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*For immediate release*

## **Senior Echelon Experts Lecture on IP Valuation and Damages at the McCombs School of Business**

Barry Bell, Scott Cragun, and Lance Gunderson were invited as guest lecturers to discuss intellectual property valuation and damages to business students studying entrepreneurship at the University of Texas' McCombs School of Business October 8 and 9. The senior firm leaders and seasoned intellectual property expert witnesses helped students better understand the important role intellectual property plays in international commerce and the critical need to properly value and protect IP as part of one's overall business strategy.

Drawing on their deep litigation experience, the lecturers offered the students examples of how damages expert approach the quantification of damages in patent infringement litigation, including important considerations in analyzing lost profits and reasonable royalty damages.

### **About Echelon**

Echelon Analytics is a recognized leader in expert witness services, economic and financial analysis, business consulting, and financial investigation. From its offices in Dallas, Houston, Los Angeles, and Salt Lake City, the firm works with law firms, corporations, government entities, and private individuals across the United States and internationally in matters involving commercial damages, intellectual property disputes and valuation, and banking and finance litigation.

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