



MICHAEL J. LASINSKI
CURRICULUM VITAE

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Michael J. Lasinski is a founding member of 284 Partners, LLC, a professional services firm focused on intellectual property (IP) valuation, litigation consulting, IP strategy, and transactional services. Over the past twenty years, Mr. Lasinski has consulted on hundreds of engagements pertaining to IP-centric transactions, IP valuations, and IP damages analyses.

Mr. Lasinski is a recognized expert on financial aspects of intellectual property. He is a *Past-President of the Licensing Executives Society (LES)*, one of the country's largest intellectual property licensing trade organizations. Mr. Lasinski was also named one of the *World's 300 Leading IP Strategists* by Intellectual Asset Management. He is a past *Division Chair for the Intellectual Property Section of the American Bar Association*. He is a former *Chair of the Valuation and Taxation Committee for LES* and a former *Vice Chair of the Intellectual Property Owners' Valuation and Taxation Committee*. Mr. Lasinski is a Certified Public Accountant and an active member of the American Institute of Certified Public Accountants (AICPA) and the Illinois CPA Society. He is Certified in Financial Forensics by the AICPA and is a Certified Licensing Professional as initiated by the LES.

Mr. Lasinski has been retained and has testified as an expert in federal, ITC, state, tax and arbitration proceedings. Mr. Lasinski has also been retained by a Federal Monitor to set royalty rates for a company that was subject to a deferred prosecution agreement from the Department of Justice. He was instrumental in advising creditors and other interested parties on IP and financial issues related to the sale of Nortel's patent portfolio for more than \$4.5 billion. Mr. Lasinski's consulting experience includes a broad cross-section of industries, including the advertising, automotive, chemicals, computer hardware & software, consumer products, e-commerce, food & beverage, Internet, healthcare, life sciences, medical devices & related products, semiconductors, telecommunications, and wireless communications.

Mr. Lasinski has helped clients strategically manage their IP by creating global corporate organizations designed to maximize the current and future value of their intellectual property. His experience includes acquisitions, divestitures, mergers, joint ventures and bankruptcy. He has been a financial advisor to creditor committees, private equity companies, venture capitalists and Fortune 500 companies on numerous occasions. Mr. Lasinski was selected to be one of the developers/reviewers of the American Society of Appraisers Advanced Valuation Courses. He has lectured on intellectual property valuation for university business schools, law schools, the USPTO and other regulatory agencies.

Prior to focusing on IP, Mr. Lasinski was an automotive engineer and OEM program manager. Mr. Lasinski developed software for remote keyless entry and anti-theft systems. He was also responsible for airbag diagnostics, in-vehicle phone systems and other products.

**PROFESSIONAL
EXPERIENCE**

Managing Director & CEO, 284 Partners, 2010 – Present

Managing Director, Capstone, 2009 – 2010

Managing Director, Ocean Tomo, 2006 – 2009

Executive Director, Center for Applied Innovation, 2005 – 2006

Vice President, Charles River Associates, 2004 – 2005

Managing Director, InteCap (now Charles River Associates), 1999 – 2004

Associate, IPC Group (now Charles River Associates), 1995 – 1999

Staff Accountant, Coopers & Lybrand (now PriceWaterhouseCoopers), 1994-1995

Program Manager, Ford Motor Company, 1989 – 1993

**EDUCATION /
LICENSES /
PROFESSIONAL
ASSOCIATIONS**

M.B.A., Finance and Accounting, The University of Michigan, with High Distinction

B.S.E.E., Electrical Engineering, The University of Michigan, Summa Cum Laude

Licensed CPA (State of Illinois)

American Institute of Certified Public Accountants

Illinois CPA Society

Certified in Financial Forensics (CFF)

Licensing Executives Society, Past President (former Valuation and Taxation Committee Chair)

Certified Licensing Professional (CLP)

Intellectual Property Owners Organization, Founder and Former Vice Chair, Valuation and Taxation Committee

