

Jeff Anderson
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Jeff Anderson is the Managing Director at CONSOR®, an intellectual asset consulting firm specializing in trademark, patent, copyright and right of publicity valuation, licensing, and expert testimony. The firm is headquartered in La Jolla, California, and has offices in New York and London. Mr. Anderson first earned a B.S. in Economics from Santa Clara University, and later went on to earn an MBA, with a concentration in Finance, from San Diego State University.

Mr. Anderson has a broad view of the world of intellectual property and intangible assets. He has lectured, spoken, and written on the topic of IP valuation, as well as the licensing of various intellectual property rights. He is a contributing author to two books, and he is author and co-author of several articles on intellectual property valuation. Coupled with his analytical approach to finance and economics, he has a unique view and expertise in intellectual property and intangible asset valuation and monetization.

Mr. Anderson has been designated as the testifying expert in matters pertaining to trademark, patent, database, rights of publicity (ROP), copyright, and website valuation and damages – he has testified in both domestic and international courts. Through trial testimony, deposition testimony, and numerous Rule 26 reports, Mr. Anderson’s expertise has been established and reaffirmed.

Mr. Anderson has performed valuations of intangible assets and intellectual properties for corporate litigation and business/transaction purposes. His project work spans the full spectrum of the intellectual property realm. Industries worked on include: government, 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.

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.

Memberships, Speeches and Publications

Offices, Memberships

Certified Licensing Professional (CLP)

Member, National Association of Certified Valuators and Analysts (NACVA)

Member, Licensing Executives Society

Co-Chair, Technology Branding and Trademark Licensing Committee, LES

Member, International Licensing Industry Merchandisers’ Association (LIMA)

Member, International Trademark Association (INTA)

Certificate of Licensing Studies (CLS)

Seminars, Speeches and Presentations

- 2018 ABA - Expert Witnesses, Valuation, and Damages: The Expert's Point of View
- 2016 BVR – Litigation Dynamics and the Expert's Role: Valuation & Damages
- 2016 King and Spalding – Ethics and Experts in International Business, IP Valuation
- 2016 Hogan Lovells – Ethics and Experts in International Business, IP Valuation
- 2016 Internal Revenue Service – Intellectual Property Valuation
- 2015 BVR – Alternative Intellectual Property Valuation Approaches
- 2015 Clear Law Institute – Intellectual Property Valuation: Techniques to Maximize Accuracy
- 2014 Clear Law Institute – Valuation of Intellectual Property
- 2013 The Brand Establishment Conference - Maximizing Brand Value
- 2013 Business Valuation Resources (BVR) and EPM Communications - IP Valuations for Licensed Property Acquisitions

Books

Secured Lending in Intellectual Property, 2nd Edition, LexisNexis Canada: Contributing author with Weston Anson to Kiriakoula Hatzikiriakos, September 2017

Rights of Publicity: Analysis, Valuation, and the Law, American Bar Association. Contributing author to Weston Anson, April 2015

Published Articles

June 2015 – “Alternate Intellectual Property Valuation Approaches” with Weston Anson and Joshua Cawthorn, *les Nouvelles*

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. Aleksej Gubarev, XBT Holding S.A. and Webzilla, Inc. v. BuzzFeed, Inc. and Ben Smith
United States District Court for the Southern District of Florida, Miami Division
Case No. 0:17-cv-60426-UU
Expert Report, February 2018
2. Sky Link TV USA v. iTalk Global Communications, Inc., et al.
United States District Court for the Central District of California, Western Divisions
Case No. 2:17-cv-03323-JFW-E
Expert Report, February 2018
3. West Coast Undercover, Inc. v. Much and House Public Relations and Marketing Management, LLC
Superior Court for the State of California, for the County of Los Angeles, Central District
Case No. BC633153
Designated Testifying Expert, January 2018

