



OCEAN TOMO®
INTELLECTUAL CAPITAL EQUITY®

OCEAN TOMO

EXPERT SERVICES

Litigants and their counsel have a number of options when engaging expert and litigation support services. Since 1988 Ocean Tomo professionals have been at the forefront of intellectual property damages analysis. Ocean Tomo offers a distinct choice.

- » Intellectual property and other intangible assets are our core business. No other company has the singular focus on the value of intellectual property, both inside and outside the courtroom.
- » Our professionals are not just testifying experts, but also consult with clients on intellectual property valuation, investing, licensing, and sale issues.
- » Our expert opinions are well supported. We understand the level of effort and detail necessary to prepare defensible positions.
- » In addition to our experienced testifiers, we staff all engagements with dedicated teams of experienced and knowledgeable professionals.
- » Our professional rates are competitive; we understand the importance of the budget process and work diligently to control total project costs.
- » Our reputation is our most important asset and our client relations are long-lived.

We are known for our “teaching” – as opposed to “telling” – style of testimony. Rather than just provide a judge or jury with an opinion, we communicate the key facts and relevant theories in a clear and logical manner. Our client list is evenly balanced between plaintiffs and defendants.

FINANCIAL TESTIMONY

Ocean Tomo’s Financial Testimony professionals have industry-leading experience across all types of disputes and are particularly skilled in the determination of damages involving intellectual property. Our top testifying experts average almost 20 years of intellectual property litigation analysis. Our experience benefits clients when considering complex financial data, qualitative facts, supporting testimony, and damages related case law. We strive to develop a focused yet creative approach to every assignment. Ocean Tomo’s experts have testified regarding virtually all damage elements including lost profits, reasonable royalties, unjust enrichment, price erosion and suppression, accelerated market entry, corrective advertising, and future lost profits. Our track record of results spans more than 100 different industry segments. Because our past success provides the best indication of our capabilities, we encourage potential clients to seek references from both clients and opposing counsel.

In addition to the traditional hourly rate model, Ocean Tomo also offers expert testimony services under fixed fee arrangements. We understand that, in today’s economy, clients want as much cost certainty as possible when making decisions on the business of patent litigation. We welcome the opportunity to discuss the specifics of your case and determine if a fixed or billable hour fee structure is most appropriate for your client.



OCEAN TOMO®
INTELLECTUAL CAPITAL EQUITY®

VALUATION

Intellectual property assets present complex economic, market and technical issues that can be difficult to identify and measure. Robust assessments of intellectual property value are demanded by management and shareholders, as well as governmental bodies such as the SEC and IRS. Ocean Tomo professionals have significant experience in measuring the value of intellectual property across a broad spectrum of industries and for a variety of business strategies. We understand the importance of relevant appraisal and analytical measurement techniques. As with our Financial Testimony services, Ocean Tomo offers Valuation services on both an hourly and fixed fee basis.

SURVEYS

Ocean Tomo's Survey offering merges our experience in intellectual property litigation with a thorough understanding of our clients' business and the experience of market research specialists. By combining these three key elements, Ocean Tomo designs and executes surveys which are tailored to the unique needs of the courtroom. Our survey offerings address pertinent issues related to each of the following types of litigation:

- » Trademark
- » Patent Infringement
- » Class Certification
- » Antitrust Claims
- » Breach of Contract
- » Trade Secret
- » Unfair Competition
- » Licensing Disputes
- » Product and Package Labels, Warnings and Instructions



CONTACT

Andrew W. Carter

Managing Director

p: 312 327 4420

e: acarter@oceantomo.com

Molly Keelan

Director

p: 312 377 4857

e: mkeelan@oceantomo.com