American Bar Association, Former-Chair of the Intellectual Property Section Division, Former-Chair of the Economics of the Profession Committee

**UNIVERSITY
INSTRUCTION
& IP
VALUATION
COURSE
INSTRUCTION**

Franklin Pierce Law Center

John Marshall Law School

University of Notre Dame, Mendoza College of Business

University of Michigan, Ross School of Business

US Joint Committee on Taxation, Ad-hoc group for IP valuation

US Chamber & USPTO to Chinese State Intellectual Property Office

Multiple courses for:

- Licensing Executives Society
- American Bar Association
- Intellectual Property Owners Organization
- Industrial Research Institute
- Many other IP Symposiums

PUBLICATIONS

Book Chapter: The New Role of Intellectual Property in Commercial Transactions, Cumulative Supplement, 1997, with Andrew W. Carter. “Financial Accounting and Reporting Considerations, Supplementary Material”

Article: “IP Survey Finds ‘Gap’ in Information,” les Nouvelles, Volume XXXIII No. 3, September 1998, with Daniel M. McGavock.

Book Chapter: Intellectual Property in the Global Marketplace, Volume 1, Valuation, Protection, Exploitation, and Electronic Commerce, 2nd Edition, Melvin Simensky, Lanning Bryer and Neil J. Wilkof, September 1999, with Andrew W. Carter. Chapter 8: “Financial Accounting and Reporting Considerations”

Book Chapter: Intellectual Property Assets in Mergers and Acquisitions, Lanning Bryer & Melvin Simensky, December 2001. Chapter 4: “Valuation of Intellectual Property Assets in Mergers and Acquisitions”

Article: “Investing in IP,” European CEO, November-December 2007.

Article: “Patent Attorney Malpractice: What’s the Value of Nonexistent Patent Rights?” Landslide (a publication of the American Bar Association Section of Intellectual Property Law), January/February 2010, with Richard Conroy.

- PUBLICATIONS** **Article:** “A look at licensing in the year ahead” IAM Licensing 250 2010: The World’s Leading Patent & Technology Licensing Lawyers (a publication of Intellectual Asset Magazine – The IP Media Group), December 2010
- Article:** “Introduction: A brief perspective on IP valuation” IP Value 2011 – An International Guide for the Boardroom (a publication of Intellectual Asset Magazine – The IP Media Group), January 2011
- Article:** “25%ルール」を否定したUniloc判決の影響～会計・訴訟対応の視点から～” (Article about *Uniloc* published in Japanese) Nikkei IP Awareness, January 20, 2011, with Kevin Arst
- Article:** “Licensing in 2011 and Beyond: Observations on Intellectual Property Quality, Value and Sale” WIPR, World Intellectual Property Review – Digest 2010, February 2011
- EXPERT TESTIMONY** ***The Coca-Cola Company & Subsidiaries v. Commissioner of Internal Revenue***
Tax Court Docket No. 31183-15
Industry: Food & Beverage
Venue: United States Tax Court
- Evolved Wireless, LLC v. ZTE Corporation et al.***
Case No. 1:15-cv-00546-SLR-SRF
Industry: Telecommunications
Venue: United States District Court, District Court of Delaware
- Implicit, LLC v. Trend Micro, Inc. et al.***
Case No. 6:16-cv-00080-JRG
Industry: Network Security
Venue: United States District Court, Eastern District of Texas
- In the Matter of: Certain Memory Modules and Components Thereof, and Products Containing the Same – SK hynix, Inc.***
Investigation No.: 337-TA-1023
Industry: Semiconductor
Venue: United States International Trade Commission
- Unwired Planet International Ltd., et al. v. Huawei Technologies Co. Ltd., et al.***
Claim No. HP-2014-000005
Industry: Telecommunications
Venue: High Court of Justice of England and Wales, Chancery Division, Patents Court
- Green Mountain Glass, LLC and Culchrome, LLC v. Saint-Gobain Containers, Inc. d/b/a Verallia North America***

**EXPERT
TESTIMONY**

Case No. 1:14-cv-00392
Industry: Glass Recycling
Venue: United States District Court, District Court of Delaware

Quest Licensing Corporation v. Bloomberg LP, et al.

