

WESTON ANSON CHAIRMAN

Weston Anson is Chairman of CONSOR[®], an intellectual asset consulting firm specializing in trademark, patent and copyright monetization, 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. He served 15 years as an active member of the International Licensing Executives Society board of delegates.

A seasoned consumer goods marketer, after receiving his MBA (honors) from Harvard University, he served a stint with the management consulting firm of Booz-Allen & Hamilton. Subsequently, he was the youngest Vice-President and corporate officer at Playboy Enterprises, Inc., where he launched many of their licensing programs. Mr. Anson was also Senior Vice President of Hang Ten International, which grew to nearly 100 licensees in 30 countries under his direction. For the last 25 years, Mr. Anson has also led the way in developing and establishing accepted methods to value brands, technologies and other IP. He is an expert in building and licensing brands, as well as developing and managing licensing programs for all IP.

Not only is he a branding and licensing expert, Mr. Anson is also an acknowledged pioneer in developing the methodologies that enable accurate valuation of IP on a worldwide basis. His multiple books on the subject have been published in the U.S. as well as in Europe and China. He was chairman of the Global Valuation Standards Committee for the LESI, which established IP Valuation standards in cross border IP transactions. These standards were adopted in 2011 at the Global Technology Forum, which included World IP bodies such as the World Intellectual Property Organization, and the International Trademark Association.

Since founding CONSOR (and its predecessor company Trademark & Licensing Associates), Mr. Anson has developed numerous monetization strategies for major corporations and has performed valuations of hundreds of intellectual property components including: Caterpillar, Inc., Chevron, Estate of Dr. Seuss, Donna Karan, Amazon.com, DuPont, Ford Motor Company, General Motors Corporation, Hard Rock Café, Harrods, Hilton, IBM, L.L. Bean, Inc., Levi Strauss & Co., L'Oreal, Louisville Slugger, Lucasfilm, Ltd., Macy's, The Estate of Marlon Brando, Marvel, Mattel, McDonald's Corporation, MGM/UA, NCR, The Olympics, PepsiCo, Polaroid, Polo/Ralph Lauren, Procter & Gamble, QVC, Sara Lee, Sesame Street, Sloan Kettering, Sony Corporation, the Vatican Library and Xerox Corporation.

As an important part of his career today, Mr. Anson is a world renowned IP expert with testifying experience in the United Kingdom, Europe, and in state, federal, tax, bankruptcy and international arbitration courts. In trial testimony, multiple depositions, and numerous Rule 26 reports, his expertise has been established and reaffirmed. Litigation clients include roughly half of the largest 100 U.S. law firms. Notable cases range from: the largest trademark jury award in history to adidas of \$304.6 million; the successful litigation of Woody Allen vs. American Apparel: a \$5 million settlement in a right of privacy and publicity case; the Upaid Systems \$70 million settlement in a computer/telecom patent case; and the Chevron-Donzinger/Ecuador case which barred Ecuador from collecting a \$9.5 billion judgment against Chevron. In addition Mr. Anson has been involved in other famous cases, such as the landmark Jesse Ventura case in which the eighth circuit court of appeals noted "Anson's qualifications are quite impressive, and certainly more so than those of some experts whose testimony this court has permitted."

He continues his leading role in the world of IP, and in the changing environment of patents, trademarks, copyrights and rights of publicity valuation and development. As Adjunct Professor of Intellectual Property Law at Thomas Jefferson School of Law, he teaches both IP licensing and valuation – based partially on CLEs developed over the past 20 years for international law firms, bar associations, as well as the Supreme Court of Thailand.

Educator

Thomas Jefferson School of Law, San Diego, CA, Adjunct Professor – IP Valuation, 2013 - Present

Offices, Memberships

Current:

