

LITIGATION and DISPUTE RESOLUTION SERVICES



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FairValue Advisors®

1-888-212-0495

www.fairvalueadvisors.com

FairValue Advisors® provides a broad range of consulting and testifying expert services for both litigation matters and to support negotiations. Our work often involves complex situations with a mix of tangible, intangible and intellectual property such as patents, trademarks, copyrights, designs, and trade secrets. Our experts help secure fair outcomes by digging deeper to uncover key, but otherwise undiscovered, insights and communicating them in a clear and credible manner.

Our mission on each engagement is to:

- » Secure fair damages outcomes for parties in cases where liability is established;
- » Facilitate the successful negotiation of settlements, transactions, and licensing agreements;
- » Minimize the client's and counsel's time and stress related to the financial and damages portion of each case and negotiation.

Our opinions typically relate to:

- » Determining reasonable royalties, lost profits, price erosion, lost goodwill, unjust enrichment, and corrective advertising for intellectual property disputes such as patent, trademark, and copyright infringement and misappropriation of trade secrets;
- » Quantifying direct, indirect and compensatory damages, such as lost profits and diminution of value, in commercial litigation;
- » Valuing businesses, intangibles, intellectual property, real property and illiquid securities for partner, shareholder, marital dissolution, tax, and other disputes;
- » Evaluating statutory and punitive damages.

Engagements

FairValue Advisors' is retained as frequently by plaintiffs as defendants. We also work as court and alternative dispute resolution appointed experts.

Our engagements address issues ranging from hundreds of thousands to hundreds of millions of dollars.

Our litigation and dispute resolution engagements typically include:

- » Providing early case assessments;
- » Developing document requests;
- » Performing fact-finding, interviews, physical investigations, independent research, data compilations, and surveys;
- » Developing interrogatory & deposition questions;
- » Analyzing business documents and relevant economic, market, and industry information;
- » Quantifying damages, determining royalty rates, and concluding values;
- » Reviewing & critiquing other expert's opinions;
- » Preparing expert reports and trial exhibits;
- » Supporting settlement and licensing negotiations;
- » Developing and reviewing the damages portion of jury forms;
- » Providing expert witness testimony.

Examples of FairValue Advisors' Case Types

Intellectual Property	Commercial	Disputes	Regulatory / Other
Infringement: <ul style="list-style-type: none">› Copyrights› Designs› Patents› Trademarks Misappropriation of trade secrets	Contracts: <ul style="list-style-type: none">› Buyer-seller› Franchise, agency and distributorship› Insurance and loans› Leases› Non-competes› Services› Warranty Torts: <ul style="list-style-type: none">› Conversion› Fraud› Interference› Negligence› Unfair Competition	<ul style="list-style-type: none">› Dissenting shareholder (class-action and individual)› Partnership› Marital dissolution involving closely-held businesses or illiquid securities	Matters before the: <ul style="list-style-type: none">› IRS, state, and local taxing authorities› US Bankruptcy Court› US Department of Justice / SEC› US Department of Labor

The FairValue Advisors Difference

We are known and recommended for the following:

"Excellent results"

"Extremely professional"

"Incredibly responsive"

"Highly credible"

"Top level service at a reasonable cost"

"Makes my job as a lawyer easier"

"Diligent and detailed."

We Offer Only Well Qualified and Tested Experts: When you retain FairValue Advisors®, you are assured that your expert has been qualified by and previously testified in a number of federal, state, and local courts and agencies. Each expert maintains their qualifications with credentials based on ongoing experience, education, training, testing, references, and quality assurance requirements. They hold designations including Master Analyst in Financial Forensics (MAFF), Certified Valuation Analyst (CVA), Accredited Senior Appraiser (ASA), and Chartered Financial Analyst (CFA).

We Deliver Reliable Opinions: We develop and deliver highly defensible and persuasive opinions by performing thorough investigations, identifying key facts, analyzing multiple theories, using accepted methods, and clearly communicating our findings in a manner that is useful to the fact-finder;

Our Experts Actually Do the Work: All of the key activities on each engagement will be performed by the named expert. This allows them to develop and seamlessly communicate a comprehensive understanding of the case to you and the fact-finder throughout the engagement;

Qualified Experts

Accepted Methods

Tied to the Facts
of the Case

Clear & Credible
Communication

Deep Investigation &
Thorough Analyses

Alternative Causes &
Effects Evaluated

Useful to the
Fact-Finder

**Establish
Damages & Values
with Reasonable
Certainty**

We Dig Deeper: Our industry experience, patience, and a willingness to investigate and analyze the details allows our experts to unearth hidden but key insights that are typically missed;

Our Experts Care About Service: We manage our engagements, develop our own opinions, and write our own reports in a manner that minimizes your time and stress related to the damages portion of each case or negotiation.

