celebrities, characters and athletes”, co-authored with Weston Anson and Jemma Samala, The Licensing Book

April 2013 – "Putting a price on trademarks: trends in IP valuation and damages calculations", co-authored with Weston Anson and David Noble, World Trademark Review

Expert Experience and Litigation Support

1. Jason Olive v. General Nutrition Centers, Inc.
Superior Court of California for the County of Los Angeles, Central Civil West Division
Case No. BC482686
Expert Deposition, March 2014
2. Chevron Corporation v. Donziger, et al.
United States District Court for the Southern District of New York
Case No. 11-cv-0691
Consulting Expert, Expert Report and Trial Preparation, November 2013
3. Direct Consumer Information LLC v. Florida Panthers Hockey Club, Ltd.
Circuit Court of the Seventeenth Judicial Circuit in and for Broward County, Florida
Case No. 12-24709 (03)
Expert Report (Litigation Pending)
4. Beach Mart, Inc. v. L&L Wings, Inc.
United States District Court, Eastern District of North Carolina
Case No. 4:11-cv-149
Expert Report and Deposition Preparation (Litigation Pending)
5. Spitfire Studios, Inc. v. Spitfire Pictures, LLC, et al.
United States District Court, Central District of California
Case No. 2:13-cv-06638-SH
Expert Opinion Letter, June 2013
6. Mr. Andrew Parower v. Ms. Lauren Schachter Parower
Supreme Court of the State of New York, County of Westchester
Case No. 10990/11
Expert Report, January 2013
7. Syngenta Seeds, Inc. v. Bunge North America, Inc.
United States District Court Northern District of Iowa Western Division
Case No. 5:11-cv-4074
Expert Report, September 2012
8. Youngblood Timepieces, Inc. v. Fossil, Inc. and Macy's Merchandising Group, Inc.
United States District Court, Central District of California
Case No. CV11-8175-SVW (MRWx)
Rule 26 Report and Deposition Preparation, May 2012