American Bar Association (ABA), Associate Member, 2001 – Present
ABA Intellectual Property Law Section, Member, 2010 - Present
ABA Litigation Section, Member, 2010 - Present
ABA IPL Trademark Litigation Committee, Member, 2010 - Present
ABA IPL Copyright Committee 2012 – Present
ABA IPL IP Transactions & Licensing Committee 2014 - Present
American Bankruptcy Institute (ABI), Asset Sales Committee, Chair, 2005 – 2008; Member, 2002 – Present
American Intellectual Property Law Association, Member, 2013 – current
Copyright Society, Member, 2016 - Present
International Trademark Association (INTA), Online Use Auctions Working Group Subcommittee, member, 2011 – 2012
INTA, Law Firm Committee, member, 2009 – 2011
INTA, Right of Publicity Subcommittee 2012 – 2013
INTA, Internet Committee, member, 2012 - 2014
Licensing Executives Society International (LESI), Valuation Standards Committee, Co-Chair, 2009 – 2015
Licensing Executives Society (LES), Chair, Technology Branding and Trademark Licensing Committee, 2015 – Present; Member, 1992 – Present; Valuation and Pricing Committee, 2016 - Present
Licensing Economics Review, Editorial Board, 1999 - Present
Licensing Business Review, Editorial Board, 2002 – Present
Licensing Industry Merchandisers' Association (LIMA) Board of Advisors, Lifetime Member, 1996 – Present
The Licensing Journal, Advisory Board, 1996 - Present
National Association of Certified Valuation Analysts, Certified Instructor – Present
Total Brand Licensing magazine, Editorial Advisory Board, 2013 - Present
Turnaround Management Association (TMA), Member, 2001 - Present

Past:

ABA Trademark Licensing Committee, Co-Chair, 2005 – 2006
ABA IPL Broadcasting, Sound Recordings & Performing Art Committee, 2011
American Intellectual Property Lawyers Association, Associate Member, 1995 - 2008
American Society of Appraisers, Associate Member, 1993 - 2009
American Tax Institute, Member, 1984 – 1997
Global Impact Technology Forum, Co-Chair, Global Valuation Standards Committee, 2011 - 2012
Helix BioMedix, Inc., Board of Directors, 2006 - 2008
International IP Arbitration and Mediation (NAM), Member, 2003 - 2009
INTA Strategic Planning Committee, Member, 1998 - 2002
LES Internet/E-Commerce Committee, Co-Chair, 2002 - 2003
LES Internet Licensing E-Commerce Committee, Chairman, 2000 - 2001
LES Trademark Licensing Committee, Chairman, 1992-1994, 2001 - 2002
LES Valuation and Taxation Committee, Co-Chairman, 1995 - 1996
LES Valuation Committee, Chairman, 2002 – 2003
LESI Board of Delegates Member, 1996 - 2011
LESI Trademark and Character Licensing Committee, Co-Chair, 2003 -2004
LIMA Board of Directors, 1990 - 1996
LIMA Vice President, 1987 - 1990
MICEL (French Licensing Organization), Director, 1985 - 1987
National Auctioneers Association, Board of Directors, 2008 - 2009
WIPO Trained in Mediation

