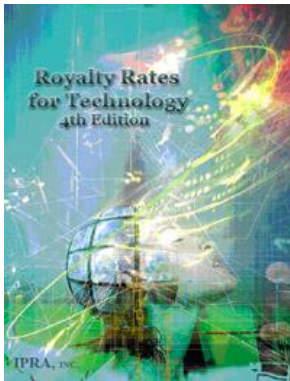




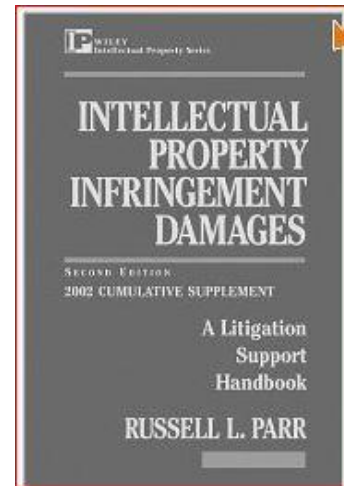
**Russell Parr, CFA, ASA**  
Subject Matter Expert  
IPmetrics<sup>®</sup> LLC

Russell Parr is Patent Damages and Royalty Rate Subject Matter Expert for IPmetrics and is the President of IPRA, Inc. He is one of the most highly respected consultants, authors, lecturers and publishers specializing in intellectual property valuation and management, having practiced as an intellectual property valuation and royalty rate consulting professional for over 25 years.

## PUBLICATIONS



Mr. Parr publishes three royalty rate resource books sold all over the world. These are Royalty Rates for Pharmaceuticals and Biotechnology, currently in its seventh edition; Royalty Rates for Trademarks and Copyrights, currently in its fourth edition; and Royalty Rates for Technology, currently in its fourth edition. These reference books are dedicated to reporting detailed information about the financial aspects of intellectual property transactions, including licensing and joint ventures. These publications, as well as his other books and articles are widely considered reference guides for the valuation of intellectual property and the assessment of monetary damages in infringement cases. As far as IP litigation is concerned, over a decade ago John Wiley & Sons began publishing Mr. Parr's book Intellectual Property Infringement Damages: A Litigation Support Handbook (John Wiley & Sons, Hoboken, New Jersey, 1999), which is supplemented annually. Many of Mr. Parr's other books on Intellectual Property royalty rates, valuation, and licensing have also been published in Japanese, Korean, Italian, Chinese, Romanian and Russian.



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