Case No. 1:14-cv-00561
Industry: Financial Data Services
Venue: United States District Court, District Court of Delaware

Jeziqn Licensing, LLC v. Skechers U.S.A., Inc.

Case No. 8:16-cv-01193
Industry: Fashion and Retail
Venue: United States District Court, District of Maryland

Avago Technologies U.S. Inc. et al. v. IPtronics Inc., et al.

Case No. 5:10-cv-02863
Industry: Fiber Optic Data Communications
Venue: United States District Court, Northern District of California

Confidential Arbitration on behalf of Huawei Technologies Co. Ltd.

ICDR Case Number: 01-14-0002-2610
Industry: Telecommunications
Venue: International Centre for Dispute Resolution

Eaton Corporation and Subsidiaries v. Commissioner of Internal Revenue

Tax Court Docket No. 5576-12
Industry: Industrial and Residential Electrical Apparatus
Venue: United States Tax Court

Confidential Arbitration on behalf of Nokia Corporation

Case Number: 19602/AGF
Industry: Telecommunications
Venue: International Chamber of Commerce, International Court of Arbitration

CardioNet, Inc. v. The ScottCare Corp., et al.

Case No. 2:12-cv-02516
Industry: Medical Devices
Venue: United States District Court, Eastern District of Pennsylvania

Mobile Telecommunications Technologies, LLC v. United Parcel Service, Inc.

Case No. 1:12-cv-03222-AT
Industry: Telecommunications / Shipping
Venue: United States District Court, Northern District of Georgia

Numatics, Inc. v. Balluff, Inc. and H.H. Barnum Company

**EXPERT
TESTIMONY**

Case No. 2:13-cv-11049-DML-MKM
Industry: Industrial Automation Equipment
Venue: United States District Court, Eastern District of Michigan

Amazon.com, Inc. & Subsidiaries v. Commissioner of Internal Revenue
Tax Court Docket No. 31197-12
Industry: E-Commerce
Venue: United States Tax Court

In the Matter of: Certain Wireless Devices with 3G and/or 4G Capabilities and Components Thereof – Client ZTE Corporation
Investigation No.: 337-TA-868
Industry: Consumer Electronics
Venue: United States International Trade Commission

NeoMedia, Inc. v. Scanbuy, Inc.
Case No.: 13 117 01730 12
Industry: Consumer Electronics
Venue: American Arbitration Association, New York

In the Matter of: Certain Wireless Devices with 3G Capabilities and Components Thereof – Client ZTE Corporation
Investigation No.: 337-TA-800
Industry: Consumer Electronics
Venue: United States International Trade Commission

Multimedia Patent Trust v. Canon, Inc., Canon U.S.A., et al.
Case No.: 10-cv-02618
Industry: Consumer Electronics
Venue: United States District Court, Southern District of California

Realtime Data d/b/a/ IXO v. MetroPCS Texas, LLC, et al.
Case No.: 1:12-cv-10204
Industry: Telecommunications
Venue: United States District Court, Eastern District of Texas

Zecotek Imaging Systems Pte. Ltd. and Beijing Opt-Electronics Technology Co., v. Saint-Gobain Ceramics & Plastics, Inc. et al.
Case No. 5:12-cv-01533
Industry: Medical Device Manufacturing
Venue: United States District Court, Northern District of Ohio

Warrior Sports, Inc. v. Dickinson Wright, PLLC, et al.
Case No.: 09-cv-12102
Industry: Sports Equipment

**EXPERT
TESTIMONY**

Venue: United States District Court, Eastern District of Michigan

In Re: Eastman Kodak Company et al.

