



Willamette Management Associates

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For Immediate Release

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JOHN ELMORE JOINS WILLAMETTE MANAGEMENT ASSOCIATES

Atlanta, GA (August 2014) – Willamette Management Associates is pleased to announce that John Elmore has joined the firm as a manager. In this capacity, John will provide valuation consulting, forensic analysis, and litigation support services.

John will perform economic damages analyses, complex data analyses, valuations of intangible assets and intellectual property (including patents and software), intercompany transfer price analyses, and forensic analyses and fraud investigations. John has testified in both federal and state court as an economic damages and valuation expert. He specializes in forensic analysis related to intellectual property and computer technology matters, including patent infringement, trademark and trade dress infringement, theft of trade secrets and software, cybersecurity breach of data, cyberpiracy, unfair competition, breach of contract, and business interruption.

Prior to joining Willamette Management Associates, John was a vice president at Duff & Phelps, a valuation and financial advisory firm. Prior to that, he was a patent examiner at the US Patent & Trademark Office. John has also held managerial and technical roles with a number of startup and Fortune 1000 companies involving the design and programming of computer systems and cybersecurity.

John earned a juris doctorate degree with honors from the University of Georgia and an MBA degree in finance and economics from the Scheller College of Business at the Georgia Institute of Technology. He also earned master of science degrees in computer science and electrical engineering and a bachelor of science degree in computer engineering, with highest honors, from the Georgia Institute of Technology.

“We are pleased that John has joined our firm,” said firm managing director Robert Reilly. “He has many years of valuation and forensic analysis experience and extensive expertise in intellectual property valuation, damages, and transfer price analyses. That experience will significantly enhance our firm’s professional services.”

“John has extensive experience in forensic analysis and intellectual property valuation that will complement our practice offerings,” said Atlanta office managing director Chip Brown. “His particular expertise in software valuation will augment our existing intellectual property valuation practice.”

Willamette Management Associates is a business valuation, forensic analysis, and financial opinion firm. The firm serves clients ranging from family-owned companies to Fortune 500 corporations. From offices in Atlanta, Chicago, and Portland, Oregon, the firm provides financial valuation services related to transactions, financings, taxation, bankruptcy, litigation, and strategic planning.

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