Seminars, Speeches and Presentations

- 2018 ABA - Expert Witnesses, Valuation, and Damages: The Expert's Point of View
- 2017 Entertainment Industry Conference, Los Angeles – Technology and “Delebrities”: Impact on Celebrity Deal-Making and Estate/Tax Planning
- 2017 ABI Spring Meeting, Washington D.C. – How to Value Anything: The Most Difficult Valuations
- 2017 Andrews Kurth Kenyon – Two Complex Trademark and Right of Publicity Valuations
- 2017 LES Webinar – The Creative Side of IP Valuation: When to Use Alternative IP Valuation Approaches
- 2016 28th Annual North American Entertainment, Sports and IP Law Summit, Riviera Maya, Mexico – Trademark & Branding Legal Issues, Practice Tips & Trends
- 2016 World Trademark Review Brand Monetization Conference, Los Angeles – The Maths of Brand Monetization: Making Sure the Sums Add Up
- 2016 La Jolla Bar Association – Ethics, Experts and Litigation
- 2016 LES Webinar – IP Valuation in Dispute Resolution: International Arbitration vs. U.S. Litigation
- 2016 BVR Webinar - Litigation Dynamics and the Expert’s Role: Valuation & Damages
- 2016 LES Spring Meeting, Houston – Oil & Gas v. Life Sciences: A Comparison of IP Valuation and Licensing Best Practices Across Industries
- 2016 Hogan Lovells, and King & Spalding, Houston – Ethics and Experts in Domestic and International Business (CLE)
- 2016 IRS SB/SE and LBI Divisions, Los Angeles – Intellectual Property Valuation
- 2016 Brand Exchange Club, London – The Right of Publicity: The State of the Current Law
- 2015 World Trademark Review Conference, New York – Managing the Trademark Asset Lifecycle: Monetizing the Trademark and IP Portfolio
- 2015 ALM-Akerman IP Protection Forum, New York – Protecting Your Trade Secrets
- 2015 Lex Mundi Global IP Practice Group Meeting, Munich, Germany – Strategic IP Development and IP Monetization
- 2015 ABA Webinar – Right of Publicity: Analysis, Valuation, and the Law
- 2015 Aventura Chairman’s Roundtable, Aventura, Florida – The Ethics of Using Expert Witnesses in Business and IP Valuation Cases (CLE), Making A Company’s Brand Powerful (Keynote Speaker)
- 2015 Business Valuation Resources Webinar – Alternative Intellectual Property Valuation Approaches
- 2015 Georgia State University, Atlanta, Georgia – IP Think Tank Moderator, Hot Topics Keynote Speaker
- 2015 INTA Annual Meeting, San Diego, California – Table Topic Moderator: Valuing Rights of Publicity and Celebrity Trademarks
- 2015 LIMA Webinar – How Much are Your Brand Assets/Licenses Really Worth?
- 2015 Central IP & International Trade Court, Bangkok – Valuation of IP in Monetization, Litigation, and Transactions (also presented to: Baker & McKenzie, Tilleke & Gibbins, and Gibson Dunn)
- 2015 Clear Law Institute Webinar – IP Valuation: Techniques to Maximize Accuracy
- 2015 Kirkland & Ellis, New York – Right of Publicity: How Much is Your Client Really Worth?
- 2014 Kenyon & Kenyon, New York - Right of Publicity
- 2014 Licensing Expo, Las Vegas – Right of Publicity: How Much is Your Client Really Worth?
- 2014 Harbottle & Lewis LLP, London – Rights of Publicity: The US and UK Position
- 2014 LES Mid-Year Meeting, New York – Valuing IP in a Technology Driven World
- 2014 Beverly Hills Bar Association, Entertainment Law Section - The State of the Current Law
- 2013 Singapore IP Week – IP Valuation: Use the Science to Apply the Art; The Local Market Affordability Method; and, Valuing a Corporation’s IP Bundles
- 2013 Business Valuation Resources (BVR) – Valuation of IP for Acquisitions and Brand Value Enhancement
- 2013 ABA Annual Meeting, San Francisco, CA – What’s\$ in a Name? Rights of Publicity and Trademarks in Social Media, and the Tool of Valuation; and, Using Expert Witnesses in Business & IP Valuation Cases: The Expert’s Viewpoint
- 2013 Licensing Expo – Right of Publicity: How Much Is Your Client Really Worth?, Las Vegas, NV
- 2013 ABA Webinar – Expert Witnesses, Valuation and Damages
- 2013 LESI Annual Conference – Simplicity in Global IP Valuation, Rio de Janeiro, Brasil