Case No.: 1:12-cv-10204

Industry: Digital Imaging

Venue: United States Bankruptcy Court, Southern District of New York

Procter & Gamble Company v. United States of America

Case No.: 1:08-cv-00608

Industry: Pharmaceutical & Consumer Products

Venue: United States District Court, Southern District of Ohio

Pittsburgh Standard Spine Co. v. Lanx, Inc.

Case No.: 1:09-cv-01062

Industry: Medical Devices

Venue: United States District Court, District of Colorado

MacroGenics, Inc. v. Centocor, Inc. and Ortho-McNeil Pharmaceutical, Inc.

CPR File No.: G-09-08

Industry: Pharmaceutical

Venue: American Arbitration Association, New York

MiraVista Diagnostics et al. v. Indiana University R&D et al.

Cause No. 49D04-0603-PL-009827

Industry: Medical Devices

Venue: Indiana State Court

Vaxiion Therapeutics, Inc. v. Foley & Lardner, LLP et al.

Case No.: 3:07-cv-00280

Industry: Pharmaceutical & Medical products

Venue: United States District Court, Southern District of California

Schütz Container Systems, Inc. v. Mauser Corp. and National Container Group, LLC

Case No.: 1:09-cv-03609

Industry: Shipping Containers

Venue: United States District Court, Northern District of Georgia

In re: Composite Technologies Corporation, et al. (Client Partners for Growth II, LP)

Case No.: 8:11-bk-15058

Industry: General Manufacturing

Venue: United States Bankruptcy Court, Central District of California

**EXPERT
TESTIMONY*****Joseph Chernesky v. Ronald Epstein et al.***

Case No.: 491041

Industry: Patent Monetization

Venue: Superior Court of California, County of San Mateo

Service Employees International Union, CTW/CLC et al. v. SEIU United Healthcare Workers-West, et al.

Case No.: 3:09-cv-0404

Industry: Labor Union

Venue: United States District Court, Northern District of California

Frank T. Shum v. Intel Corporation et al.

Case No.: 4:02-cv-03262

Industry: Telecommunications Equipment

Venue: United States District Court, Northern District of California

DigaComm, LLC v. Vehicle Safety and Compliance, LLC et al.

Case No.: 08-338

Industry: Telecommunications Equipment

Venue: American Arbitration Association, Delaware

Landmark Screens, LLC v. Pennie & Edmonds, et al.

Case No.: 74 194 Y 01059 60 DEAR

Industry: General Electronics

Venue: American Arbitration Association

Simpliance, Inc., et al. v. WM. Bruce Davis, Esq.

Case No.: A0503866

Industry: Software

Venue: Hamilton County, Ohio Municipal Court

Procter & Gamble Company, and Subsidiaries et al. v. United States of America

Case No.: 1:05-cv-00355

Industry: Consumer Products

Venue: United States District Court, Southern District of Ohio

**PATENTS AND
APPLICATIONS*****Tenneco Automotive Operating Company, Inc. v. Visteon Corporation***

Case No.: 1:03-cv-01030

Industry: Automotive Components

Venue: United States District Court, District of Delaware

- 7,885,897 Intellectual Property Trading Exchange and a Method for Trading Intellectual Property Rights
- 7,987,142 Intellectual Property Trading Exchange

PATENTS AND APPLICATIONS	▪ 8,180,711	Intellectual Property Trading Exchange
	▪ 8,355,932	System and Method for Managing Intellectual Property-Based Risks
	▪ 8,554,687	Intellectual Property Trading Exchange and a Method for Trading Intellectual Property Rights
	▪ Application 20090070150	Methods and Systems for Managing the Risks of Patent Coverage
	▪ Application 20110295757	Intellectual Property Trading Exchange
	▪ WO 2006113551	An Intellectual Property Trading Exchange and a Method for Trading Intellectual Property Rights
CONTACT	▪ WO 2012074668	Intellectual Property Trading Exchange
	▪ WO 2011126616	Intellectual Property Trading Exchange

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