Our Testifying Experts



Daniel Cenatempo CVA, MAFF

- » Over 25 years experience;
- » Certified Valuation Analyst;
- » Master Analyst in Financial Forensics;
- » Registered Appraiser (Real Property);
- » MBA in Finance from Duke University and BA in Economics from Villanova University;
- » Previously qualified and has testified numerous times on intellectual prop-

erty and commercial damages and values in Federal, State and local courts and before various regulatory bodies such as the U.S. Department of Labor;

- » Other experience with Jacobs Engineering Group, Mead Corporation, Flagstar Holdings, and Deloitte & Touche and as a continuing education instructor with Georgia Tech.



Kevin Couillard ASA, CFA

- » Over 25 years experience;
- » Accredited Senior Appraiser;
- » Chartered Financial Analyst;
- » MBA in Finance from Georgia State University and Bachelor's in Chemical Engineering from Georgia Tech;

- » Previously qualified and testified in Federal Bankruptcy, State and local courts;

- » Other experience with Price Waterhouse, KPMG Peat Marwick and BDO Siedman and as a continuing education instructor with the ASA.



Richard Goeldner ASA, CBA, CVA

- » Over 20 years experience;
- » Accredited Senior Appraiser;
- » Certified Business Appraiser;
- » Certified Valuation Analyst;
- » MBA from University of North Florida and BS in Finance from Florida State University;

- » Previous testimony experience as business valuation expert in shareholder disputes and divorce cases;
- » Focus on business valuations for exit and succession planning, mergers and acquisitions, estate planning, shareholder buy-outs and disputes.



Daniel J. Gallogly CPA, CFF

- » Over 30 years experience
- » Certified Public Accountant
- » Certified in Financial Forensics
- » Bachelor's in Accounting from University of Northern Iowa
- » Previously qualified and testified as an expert witness in state and federal

courts for corporate investigations and business disputes. Has served as a court-appointed Special Master.

- » Focus on litigation consulting, forensic accounting, economic damages and business advisory services.

Industry Experience

Each of our testifying experts has at least 20 years of full-time experience in litigation, valuation, and advisory services and in industry.

As a result, we have a broad base of industry experience to build upon in our litigation and dispute resolution services in addition to our functional area expertise.

A sample of the industries in which we have experience is provided to the right.

Aerospace and Defense

Agriculture, Forestry & Livestock

Capital Goods

- › Building products
- › Construction
- › Electrical
- › Industrial conglomerates
- › Infrastructure
- › Machinery

Commercial Services

- › Environmental and facilities services
- › Office services and supplies
- › Printing
- › Procurement
- › Security
- › Support services

Consumer Discretionary

- › Apparel
- › Appliances and housewares
- › Automobiles & boats
- › Consumer electronics
- › Furniture
- › Homebuilding
- › Home furnishings
- › Leisure products
- › Sporting and recreational
- › Textiles

Consumer Services

- › Education
- › Hotels
- › Leisure activities
- › Restaurants
- › Specialized services

Consumer Staples

- › Food, beverage, and tobacco
- › Household goods
- › Personal products

Entertainment and Media

- › Advertising
- › Broadcasting
- › Cable and satellite
- › Publishing
- › Music and movies

Energy & Utilities

- › Alternative and renewable energy
- › Consumable fuels
- › Energy equipment and services
- › Independent energy producers & traders
- › Regulated utilities

Healthcare

- › Dental and healthcare providers
- › Healthcare equipment & supplies
- › Healthcare services
- › Medical devices
- › Pharmaceuticals & biotech

Financials

- › Banks / Savings & Loans
- › Benefits administration
- › Diversified financial services
- › Insurance
- › Investment management
- › Real estate

Information Technology and Telecom

- › Cellular and wireless
- › Equipment
- › Internet
- › Hardware
- › Software
- › Services

Materials

- › Building products
- › Chemicals
- › Construction
- › Containers and packaging
- › Metals and mining
- › Paper
- › Forest products

Professional services

- › Accounting
- › Architecture
- › Dental
- › Engineering
- › Medical
- › Legal
- › R&D and Testing

Trade

- › Auctions
- › E-commerce
- › Dealerships
- › Distributors
- › Franchises
- › Import / Export
- › Retail trade
- › Rental and leasing
- › Wholesale trade

Transportation

Waste Management & Recycling

Contact Us



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323 East Concord Street
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610 S. Albany Avenue
Tampa, FL 33606

Please contact us if you have any questions or if we can be of service, or visit our website:

www.fairvalueadvisors.com.



FairValue Advisors® is a full-service litigation, business valuation and advisory services firm serving business and legal clients domestically and abroad. Our clients range from small closely-held concerns to large publicly traded international companies. They rely upon our us for:

- » Litigation and dispute resolution;
- » Valuation for:
 - › Financial and tax planning and reporting;
 - › Transactions;
 - › Succession planning;
- » Advisory Services.

Value ... Proven

Accepted methodologies, market support, attention to details—Value ... Proven; that's FairValue Advisors.

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