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- 2013 NY State Bar Association – Dying for Fame: Exploiting the Right of Publicity in the Age of Celebrity, New York, NY
 - 2013 Brand Establishment Conference, San Diego – Maximizing Brand Value
 - 2013 Rocky Mountain Conference – Finding the Silver Mining in Unexpected Places: Intellectual Property and Bankruptcy, Denver, CO
 - 2012 ABA – Artist’s Worth: Dueling Views of Value, Webinar broadcast
 - 2012 Lawline.com – Intellectual Property and Intangible Asset Valuation, New York, NY
 - 2012 NY State Bar – Rights of Publicity, New York, NY
 - 2012 Ladas & Parry – How Much is Your Client Really Worth? New York, NY
 - 2012 INTA Table Topic – Valuation of Trademarks in Litigation and Arbitration, Washington DC
 - 2012 Beverly Hills Bar Association – Right of Publicity, Beverly Hills, CA
 - 2012 NYC Bar Association – TM and IP Valuation, New York, NY
 - 2012 Kenyon & Kenyon – IP Valuation, New York, NY
 - 2012 Arent Fox CLE – IP Valuation, Washington, DC
 - 2011 Foley & Lardner CLE - IP Valuation, San Diego, CA
 - 2011 Corporate Finance Conference, Bogota, Columbia
 - 2010 Turnaround Management Association Annual Meeting – Unlocking the Value of Intangible Assets to Enhance a Turnaround or Maximize Recovery, Atlanta, GA
 - 2010 NAA Conference and Show, Greensboro, NC
 - 2010 INTA Annual Meeting, Boston, MA
 - 2010 iiBIG Spring Distressed & Turnaround Investment Forum, Santa Monica, CA
 - 2010 Ocean Tomo IP Think Tank, San Francisco, CA
 - 2009 TMA Western Regional Conference, La Costa, CA
 - 2009 NAA Conference and Show, Overland, KS
 - 2009 IP Business Congress, Chicago, IL
 - 2009 LIMA Annual Licensing Show, Las Vegas, NV
 - 2009 La Jolla Bar Association Monthly Meeting, La Jolla, CA
 - 2009 ICLE Intellectual Property Spring Seminar, Lansing, MI
 - 2009 Annual ABI Rocky Mountain Bankruptcy Conference, Denver, CO
 - 2008 ABA IPL Conference, Arlington, VA
 - 2008 Arent Fox, Washington, DC
 - 2008 Finnegan Henderson, Washington, DC
 - 2008 Corporate IP Conference, Chicago, IL
 - 2008 National CLE Conference, Vail, CO
 - 2007 ABI Winter Leadership Meeting, Rancho Mirage, CA
 - 2007 INTA Forum, Beijing, China
 - 2007 Law Seminars International, Seattle, WA
 - 2006 SRI, Boston, MA
 - 2006 Brand Finance Forum, London
 - 2006 ABI, Washington, DC
 - 2006 Intellectual Property Association Hochiminh City (IPA HCMC), Vietnam
 - 2006 LES, San Diego Chapter, San Diego, CA
 - 2006 LeBoeuf Lamb, Green & MacRae, New York, NY
 - 2005 ABI, Indian Wells, CA
 - 2005 New York City Bar Association, New York, NY
 - 2005 SRI IP Financing & Securitization Summit, New York, NY
 - 2005 LES Annual Meeting, Phoenix, AZ
 - 2005 Legal Publishing Group Live Interactive Teleconference Program, San Diego, CA
 - 2005 Licensing Letter Symposium, Chicago, IL
 - 2005 LESI, Munich, Germany
 - 2005 East Bay IT Group, Oakland, CA
 - 2005 INTA Annual Meeting, San Diego, CA
 - 2005 ABI, Washington, DC
 - 2005 ABA, Arlington, VA
 - 2005 SRI, Las Vegas, NV
 - 2005 San Diego Telecom Council IPSIG/San Diego LES Chapter, San Diego, CA
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- 2005 State Bar of California – Tele-Seminar, Sacramento, CA
- 2004 INTA Leadership Meeting, Phoenix, AZ
- 2004 LSI, Atlanta, GA
- 2004 SRI, New York, NY
- 2004 ABA, Toronto
- 2004 LIMA/LESI Seminar, New York
- 2004 SRI, London
- 2004 LESI, Paris, France
- 2004 ABA, Rancho Mirage, CA
- 2003 CIT Business Credit, New York, NY
- 2003 INTA Leadership Conference, Boca Raton, FL
- 2003 Ladas & Parry, New York, NY
- 2003 LES Annual Meeting, San Diego, CA
- 2003 Hong Kong Intellectual Property Ministry, Hong Kong
- 2003 Arent Fox, Washington, DC
- 2003 GE Capital, Norwalk, CT
- 2003 TMA, St. Louis, MO
- 2003 IRS Cost Sharing Conference, Glendale, CA
- 2002 IPQC Workshop, Chicago, IL
- 2002 LES Annual Meeting, Chicago, IL
- 2002 Web Seminar for Baker & Hostetler
- 2002 Advanced Business Bankruptcy Seminar of the Texas State Bar, Houston, TX
- 2002 Advanced Patent Law Institute 3rd Annual Seminar, San Jose, CA
- 2002 INTA, Washington, DC
- 2002 Advanced Business Bankruptcy Seminar of the Texas State Bar, Austin, TX
- 2002 ABI Bankruptcy Conference, New York, NY
- 2002 ABI Annual Spring Meeting, Washington, DC
- 2002 ABI Winter Leadership Conference, Tucson, AZ
- 2002 AIRA Business Valuation Conference, Park City, UT
- 2002 Boston Patent Law Association, Boston, MA
- 2002 Business Finance & Turnaround Assoc, Richmond, VA
- 2002 Buchalter Nemer, Los Angeles, CA
- 2002 Gateway, San Diego, CA
- 2002 Gray, Cary, San Diego, CA
- 2002 Global Summit Symposium, Bonita Springs, FL
- 2001 LES Annual Meeting, Palm Desert, CA
- 2001 ASA Advanced Business Valuation Conference, Seattle, WA
- 2001 Lawry's, Monrovia, CA
- 2001 Hallmark, Kansas City, MO
- 2001 Eli Lilly, Indianapolis, IN
- 2001 BBDO, New York, NY
- 2001 Yahoo! FinanceVision—Live Presentation, New York, NY
- 2001 The Clorox Company, Oakland, CA
- 2001 PLI Conference, San Francisco, CA
- 2001 IEG Sponsorship Conference, Chicago, IL
- 2001 Morrison & Foerster, San Diego, CA
- 2001 INTA, Washington, DC
- 2000 ACI, New York, NY
- 2000 ACI, Chicago, IL
- 2000 AIPLA, La Quinta, CA
- 2000 Bank of America, Chicago, IL
- 2000 Cyberspace Licensing, San Francisco, CA
- 2000 Darby & Darby, New York, NY
- 2000 Hong Kong Trade Development Council Regional Licensing Conference, Hong Kong
- 2000 Internet World Conference, Los Angeles, CA
- 2000 LES, New York, NY

