

# NEVIUM INTELLECTUAL PROPERTY CONSULTANTS



[www.nevium.com](http://www.nevium.com)

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## OUR FIRM

Nevium provides solutions for valuing, managing and monetizing intellectual properties and intangible assets. We work with entrepreneurs, corporations, legal counsel and IP owners to analyze and maximize the value of IP and intangibles such as copyrights, trademarks, patents, brands, publicity rights, websites, customer lists, social media activities, new technologies, and other proprietary assets.

We are dedicated, experienced managers who provide clear, comprehensive and thoroughly researched analyses, reports and evaluations. Our principals have a CFA, CLP, an MBA and an MA with over 30 years of combined business experience. We have worked with clients from a wide range of industries, including: apparel, food, medical technology, not-for-profit, entertainment, transportation, publishing, airlines, music, retail, sporting goods, manufacturing and distribution, photography, trade associations, education and professional services.

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## EXPERT WITNESS & IP LITIGATION SUPPORT

- Opinions and testimony have been accepted in Federal Court, US Tax Court, State Court, arbitration and mediation
- Calculation of economic damages and profit apportionment analyses
- Damages due to trademark and trade dress infringement in Lanham Act claims
- The impact of music copyright infringement in the Blurred Lines trial
- Economic impact of social media defamation, website copyright infringement and trademark infringement

- Damages calculations for misuse of celebrity name and likeness
- Value of patents in a tax court case
- Reasonable royalty and transfer pricing investigations
- Value of copyrights, patents and trademarks in bankruptcy
- Valuation of IP-intensive businesses

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## IP STRATEGY & VALUATION

- Valuation of brands, patents, trademarks, copyrights, rights of publicity, technologies, domain names, customer relationships, and other proprietary assets
- Valuation of IP assets and royalty income for tax planning, estate planning and estate tax filings
- Quantify profitability of strategic alternatives for IP owners seeking new means to derive additional revenue and profits from their IP portfolio
- IP strategies, licensing performance review and royalty rate benchmarking
- Value, dispose or license IP and proprietary assets to support bankruptcy or restructuring
- Due diligence and transaction advisory for buyers, sellers, licensors and licensees
- Pricing studies and optimal pricing strategies
- Quantify and evaluate a company's return on marketing and endorsement investments (ROMI)

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## CONTACT NEVIUM

Nevium Intellectual Property Consultants

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