

Gordon V. Smith



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Distinguished Professor of IP Management, UNH Law

Gordon V. Smith is a noted author, lecturer and consultant. Smith serves as Chairman Emeritus of AUS, Inc./RoyaltySource, Mount Laurel, NJ. He is also an adjunct professor in the Division of Engineering and Technology Management at the National University of Singapore.

Smith has advised clients in valuation matters for nearly 45 years. His assignments have included appraisals of nearly every type of tangible and intangible property as well as consultations and expert testimony relative to royalty rates, economic life, and litigation damages relating to intellectual property.

Smith, a graduate of Harvard University, has lectured on valuation subjects throughout the Americas, in Europe, and extensively in Asia. He is a member of the school's Advisory Council on Intellectual Property. He is a member of the International Trademark Association and the Licensing Executives Society.

He has authored five books, published by John Wiley & Sons, Inc.: *Corporate Valuation: A Business and Professional Guide*; *Trademark Valuation*; *Valuation of Intellectual Property and Intangible Assets* (coauthor); *Intellectual Property: Licensing and Joint Venture Profit Strategies* (co-author). His most recent work, published in April 2005, is titled *Intellectual Property: Valuation, Exploitation, and Infringement Damages*.