

## Service Line Biography



# Intellectual Property

*Asterion, Inc. (“Asterion”) has extensive experience in the provision of expert and commercial advice related to the financial and economic issues surrounding intellectual property (“IP”).*

## IP Dispute Analyses

Asterion assists businesses and their legal advisors to navigate the financial and economic complexities related to contentious IP disputes. Members of the Asterion team have qualified and testified as experts in Federal and state courts, as well as in alternative forums of dispute resolution.

- *Patent Infringement*
- *Trademark Infringement*
- *Copyright Infringement*
- *Misappropriation of Trade Secrets*
- *Breach of Licensing Agreements*
- *Transfer Pricing Disputes*
- *False Advertising*
- *Anti-Trust*
- *IP Malpractice Claims*
- *Counterfeiting*

## Royalty Enforcement

Asterion professionals work with licensors and licensees on issues surrounding the enforcement of royalty streams. Members of the Asterion team have assisted with the performance of licensing investigations and have worked with licensors to develop, implement and monitor licensee compliance programs.

- *Licensing Investigations*
- *Compliance Programs*

## IP Valuation

Asterion professionals value intangibles and IP and are accredited in valuation by the American Institute of Certified Public Accountants, the National Association of Certified Valuators and Analysts, and the American Society of Appraisers or hold the Certified Licensing Professional designation.

- *Patent Valuations*
- *Trademark Valuations*
- *Trade Secret Valuations*
- *Brand Valuations*
- *Licensing Transactions*
- *Purchase Price Allocations/Impairment Testing*
- *Valuation in Bankruptcy*
- *Valuation of Non-Compete Provisions*
- *Valuation of Franchise Rights*
- *Valuation of Customer Lists/Relationships*
- *Transaction Support*



ASTERION

Asterion provides financial and economic consulting services to law firms, publicly and privately traded companies, governmental agencies and entrepreneurs. Our consulting experience and technical skills are delivered through three integrated service lines:

*Forensics*  
*Valuation*  
*Intellectual Property*

Philadelphia:

*Asterion, Inc.*  
215 S. Broad Street, 3rd Floor  
Philadelphia, PA 19107

*p* 215.893.9901

*f* 215.893.9903

New York:

*Asterion, Inc.*  
575 Lexington Ave., 4th Floor  
New York, NY 10022

*p* 646.495.9340

Allentown:

*Asterion, Inc.*  
512 Hamilton Street, Suite 404  
Allentown, PA 18101

*p* 610.844.0880

Woodbridge:

*Asterion, Inc.*  
581 Main Street, Suite 640  
Woodbridge, NJ 07095

*p* 732.400.5141

*www.asterion-consulting.com*