- 2000 LES Annual Meeting, Toronto, Canada
- 2000 United Kingdom Sponsorship Conference, London
- 2000 Valuation Conference, San Francisco, CA
- 2000 WLE Licensing Conference, Munich, Germany
- 2000 Yahoo! Finance/Vision—Live Presentation, New York, NY

Books

1. Right of Publicity: Analysis, Valuation, and the Law. Chicago: American Bar Association, Section of Intellectual Property Law, 2015.
2. Expert Witnesses, Valuation and Damages: The Expert's Point of View. Chicago: American Bar Association, 2013.
3. IP Valuation and Management. Chicago: American Bar Association, 2010.
4. Intellectual Property and Brand Values in China. Beijing: Intellectual Property Publishing Company of China, 2009.
5. The Attorney's Guide to the Business Mind – An Expert Explains Corporate Clients, Finance, and the Instincts of an MBA. New York: Kaplan Publishing, 2009.
6. The Intangible Asset Handbook – Maximizing Value from Intangible Assets. Chicago: American Bar Association, 2007.
7. Fundamentals of Intellectual Property Valuation – A Primer for Identifying and Determining Value. Chicago: American Bar Association, 2005.

Book Chapters

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

“Chapter 6: Licensing of Rights of Publicity” (2015 Licensing Law Update, Aspen Publishers)

“Wiley Guide to Fair Value Under IFRS” (James P. Catty, Wiley, May 2010)

“Chapter 5.9: Brand Valuation Methods and Providers- Consor” (The International Brand Valuation Manual, Gabriela Salinas, Wiley, 2009)

“Accurately Valuing Trademarks and IP in Multiple Environments” (INTA Leadership Conference Paper, Forum Course Handbook, November, 2003)

“Valuing Intellectual Property and Licensing Agreements” (Advanced Licensing Agreements for the New Economy 2001, Forum Course Handbook, Practising Law Institute, March 2001)

“Chapter 2: Defining and Building the Brand” (Trademark Law Basics, Basics of Trademark Law Forum Course book, International Trademark Association, February 2001)

“Chapter 9: Section 1: Business Aspects of Licensing” (Trademark Law Basics, Basics of Trademark Law Forum Course book, International Trademark Association, February 2001)

“An Arm's Length View of Transfer Pricing” (The 1999 Guide to the World's Leading Transfer Pricing Advisors, Euromoney Institutional Investor PLC, December 1999)

“Hidden Value: Profiting from the Intellectual Property Economy” (Copyright 1999, co-authored by Weston Anson) “Intellectual Asset Management: Leveraging Intangibles” (Handbook of Business Strategy, 1999)

“Chapter 15: Managing Corporate Intellectual Capital” (Hidden Value: Profiting from the Intellectual Property Economy, Euromoney Publications, 1999)

