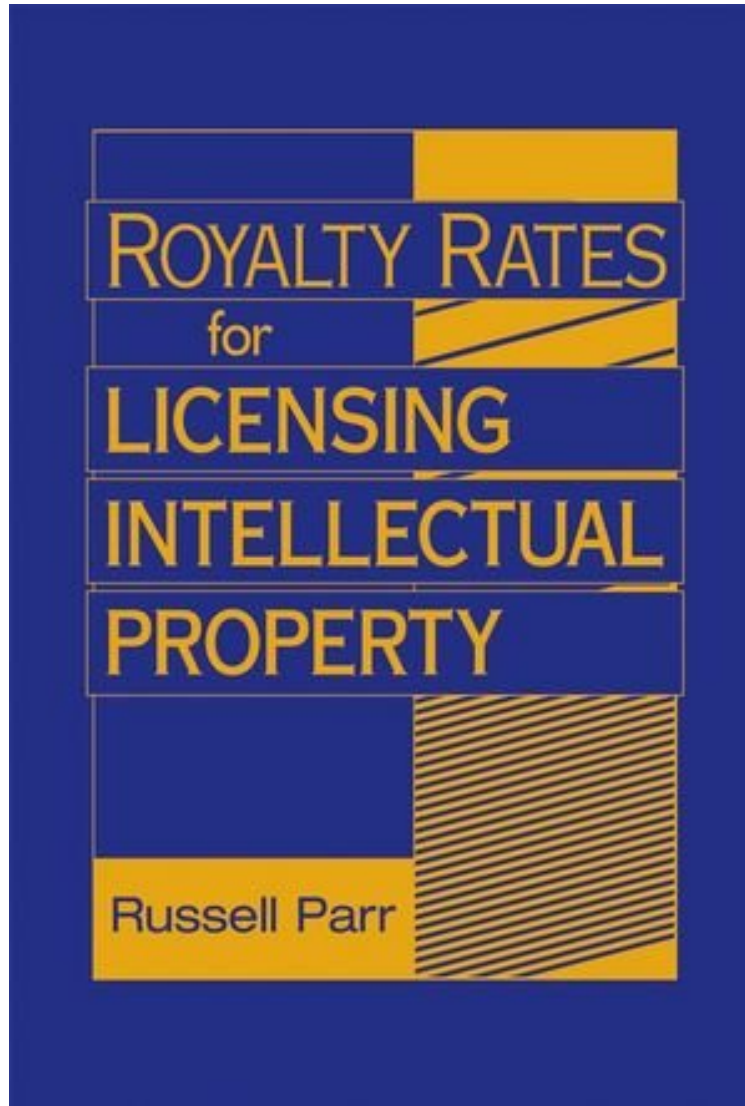


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About the Author Russell L. Parr, CFA, ASA is president of IPRA, Inc. (Intellectual Property Research Associates). He is a consultant, author, publisher, and lecturer focused on the valuation, pricing, and strategic management of intellectual property. For over twenty-five years, he has advised his clients about the value and pricing of patents, trademarks, copyrights, and trade secrets. His books are published in Japanese, Korean, Italian, Chinese, and Russian. Mr. Parr's opinions are used to accomplish licensing transactions, mergers and acquisitions, transfer pricing, infringement damages litigation support, and joint venture equity splits. His clients include multinational corporations, universities, and private inventors. Past assignments have included the valuation of the Dr. Seuss copyrights and the patent portfolio of ATT. Mr. Parr has also conducted valuations and royalty rate studies, for technology and trademarks related to pharmaceuticals, semiconductor processes and products, agricultural formulations, automotive, biotechnology, photography, chemical formulations, communications, computer software and hardware, drug delivery systems, flowers, incinerator feed systems, lasers, medical instruments, and motivational book copyrights. In addition to consulting, Mr. Parr publishes three royalty rate resource books sold all over the world. These books are *Royalty Rates for Pharmaceuticals and Biotechnology, Sixth Edition*; *Royalty Rates for Trademarks and Copyrights, Third Edition*; and *Royalty Rates for Technology, Third Edition*. These books are dedicated to reporting detailed information about the financial aspects of intellectual property transactions, including licensing and joint ventures. Mr. Parr is a graduate of Rutgers University, having received a Bachelors in Electrical Engineering and a Masters in Business Administration. He has also been awarded the professional designations of Chartered Financial Analyst, from the CFA Institute, and Accredited Senior Appraiser, from the American Society of Appraisers. He is a member of the Licensing Executives Society and is on the advisory board of three professional publications, *Licensing Economics*, *IP Litigator*, and *The Licensing Journal*. As an author and co-author, Mr. Parr has created seven books published by John Wiley and Sons, about the valuation, management, and pricing of intellectual property, including *Intellectual Property: Valuation, Exploitation and Infringement Damages*. In addition he has written twenty-six articles for professional publications such as *Les Nouvelles* and *The Journal of Proprietary Rights*. He has made forty-three seminar presentations for organizations including the Licensing Executives Society, the American Intellectual Property Law Association and the World Intellectual Property Organization. He has testified at deposition or trial fifty-five times regarding intellectual property infringement. More information about Mr. Parr, his firm, and its publications can be found at www.ipresearch.com.