4. Universal Engraving Inc. v. Polsinelli PC
Circuit Court of Jackson County, Missouri at Kansas City
Case No. 1616-CV09292
Expert Report, December 2017
5. Eric Gottesman v. Santana, et al.
United States District Court Southern District of California
Case No. 3:16-cv-02902-JLS-JLB
Expert Report, December 2017
6. 21st Century Communities, Inc. v. Philip Bradley Parker and Wayne Williams
Superior Court of the State of California in and for the County of Los Angeles
Case No. 2:09-cv-02458-LDG-VDF
Trial Testimony, December 2017
7. Timed Out, LLC v. Crazy Horse, Inc., et al.
Superior Court of the State of California, County of San Francisco – Civic Center Courthouse
Case No. CGC-15-547904
Mediation, November 2017
8. Michael Kors, L.L.C. v. Chunma USA, Inc.
United States District Court Central District of California
Case No. 2:16-cv-01271 AB (AFMx)
Deposition Testimony, September 2017
9. De Anda Enterprises, Inc., vs. JL Deanda Enterprises LLC
United States District Court Central District of California
Case No. 8:16-cv-2049
Expert Report, August 2017
10. Dana Ruth Lixenberg v. Bioworld Merchandising, Inc., et al.
United States District Court Central District of California
Case No. CV15-07242-MWF-MRW
Expert Report, February 2017
11. Jason Pierre-Paul v. ESPN, Inc.
Circuit Court of the Eleventh Judicial Circuit in and for Miami-Dade County, Florida
Case No. 1:16-cv-21156
Expert Opinion Letter, January 2017
12. Nina Pham v. Texas Health Resources, Inc.
District Court of Dallas, Texas, 68th Judicial District
Case No. DC-15-02252
Expert Report, October 2016
13. Ocean Rodeo Sports Inc. v. Oyen Wiggs Green and Mutala LLP
Supreme Court of British Columbia, Canada
Civil Claim No. VIC-S-S-113283
Expert Report, October 2016
14. J. Lloyd International, Inc. v. Super Wings International, Ltd.
United States District Court for the Northern District of Iowa, Cedar Rapids Division
Case No. 15-74 LRR
Deposition Testimony, September 2016

15. Ronald Greenspan, D.D.S. v. Randolph F. Alexander, D.D.S.
Superior Court of the State of California, County of San Diego – Central Division
Case No. 37-2014-00029393-CU-DF-CTL
Deposition Testimony, September 2016
16. Turner v. Snapchat, Inc., et al.
Superior Court of the State of California, County of Los Angeles, Central District
Case No. BC558442
Designated Testifying Expert
17. Reserve Media, Inc. v. Efficient Frontiers, Inc.
United States District Court, Central District of California
Case No. 2:15-cv-05072
Expert Report, Deposition Testimony, July 2016
18. Terry Bollea (Hulk Hogan) v. Gawker Media, LLC
Circuit Court of the Sixth Judicial Circuit in and for Pinellas County, Florida
Case No. 12012447-CI-011
Trial and Deposition Testimony, March 2016
19. Gaming Fund Group, Inc.
California Gambling Control Commission
Expert Testimony, February 2016
20. Longreef Investment A.V.V. v. The Bolivarian Republic of Venezuela
International Centre for Settlement of Investment Disputes (ICSID), Paris
Case No. ARB/11/51
Arbitration Testimony, January 2016
21. Reese Witherspoon v. Marketing Advantages International, Inc., et al.
Superior Court of the State of California, for the County of Los Angeles – West District
Case No. SC120883
Designated Testifying Expert, November 2015
22. A.M. Best Company, Inc. v. SNL Financial LC
United States District Court of New Jersey
Civil Action No. 11-1994 (SDW) (MCA)
Consulting Expert, 2015
23. Cognate BioServices, Inc., et al. v. Alan K. Smith, et al.
United States District Court for the District of Maryland
Case No. 13-1797
Consulting Expert, 2015
24. Omnicare, et al. v. Massachusetts Commissioner of Revenue
The Commonwealth of Massachusetts Appellate Tax Board
Docket No. 304910
Expert Report, September 2014
25. 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, May 2014

26. Jason Olive v. General Nutrition Centers, Inc.
Superior Court of California for the County of Los Angeles, Central Civil West Division
Case No. BC482686
Deposition Testimony, March 2014
27. 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
28. 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
29. 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
30. 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, June 2012
31. 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