**Curriculum Vitae for David Wanetick**

**Current Positions**

**IncreMental Advantage, LLC, Managing Director, Princeton, NJ** Since 2005, David Wanetick has been a Managing Director at IncreMental Advantage, a valuation firm with an expertise in valuing intangible assets and emerging technologies. He is involved in all of the firm’s valuation and business modeling. Clients include law firms; emerging, mid- and large-sized companies; technology transfer offices; inventors; venture capitalists and private equity firms. Valuations are primarily conducted in the context of negotiating licensing agreements, mergers and acquisitions and litigation support.  
 **Business Model Validation** Since 2009, David has been the CEO of Business Model Validation, a firm which develops and reviews sophisticated business models for purposes of raising capital and capital budget allocation.  
**Certified Patent Valuation Analyst** Since 2008, David has developed the curriculum and has run dozens of the courses required for applicants to earn their designations as Certified Patent Valuation Analysts. He works closely with other CPVA board members in terms of updating the course materials and updating the related exam.

**Patent Fairness Opinions** Since 2011, David has begun formalizing and standardizing the preparation of patent fairness opinions that are used in a wide array of patent-related transactions all over the world.

**Previous Positions**

Earlier in his career, David was a securities research analyst and was employed by Merrill Lynch, First Albany and wrote his own newsletter, Market Maneuvers. David was the senior analyst for Gateway Reports / the Wall Street Transcript for five years.

**Previous Valuations**

Among the specific technologies, and related patents, and companies that David Wanetick valued are semiconductor equipment; optical inspection; micro electrical mechanical systems; keyboard, video, mouse patents; SIM card technologies; Internet applications; water separation technologies; water carbonation technologies; RF communication links; Internet traffic control technologies; payment processing technologies; Internet search applications; biometrics; electro-magnetic pulse inspection equipment; orthogonal frequency division multiplexing; robotic lawnmowers; immune system biologicals; Bluetooth applications; defibrillators; ocean thermal energy conversion technologies; oil services technologies; loyalty marketing technologies; catalytic heating; trademarks related to specialty apparel; wireless applications; software for schools; audio cables; glucose monitoring test strips; solar power patents; hydraulic fracturing; electrical current management; database software; food processing innovations; textiles for seating applications; remote braking applications; and, personal hygiene products.

**Publications – Books**

David is the author of three books that have achieved world-wide acclaim, including the only two books that unveil Industry Analysis. These books include Bound for Growth: How to Use Winning Stocks Using Industry Analysis (1997) and Hot Sector Investing: How to Profit from Over 100 Emerging Opportunities (1999). He developed a textbook for his course entitled Valuation of Emerging Technologies.

**Publications – Articles**  
  
 Some of the recent articles written by David Wanetick include:

* Rock Star Suicides and Patent Apportionment
* Valuation of Patent Applications with Binomial Distribution
* Patent Valuation and Baseball Players
* Costs of Capital - You Can Love More than Just One
* What is the Real Value in Real Options?
* Residual Knowledge Agreements and Neural Prosthetics
* Determining Patent Value Through Claims Analysis
* The Value of Valuing Patents
* How Patent Vulnerability Impacts Valuation
* Strategic Implications of Trade Secrets
* Opening the Kimono on Contract Valuation
* How Sun Tzu Would Outflank Patent Trolls
* The Value of Withheld Indemnifications
* Assessing the Probability of Obtaining a License
* Strategies for Negotiating Licenses
* Winning Negotiations Before They Begin

In addition to dozens of blogs that have published David Wanetick’s work, his articles have appeared in:

* Les Nouvelles, published by the Licensing Executive Society
* Intellectual Asset Management
* Patent World
* CEO Magazine
* The CPA Journal
* Licensing Journal
* Willamette Insights
* Valuation Strategies
* Valuation Examiner
* Business Valuation Update
* IP Frontline
* IP Litigator
* Technology Transfer Tactics
* Inventor's Digest
* Private Equity Manager
* Research & Development Magazine
* The Canadian Institute of Chartered Business Valuators

**Lecturing**

David teaches the following courses through The Business Development Academy:

* Valuation of Emerging Technologies
* Negotiating License Agreements for Maximum Returns
* Financial Modeling and Projections
* Fundamentals of Business Valuation

These courses have been delivered all over the United States (New York City, Princeton, Philadelphia, Boston, Washington DC, Atlanta, Raleigh, Dallas, Miami, Austin, Chicago, Silicon Valley, San Francisco, Seattle, San Diego), in the United Kingdom, Belgium, Germany, the Netherlands, Singapore, Kuwait, Malaysia, India, China, Hong Kong and Israel. Attendees from all over the world have participated via webinar.

Representatives from more than 375 Fortune 500 companies have attended his programs. In addition, he has lectured on the above issues before many organizations and corporations such as the Houston Intellectual Property Lawyers Association; The Northeast Technology Council; The New York Society of Security Analysts; The Toronto Society of Security Analysts; The Montreal Society of Security Analysts; The San Francisco Financial Analysts Society; and, The Boeing Company.   
  
From 1997 – 2004, David taught Industry Analysis at The New York Institute of Finance and at The New York Society of Securities Analysts.

**Education**

David received his undergraduate degree from Bucknell University in December 1988, where he double majored in economics and political science. He pursued a Master’s of Science Degree in Taxation from Pace University from 1989 to 1990.

**Certifications**  
David Wanetick earned his standing as an Accredited Valuation Analyst with the National Association of Certified Valuation Analysts. He is a Certified Patent Valuation Analyst and a Certified Emerging Company Analyst.