Published Articles

- May 2017 – “Moving Forward by Looking Back” (The Licensing Book)
- October 2016 – “Rights of Publicity and the Celebrity Brand – Dead or Alive” (The Licensing Journal)
- June (Summer) 2016 – “Right of Publicity and the Celebrity Brand Dead or Alive” (Brand Extensions & Licensing Worldwide)
- June (Summer) 2016 – “Technology: Driving Licensing & Retail in 2016” (The Licensing Book)
- January (Winter) 2016 – “The Center of the Home is the Center of Licensing” (Total Brand Licensing)
- January/February 2016 – “Intellectual Property Assets: Traditional and Alternative Methods for Determining Value” (Valuation Strategies, Thomson Reuters)
- December 2015 – “Monetising Your Brand” with Joshua Cawthorn and Paul Shurov (World Trademark Review)
- November 2015 – “Why is the NFL’s Brand More Valuable than Ever?” (Harvard Business Review)
- September 2015 – “Oh, the places you’ll go!” (Dr. Seuss) with David Nicklin (Total Licensing)
- August 2015 – “How Closely Does Your Spokesperson Impact Brand Value” with Jemma Samala (The Realtime Report)
- August 2015 – “How Negative Publicity Can Deflate A Celebrity’s Value” with Jemma Samala (Media Post)
- July 2015 – “A Win for Female Soccer Athletes” with Jemma Samala (Media Post)
- June 2015 – “Celebrities and Rights of Publicity” with Jemma Samala (Total Brand Licensing)
- June 2015 – “The Value of FIFA – Will It Hold?” with Jemma Samala (Media Post)
- June 2015 – “Fingerless Conesco Gives Comic Relief Amid Scandals: Sports Line” (quoted in Bloomberg Business)
- June 2015 – “Alternate Intellectual Property Valuation Approaches” with Jeff Anderson and Joshua Cawthorn (les Nouvelles)
- June 2015 – “2015: Collaboration, Consumer Engagement, Social Media and Licensing, with Robert Strand and Jemma Samala (The Licensing Book)
- May 2015 – “Commentary: FIFA balance of power tips from Sepp Blatter to outraged sponsors” (quoted in Los Angeles Times)
- May 2015 – “Social Media Shorts for Sports: The Value of Snapchat” with Jemma Samala (Media Post)
- April 2015 – “Female Sports Fans: A Homerun for Sports Brands” with Jemma Samala (Media Post)
- March 2015 – “Right of Publicity: A History and Current Trends” (les Nouvelles)
- March 2015 – “How to best match celebrities and brands” (Q&A interview in Luxury Daily)

- March 2015 – “Beyond the Field of Play: A Celebrity Athlete’s Right of Publicity” (Media Post)
- February 2015 – “Alternate Approaches to the Valuation of Intellectual Property” (IPWatchdog.com)
- December 2014 – “Right of Publicity Protection: 50 State Analysis” (IPStrategy.com)
- November 2014 – “Celebrity Licensing: What to Look for in Your Celebrity” (The Licensing Journal)
- June 2014 – “What is your client really worth? Valuing the licensing potential of celebrities, characters and athletes” with Jeff Anderson and Jemma Samala (The Licensing Book)
- June 2014 – “The Scent of a License” with Jemma Samala (Total Brand Licensing)
- March 2014 – “Tips in Using Your Expert Witness” (ABI Journal)
- February 2014 – “IP Valuation: What Methods are Used to Value Intellectual Property and Intangible Assets?” (The Licensing Journal, Volume 34, Number 2)
- June 2013 – “Technology = Licensing Explosion” with Patricia Hopper and Jemma Samala (The Licensing Book)
- May/June 2013 – “Using Experts in Litigation: Consult Them Early and Often” (GPSolo, Volume 30, Number 3)
- May 2013 – “The Multiple Roles and Types of Experts” (GPS Solo eReport)
- April 2013 – “Putting a price on trademarks: trends in IP valuation and damages calculations” with Jeff Anderson and David Noble (World Trademark Review)
- February 2013 – “Valuing A Celebrity’s Right of Publicity” with Lacy J. Lodes and David Noble (Law Journal Newsletters)
- September 2012 – “Simplicity in Global IP Valuation” with Brian Buss (Les Nouvelles)
- June 2012 – “2012: Virality Builds Brands” with Lacy J. Lodes (The Licensing Book)
- May 2012 – “Launching New Licensed Products by Collaborating Through Social Media” with Jemma Samala (The Licensing Journal, Volume 32, Number 5)
- April 2012 – “Social Media: Opportunity and Minefield for your Client’s IP” with Lacy J. Lodes (SDCBA Bar Report, Volume 19, Issue 4)
- February 2012 – “Social Media: Pinterest – The New Social Media Darling for Consumers and Licensors” with Jemma Samala (The Licensing Journal, Volume 32, Number 2)
- January 2012 – “The Role of Social Media and New Social Trends in Licensing” (The Licensing Journal, Volume 32, Number 1)
- December 2011 – “Licensing the Foodcentric India: Learning to grow with the country and expanding India's flavours” with Jemma Samala (Retailer)
- June 2011 – “Constancy of Change: There Will Never Be a Yesterday Again” with Jemma Samala (The Licensing Book, Volume 28, Number 3)
- June 2010 - “Is the Crisis Over?” (The Licensing Book, Volume 27, Number 6)
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February 2010 - "The Road to Asia" (World Trademark Review, Issue 23)

June 2009 - "'Branding' is No Longer Enough" (The Licensing Book, Volume 26, Number 6)

June 2008 - "Into the 'New Economy': New Assets, Valuation Techniques, Regulations, and Issues" (ABF Journal, Volume 6, Number 6)

June 2008 - "Taking a Look at the 'Intangible Asset Economy'" (The Licensing Book, Volume 25, Number 6)

February 2007 - "Licensing's Silent Crisis" (The Licensing Book, Volume 24, Number 2)

December 2006/January 2007 - "Branding is Not Enough in the Licensing Industry" (Intellectual Asset Management Magazine, Issue 21)

September 2005 - "The Silent Crisis in the Licensing Industry" (The Licensing Journal)

November/December 2004 - "Transfer Pricing: Establishing Royalty Rates & Cost Sharing Arrangements" (Valuation Strategies) by Weston Anson & Chaitali Ahya

November 2004 - "What's it worth? Putting a figure on a musician's estate and celebrity images" (Copyright World)

October 2004 - "How to make transfer pricing work for IP and intangible assets" with Chaitali Ahya (International Tax Review)

February/March 2004 - "Accurate IP Valuation in Multiple Environments" with Daryl Martin (Intellectual Asset Management)

February, 2004 - "Aces high – Maximizing your mark in licensing negotiations" (Trademark World)

January, 2004 - "Intellectual Capital: Understanding the Value and the Risk" (ABF Journal)

September, 2003 - "Negotiating Complex Licensing Agreements" (Les Nouvelles)

Summer/Fall 2003 - "Intellectual Capital Values in Liquidation" (Bankruptcy Law News, Volume XVIII, Nos 2 & 3)

September, 2002 - "Licensing and Valuing Trademarks in A Bankruptcy Environment: A Global Minefield" (Trademark World)

August 2002 - "Intangible Asset and Intellectual Property Valuation in Bankruptcy – Part 2 of 2" (Shannon Pratt's Business Valuation Update)

August 2002 - "Trademark Valuation: The How, When and Why" (Thomson & Thomson Client Times)

June 2002 - "Intangible Asset and Intellectual Property Valuation in Bankruptcy – Part 1 of 2" (Shannon Pratt's Business Valuation Update)

June 2002 - "Identifying Valuable Intellectual Property in Bankruptcy – Part 2" (American Bankruptcy Institute Journal)

May/June 2002 - "Valuing and Monetizing Intellectual Property in Bankruptcy" (The Secured Lender)

May 2002 -“Identifying Valuable Intellectual Property in Bankruptcy – Part 1” (American Bankruptcy Institute Journal)

March 2002 - “Brand Conscious” (Article by Donna Block in The Daily Deal, with Weston Anson as consultant)

February/March 2002 -“Capital Intellectual: Un Intangible Con Peso Propio [The Value of Intellectual Capital is Context Specific]” (C&D: Conocimiento & Dirección, Publicación para la Gestión del Capital Humano)

February 2002 -“Valuation and Sale of Intangible Assets, Intellectual Property and IP Licenses in Bankruptcy” (The Licensing Journal)

