

## Julie L. Davis, CPA

Julie L. Davis is a principal at Davis & Hosfield Consulting LLC. She has been providing audit and financial advisory services to attorneys and corporate clients since 1978. The early part of her career was devoted to directing and performing independent financial audits of private and publicly held companies ranging from manufacturing enterprises to financial institutions. Drawing upon that background, she now consults extensively with companies involved in business and intellectual property disputes.

Julie has conducted complex damages studies involving lost sales, lost profits, incremental profits, manufacturing and marketing capacity, fixed and variable costs, product line profitability, price erosion, reasonable royalty, unjust enrichment and prejudgment interest. Her cases have involved the following, among other, types of general business disputes:

- Antitrust
- Breach of Contract
- Dealership Termination
- False Advertising
- Copyright Infringement
- Patent Infringement
- Trademark Infringement
- Trade Secret Misappropriation

Julie has testified on behalf of both plaintiffs and defendants at deposition and trial. Her industry experience includes apparel, aerospace, automotive, biotechnology, carpet, chemicals, computer hardware and software, construction, consumer products, electronics, financial institutions, food, hospitality, industrial equipment, internet, medical products, military equipment, office equipment, pharmaceuticals, power tools, real estate, sporting goods and transportation.

In addition to her experience in damages analyses, Julie has assisted companies with development of intellectual property strategies and managing their intellectual property portfolios. She has also conducted studies related to those portfolios, including patent portfolio analyses, competitive assessments, licensing analyses, cost studies and benchmarking studies.

Julie has authored numerous articles on the topic of intellectual property. She is the co-author of "Edison in the Boardroom: How Leading Companies Realize Value from their Intellectual Assets." The book has been widely praised by numerous Fortune 500 executives charged with implementing best practices in the area of IP management.

### Expert Witness, Testimony and Select Case Experience

Available upon request.

### Employment History

Davis & Hosfield Consulting LLC ■ Principal, June 2003 - Present

KPMG LLP - National Intellectual Property Practice ■ Partner-in-Charge, May 2002 - May 2003

Arthur Andersen LLP - Global Intellectual Asset Consulting Practice ■ Co-Managing Partner, November 1987 - May 2002

Touche Ross & Co. - Audit Practice ■ July 1978 - November 1987

### Education

Bachelor of Science ■ Kansas State University, Business Administration and Accounting, Summa Cum Laude, May 1978

### Honors

Inducted into Kansas State University Accounting Hall of Fame, September 2000

Gold Key, State of Kansas CPA Examination (highest score in state), May 1978



Julie L. Davis  
20 North Wacker Drive  
Suite 2150  
Chicago, Illinois 60606

Tel 312-506-1505  
Fax 312-506-1510  
jdavis@dhllc.com



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## Professional Certifications

Certified Public Accountant - Licensed in California, Illinois, Kansas, Missouri, and Texas

## Professional Affiliations

American Institute of Certified Public Accountants

Illinois CPA Society

American Bar Association

Licensing Executives Society

