

# INTELLECTUAL PROPERTY



Whitley Penn Forensic, Litigation & Valuation Services (FLVS) professionals have assisted clients with a broad array of issues related to the valuation and strategic management of intellectual property (IP) for over thirty years. Whitley Penn professionals are retained by the world's premier, global law firms as well as boutique firms that specialize in IP to assist in the analysis of economic damages in the context of IP disputes. Whitley Penn professionals are also retained by companies ranging from small startup businesses to multinational corporations to help maximize the value of their IP by analyzing strategic options and to value IP assets under various circumstances (e.g., licensing and transactions).

Whitley Penn professionals have extensive experience analyzing economic matters related to all forms of IP:

- Patents
- Trade secrets
- Copyrights
- Trademarks

Our past engagements include performing services for various industries, including:

- Automobile Manufacture / Sales
- Oil & Gas
- Computer Hardware and Software
- Pharmaceutical
- Financial Services
- Professional Sports
- Health and Beauty
- Restaurant
- Internet Services
- Retail / Consumer Products
- LED Lighting
- Satellite / Cable Providers
- Manufacturing
- Semiconductor
- Medical Services / Devices
- Telecommunications

Our team of professionals are regularly retained by plaintiffs and defendants to provide litigation consulting and expert testimony on IP damages, including:

- Lost profits
- Reasonable royalties
- Price erosion
- Unjust enrichment
- Corrective advertising

