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Education

B.A.
California State
University, Northridge
Accounting
Cum Laude

Professional Designations

Certified Public
Accountant

Certified Fraud Examiner

Certified Professional
Environmental Auditor

Certified in Financial
Forensics

Sidney P. Blum, CPA, CFE, CPEA (E)(H&S), CFF

Sidney P. Blum is a Managing Director in the Dispute Advisory & Forensic Services Group. Mr. Blum leads the firm's West Coast Litigation Support Practice and the National Royalty & Contract Audit Practice. He also serves as a general damages, patent, copyright, trademark and general business expert witness, accounting forensics investigator, fraud examiner, and performs financial control risk assessments. He is a world leading authority on royalty and contract auditing where he and his teams have conducted more than 1,500 such examinations.

Mr. Blum has served as a damages expert witness for over a decade in business and personal injury litigation matters from simple to more than \$100 million complex litigations. He performs financial, accounting, intellectual property, economic, fraud, and business damage calculates.

Damages expert witness experience includes such areas as royalty disputes & royalty audits, breach of contract, entertainment (motion picture, TV, music, advertising), oil & gas, manufacturing, consumer products, Lanham Act, patent disputes, false advertising, trademark infringement, patent infringement, copyright infringement, unfair competition, construction and real estate, energy, business interruption, partnership disputes, professional malpractice, fraud and misrepresentations, trusts and estates, bad faith, wrongful termination, personal injury, and product liability. He has testified for matters in U.S. District Court, Superior Court, USITC, arbitrations and depositions.

Mr. Blum wrote the contract and royalty audit methodologies for both Ernst & Young and KPMG. He has experience performing the following types of contract compliance audits: royalty, franchisee audits, operational audits, construction, motion picture, video games & TV participation, residual, statutory payments, most-favored-nation, oil & gas royalties, publishing, labor, digital distribution, reseller & distribution, time & material, vendor and supplier. He also testifies on professional competence related to contract and royalty audits.

Mr. Blum's two books published by Oxford University Press and LexisNexis on financial terms in contracts are leading sources of valuable information for attorneys and contract negotiators. He has also made numerous presentations to law firms, professional groups, universities, and others regarding contract compliance and auditing.

Mr. Blum's 28 years of experience prior to joining SRR includes Chief Audit Officer at Beats Electronics, approximately nine years as an accounting firm Partner including five as a Big 4 Partner, and in-house experience with Fortune 50 companies Occidental Petroleum, Unocal, and the Walt Disney Company where he was a member of the internal audit departments. While with Ernst & Young, he led fraud and forensic investigations nationally for their internal audit practice.

Mr. Blum was named Certified Fraud Examiner of the Year in 2012 by the 70,000 member Association of Certified Fraud Examiners.

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Testimony Experience, Expert Reports, and Affidavits

Trial Testimony – On behalf of Plaintiff in \$200 million intellectual property suit for rail transportation technology between a U.S. Fortune 50 company and a top European company

Trial/Arbitration Testimony – On behalf of Plaintiffs in case regarding inappropriate disbursement of tips to managers instead of employees

Partnership dispute – On behalf of Defendant in PVD Coatings vs. Neville

Trial Testimony – On behalf of Plaintiff Donald Kushner, Charlize Theron, Christian Ricci et al vs. Media 8

On behalf of Plaintiff in Cardenas vs. Mulligan, et. al.

Trial/Arbitration Testimony – On behalf of Plaintiff in wrongful termination related to leading sitcom director against a major Hollywood studio

On behalf of Plaintiff in suit regarding failure of accountant to make findings from a royalty audit

Expert Report/Affidavit – Film distribution breach of contract

Public Record

On behalf of Defendant in Advanced Developing Holdings vs. Brea Canyon Oil, California Superior Court

On behalf of Plaintiff in Berg-Nelson Company vs. Advanced Sealing & Supply, Chevron, California Superior Court

On behalf of Plaintiff in Tawney Kitaen vs. Phil Cyburt, California Superior Court

On behalf of Plaintiff in Class action vs. Triad Holding Company (Adnan Khashoggi), California Superior Court

On behalf of Plaintiff in Challenge to report of trustees: Dispute over trustee operations of valuable Napa Valley properties. Estate Margaret Cairns

Expert Report – On behalf of Defendant in LA Printex Industries vs. J.C. Penney Company, Ross Stores, Kellwood Company, et. el., U.S. District Court

Expert Report – On behalf of Defendant in LA Printex Industries vs. Alarmax Holdings, LLC, et. al., U.S. District Court



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Testimony Experience, Expert Reports, and Affidavits (con't)

Public Record

Trial Testimony – On behalf of Defendant in LA Printex Industries vs. William Carter Co., et. al., U.S. District Court – Central District of California

Trial Testimony – On behalf of Plaintiff in Circa vs. Frank Gehry, Superior Court of California – Los Angeles County

On behalf of Defendant in Heller vs. Blanchard, Superior Court of California

Expert Report – On behalf of Defendant in Wham-O vs. Manley Toys: Patent infringement, U.S. District Court – Central District of California

On behalf of Defendant in Westdale Holdings, LLC and Parham “Paul Soroudi” vs. Hochman, Linda Associates, Henry Shalom, et. al., Superior Court of California – Los Angeles County

On behalf of Defendant in Aviva Sports, Inc. vs. Fingerhut Direct Marketing, Inc; Menard, Inc.; Kmart Corporation; Wal-Mart Stores, Inc.; and Manley Toys, Ltd., U.S. District Court – Minnesota

On behalf of Defendant in MPEG LA vs. Nero, Superior Court of California – County of Los Angeles

On behalf of Defendant in Kosmos Pappas DDS, AB Dental vs. Terri Lynne Petring Superior Court of California – County of Orange

On behalf of Plaintiff in Jacks vs. Chevron, U.S. District Court – Northern California

On behalf of Plaintiff in Sam Moore vs. MGM Studios, Weinstein Company, Concord Music Group, et. al., U.S. District Court – Tennessee

On behalf of Defendant in Gary Legator vs. Nordstrom, Fortune Swimwear U.S. District Court – Central District of California, Western Division

On behalf of Defendant in Cities of Cerritos, Signal Hill & Downey vs. Water Replenishment District of Southern California, Superior Court of California – County of Los Angeles

On behalf of Defendant in Karen Forman vs. Krengel Spamer Vance LLC; dba Domain Talent Agency, Superior Court of California – County of Los Angeles

On behalf of Plaintiff in Andrew Wilder vs. Gold’s Gym North Hollywood, Superior Court of California – County of Los Angeles

On behalf of Petitioner in Schofield vs. Cook, Superior Court of California – County of Orange



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On behalf of Defendant in Traxxas, LP vs. Feld Motor Sports, Inc., U.S. District Court for the Eastern District of Texas, Sherman Division

On behalf of Plaintiff in Oribe Canales vs. Tevya Finger et al., Supreme Court of the State of New York – County of New York

On behalf of Plaintiff in Robert Shibuya vs. UGL Limited, DTZ, Inc., U.S. District Court, Central District of California

On behalf of Plaintiff in MBC, SBS and KBS et al vs. Create New Technology (HK) Co. Ltd, U.S. District Court , Central District of California

On behalf of Respondent in Section 337 of the Tariff Act of 1930 in Converse, Inc. vs. Highline United, et al, US International Trade Commission

On behalf of Plaintiff and Respondent in California Expanded Metal Products Co., vs. ClarkWestern Dietrich, BlazeFrame, et al, U.S. District Court , Central District of California

On behalf of Defendant in E.I. Du Pont De Nemours and Company vs. Medtronic Vascular, Inc., Superior Court of the State of Delaware

On behalf of Plaintiff Infringement in Carsar, LLC & Aspen Medical Products vs. DeRoyal Industries, Inc., U.S. District Court, Central District of California

Papers, Publications and Presentations:

Books

License, Royalty & Revenue Agreements: Drafting, Monitoring and Auditing – Lexus Nexus, 2013

Financial Elements of Contracts: Drafting, Monitoring and Compliance Audits – Oxford University Press, 2010

Articles

"Challenges in Global Licensee Monitoring," *BEL Magazine*

"Drafting Agreement Tips," *The Licensing Journal*

"Effective Licensee Monitoring," *Intellectual Asset Management Magazine*

"Challenges in Global Licensee Monitoring," *Global License! Magazine*

"Dealing with IP Licensees Around the World," *IP Law 360*



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"Tips for Developing Effective Licensee Monitoring," IP Law 360

"Challenges in Global Licensing Monitoring." *BEL: Brand Extensions & Licensing Worldwide Magazine*

"Drafting Agreement Tips – Common Mistakes in Defining Net Sales in a Royalty Agreement," *The Licensing Journal*

"Under Reporting Royalties by Licensees is More The Rule, Not the Exception," *The Licensing Journal*