February 2002 -“Valuing Intellectual Property in a Bankruptcy” (Interview with Weston Anson in Licensing Economics Review)

December 2001 –“What’s It Worth? Traditional Valuation Methodologies of Intellectual Property” (The Licensing Journal)

November/December 2001 -“Intellectual Capital Values in Liquidation” with Jay D. Lussan (The Secured Lender)

October 2001 –“What’s It Worth? Proprietary Valuation Techniques for Intellectual Property” (The Licensing Journal)

June/July 2001 –“What’s It Worth? Building the Value of Hospitality Brands” (The Licensing Journal)

June 2001 -“2010: The Future of Licensing” (The Licensing Book)

June 2001 -“Institutional Licensing is Poised for Growth” (Art Licensing)

May 2001 –“What’s It Worth? New Economy Brand Building” (The Licensing Journal)

April 2001 –“What’s It Worth? Valuing Internet Brands: The Internet Value Equation” (The Licensing Journal)

March 2001 –“What’s It Worth? Accounting and IP Valuation: New Merger Accounting Rules Impact the Value and Valuation of Trademarks and Other Intangible Assets” (The Licensing Journal)

January 2001 –“What’s It Worth? Intangible Asset Valuation Techniques” with Mario Serrano (The Licensing Journal)

December 2000 -“Licensing: The Key to Internet Brand Building” (New York Law Journal)

October 2000 - “Brand Valuation. Die marktorientierte Markenbewertung” (absatzwirtschaft Sondernummer)

September 2000 -“Using Licensing and Leverage To Maximize Internet Brand Values” (Sports and Character Licensing)

September 2000 -“What’s It Worth? Valuing Internet Brands: The Internet Value Equation” (The Licensing Journal)

Summer 2000 -“Using Licensing To Maximize Internet Brands” (Licensing Today Worldwide)

July/August 2000 -“Introducing the Internet Value Equation” (Managing Intellectual Property)

July 2000 -“Licensing: A Giant Marketing Opportunity” (www.digitrends.net)

June 2000 -“Licensing 2000: The Ones to Watch: On the Net, Genuine Promise” (Brandweek)

June 2000 -“On the Net, Genuine Promise” (Brandweek)

Spring 2000 -“Corporate Identity—Value and Valuation” (Corporate Reputation Review)

April 2000 -“What’s It Worth? Determining the Value of the Umbrella Corporate Brand” (The Licensing Journal)

Expert Witness and Legal Experience

1999 – Present

1. Fred Segal, LLC v. CormackHill, LP
United States District Court Central District of California
Civil Action 2:16-cv-06653
Deposition Testimony, 2017
2. 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)
Expert Report, 2017
3. Atom Factory, LLC v. Stefani Germanotta a/k/a Lady Gaga
JAMS Ref. No. 1210031505
Expert Report, 2017
4. AOP Ventures, Inc. v. Steam Distribution, LLC, et al.
United States District Court, Central District of California
Case No. 5:15-CV-01586
Expert Report, 2016; Deposition and Hearing Testimony 2017
5. Estate of Michael J. Jackson, et al. v. Commissioner
United States Tax Court
Docket No. 17152-13
Expert Report, 2016; Deposition Testimony 2017; Trial, 2017
6. Energy Intelligence Group, Inc. et al. v. Kayne Anderson Capital Advisors, LP et al.
United States District Court, Southern District of Texas, Houston Division
Civil Action No. 4:14-cv-01903
Expert Report, 2016; Deposition Testimony 2017
7. The Mrs. Fields Brand, Inc. v. Interbake Foods, LLC
Court of Chancery, State of Delaware
Civil Action No. 12201-CB
Expert Report, Deposition and Trial Testimony, 2016
8. Jody L. Keener, Debtor and Debtor in Possession,
United States Bankruptcy Court, Chapter 11
Case No. 14-01169-tjc11
Expert Report, 2016

9. 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, 2016
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25. Beach Mart, Inc. v. L&L Wings, Inc.
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28. JRA Trademark Company, Ltd. V. USPA Properties, Inc.
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29. 20-20 Technologies, Inc. v. Real View, LLC
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30. Thermal Design, Inc. v. Guardian Building Products, Inc., et al.
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