



Gregory J. Urbanchuk, MSc., CVA | Curriculum Vitae

Overview

Gregory J. Urbanchuk is a Principal in the Forensics, Litigation, and Valuation Group at Grassi, where he leads the firm's Intellectual Property Services. He has over twenty years of experience providing forensic, dispute, valuation, and intellectual property consulting services in the United States, the United Kingdom, and Europe. Previously, Mr. Urbanchuk worked for boutique, regional, and national consulting firms, including Deloitte LLP in London.

Mr. Urbanchuk serves as an expert witness in complex commercial litigation in the areas of intellectual property, commercial damages, and valuation. He has evaluated damages and testified in cases claiming patent, trademark, and copyright infringement, the misappropriation of trade secrets, and breach of contract. Mr. Urbanchuk has significant experience analyzing damages using lost profits, reasonable royalty, and disgorgement theories of recovery. He has also testified on the value of intellectual property and businesses in shareholder, acquisition, and bankruptcy disputes. Mr. Urbanchuk has qualified and testified as an expert witness in federal and state courts in the United States.

Outside of litigation, Mr. Urbanchuk values public and privately held businesses and intellectual property in connection with mergers and acquisitions, financial reporting, taxation, and estate planning. He has significant expertise in the valuation of intellectual property, including patents, trademarks, copyrights, trade secrets, brands, license agreements, software, and customer and vendor relationships, among others. Mr. Urbanchuk has provided valuation services in numerous industries such as life sciences, healthcare, technology, consumer, manufacturing, and financial services.

His writing has appeared in numerous publications such as the *Oxford Journal of Intellectual Property Law and Practice*, *les Nouvelles*, the *International Company and Commercial Law Review*, the *Computer & Internet Lawyer*, and *Intellectual Property Litigation*, among others.

Education

Saint Joseph's University, B.S. in Accounting

University of London – Birkbeck College, Post Graduate Certificate in Economics

University of London – Birkbeck College, MSc. By Research (Distinction) in International Business.

Accreditation

Certified Valuation Analyst, National Association of Certified Valuators and Analysts

FINRA Dispute Resolution Arbitrator

Testimony History

OS-New Horizon Personal Computing Solutions Ltd. v. Samsung Electronics Co., Ltd. and Samsung Electronics America, Inc., United States District Court for the Eastern District of Texas, Marshall Division, Case No. 2:24-cv-00634: deposition testimony (2026).

Sterling Computers Corporation v. International Business Machines Corporation, United States District Court for the District of South Dakota, Case No. 4:23-cv-4150: deposition testimony (2026).

Middleman v. LifeSci Communications, LLC, National Arbitration and Mediation: arbitration testimony (2025).

Internet Connectivity Group, Inc. v. Kevin B. Howard, Kurtis Van Horn, Jr., Douglas Manchester, Cloverleaf Media, LLC, and Manchester Financial Group, L.P., Superior Court of the State of California for the County of Orange, Case No. 30-2016-00861757-CU-BT-CXC: trial testimony (2024).

Harbor Business Compliance Corporation v. Firstbase.IO, Inc., United States District Court for the Eastern District of Pennsylvania, Case No. 5:23-cv-00802: trial testimony (2024).

Internet Connectivity Group, Inc. v. Kevin B. Howard, Kurtis Van Horn, Jr., Douglas Manchester, Cloverleaf Media, LLC, and Manchester Financial Group, L.P., Superior Court of the State of California for the County of Orange, Case No. 30-2016-00861757-CU-BT-CXC: deposition testimony (2024).

Novel Drug Solutions, LLC, and Eye Care Northwest, P.A. v. Harrow Health, Inc., United States District Court for the District of Delaware, Case No. 1:18-cv-00539-MN: trial testimony (2021).

Genuine Enabling Technology LLC v. Sony Corporation and Sony Interactive Entertainment LLC, United States District Court for the District of Delaware, Case No. 1:17-cv-00135-MSG: deposition testimony (2021).

Jodi Schwendimann, Cooler Concepts, Inc., and NuCoat, Inc. v. Winthrop & Weinstine, P.A., David A. Davenport, and William A. McNab, American Arbitration Association: arbitration testimony (2021).

Bobcar Media, LLC v. Aardvark Event Logistics, Inc., United States District Court for the Southern District of New York, Case No. 1:16-cv-00885: deposition testimony (2019).

IOENGINE, LLC v. Imation Corp., United States District Court for the District of Delaware, Case No. 1:14-CV-01572-GMS: trial testimony (2017).

IOENGINE, LLC v. Imation Corp., United States District Court for the District of Delaware, Case No. 1:14-CV-01572-GMS: deposition (2016).

Harvey H. Jay, M.D. v. Spectrum Brands Holdings, Inc., Spectrum Brands, Inc., and Shaser, Inc., United States District Court for the Southern District of New York, Case No. 1:13-CV-08137-LTS: deposition testimony (2016).

Asetek Holdings, