



# Bryan M. Van Uden, CLP, MAFF

**Managing Director**

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**Certifications**

Certified Licensing Professional (CLP)

Master Analyst in Financial Forensics (MAFF)

**Associations**

Associate Member – American Bar Association

Association of Certified Fraud Examiners

Licensing Executives Society (LES)

National Association of Certified Valuation Analysts (NACVA)

Houston Technology Center's Energy Technology Venture Capital Conference

IPO Trade Secrets Committee Member (2007-2009)

IPO Damages & Injunctions Committee Member (2010-2015)

University of Texas Advanced Patent Law Institute Planning Committee Member (2006 & 2007)

**Education**

Master of Business Administration concentration in Finance  
University of Mississippi  
Oxford, MS

Bachelor of Science in Management, Magna Cum Laude  
Louisiana State University  
Baton Rouge, LA

Bryan Van Uden is a Managing Director of IPFC Corp. Mr. Van Uden has more than 19 years of experience in providing financial consulting expertise in valuations, dispute analysis, and strategies to improve business operations and profitability. His experience includes patent infringement, trademark infringement, copyright infringement, misappropriation of trade secrets, securities violations, veil piercing, breach of contract, personal injury, wrongful termination, unfair business practices and business and intellectual property valuation.

Bryan has assisted clients with complex studies involving technology licensing, FRAND licensing, lost sales, lost profits, capacity issues, incremental profits, fixed and variable cost analysis, product line profitability, price erosion, reasonable royalty determination, design around costs, unjust enrichment, corrective advertising costs and pre- and post-judgment interest. He has consulted with law firm and corporate clients in various phases of the litigation process, including: early case assessment; analyzing issues and developing damage strategies; preparing interrogatories and document requests; assisting in the preparation of affirmative and rebuttal expert reports; critiquing opposing expert reports and analyses; assisting in deposing fact, 30(b)(6) and expert witnesses; developing damages models and calculating damages; and developing demonstratives for trial.

Bryan has also been designated and testified as an expert witness in various forums, including state and federal court and in arbitration proceedings throughout the United States, as well as internationally.

**Sample Industry Experience:**

- Apparel
- Automotive
- Biotechnology
- Building Products
- Chemicals
- Computer Hardware
- Computer Software
- Consumer Products
- Electronics
- Financial Services
- Industrial Products
- Medical Products
- Oilfield Services
- Pharmaceuticals
- Telecommunications
- Semiconductor

Work within these industries has included the analysis of sales, costs, profits, license agreements, business plans, industry competition, market conditions, and other advanced analytical techniques for the purposes of calculating damages.

**Testimony Experience and Designations:**

*Genband US LLC, et al. v. Metaswitch Network Ltd., et al.*; 134th Judicial District, Dallas County, Texas, Expert Report, Deposition

*Schlumberger Technology Corporation v. BICO Drillings Tools, Inc.*; United States District Court for the Southern District of Texas, Houston Division, Expert Report

*HTC Corporation v. Telefonaktiebolaget LM Ericsson*; 134th Judicial District, Dallas County, Texas, Deposition

*Epistar Corporation v. Lowe's Companies, Inc. et al.*; United States District Court for the Central District of California, Expert Report, Deposition

*Hetronic International, Inc. v. Hetronic Germany-GMBH, et al.*; United States District Court for the Western District of Oklahoma, Expert Report, Deposition

*4-S Manufacturing Texas, LLC v. Robert Diakiw, et al.*; 133rd Judicial District, Harris County, Texas, Expert Disclosure

*Southern Asset Service Corp., v. Matthew C. McWilliams, et al.*, 192nd Judicial District, Dallas County, Texas, Expert Disclosure

*Conner Industries, Inc. v. Zane McDonald et al.*; American Arbitration Association, Expert Disclosure, Deposition, Arbitration Testimony

*Townsquare Commerce, LLC v. Groupon, Inc.*; United States District Court for the Northern District of Texas, Dallas Division, Expert Report

*Hetronic International, Inc. v. Torsten Rempe, et al.*; United States District Court for the Western District of Oklahoma, Expert Report, Trial

*Biomedical Enterprises, Inc. v. Solana Surgical, LLC, et al.*; United States District Court for the Western District of Texas, Austin Division, Expert Report, Deposition

*GlobeRanger Corporation v. Software AG USA, Inc., et al.*; United States District Court for the Northern District of Texas, Dallas Division, Expert Report, Deposition, Trial

*Williams-Pyro, Inc. v. Warren Watts, et al.*; United States District Court for the Northern District of Texas, Fort Worth Division, Expert Report, Deposition

*Diece-Lisa Industries, Inc. v. Disney Store USA, LLC, et al.*; United States District Court for the Eastern District of Texas, Marshall Division, Expert Report

*Walker Digital, LLC v. MySpace Inc., et al.*; United States District Court for the District of Delaware, Expert Report, Deposition

*Soluciones Innovadoras de Planeacion S.C. v. Column5 Consulting Group, LLC, et al.*; United States District Court for the District of Arizona, Expert Report, Deposition

*Centron Diagnostics, Ltd. v. Asuragen, Inc. and Ambion Inc.*; American Arbitration Association, Expert Declaration

*Pipe Wrap, LLC v. TechCorr USA Management, LLC*; United States District Court for the Southern District of Texas, Houston Division, Expert Report

*Leon Stambler v. Amazon.com, Inc., et al.*; United States District Court for the Eastern District of Texas, Marshall Division, Expert Report

*NCI Building Systems, Inc. v. Kelly R. Ginn, et al.*; 11th Judicial District, Harris County, Texas, Expert Report, Deposition, Trial

*Lochner Technologies, LLC v. Dell Inc., et al.*; United States District Court for the Eastern District of Texas, Marshall Division, Expert Report

*Hot-Head, Inc., et al. v. Beirne, Maynard & Parsons, L.L.P. and William C. Norvell, Jr.*; 157th Judicial District, Harris County, Texas, Expert Report, Mediation

*Varco Canada Limited, et al. v. Pason Systems Corp., et al.*; Federal Court, Ontario, Canada, Expert Report, Trial

*Sterling Bank v. Scott M. Lester*; 133rd Judicial District, Harris County, Texas, Expert Report

*Williams Consolidated I, Ltd., d/b/a Williams Insulation v. Fiberglass Insulators Incorporated, et al.*; United States District Court for the Southern District of Texas, Houston Division, Expert Report, Deposition

*Safoco, Inc. v. Cameron International Corporation*; United States District Court for the Southern District of Texas, Houston Division, Expert Report, Deposition

*Wachovia Insurance Services, Inc. v. Trudy Fields, Darlene Holleman, and Houston Series of Lockton Companies, LLC*; 334th Judicial District, Harris County, Texas, Expert Report

*Tax Services of America, Inc. v. Tax Express, et al.*; United States District Court for the Western District of Texas, El Paso Division, Expert Report

*Geo Century, Inc. v. Utec Survey, Inc., Jan A. Garmulewicz and Martin C. O'Carroll*; 127th Judicial District, Harris County, Texas, Expert Report, Deposition

*R. Lawrence Cook, as Independent Administrator with Will Annexed of the Estates of Raymond A. Cook and Florence Bryan Cook v. Andrews Kurth, L.L.P.*; 164th Judicial District, Harris County, Texas, Expert Report

*CareMax Medical Resources, LLC v. James Duvall, et al.*; United States District Court for the Southern District of Texas, Houston Division, Expert Report

*Antonio Eduardo Da Silva Frazao v. Baker Hughes, Inc., et al.*; ICC International Court of Arbitration of the International Chamber of Commerce, Expert Report, Arbitration Testimony

### **Articles and Presentations**

"The Use of Surveys for U.S. Patent Litigation," Continuing Legal Education Program for Fish & Richardson, April 2015 (co-presenter)

"Current Issues in Patent Damages" Litigation Services Workshop - Louisiana Society of Certified Public Accountants, October 2010

Lecturer on trade secret damages at University of Houston Law School, 2007 and 2008

Business Litigation in Louisiana: Lorman Educational Services, "What to Look For And How To Prepare An Expert For A Daubert Challenge"

Federal Bureau of Investigation: CPA In-Service, "Presenting Complex Accounting Issues to Juries."

Presented before various law firms and corporations on a variety of intellectual property and other litigation consulting topics.

Assisted in course writing and instruction at firm training events covering intellectual property and litigation consulting.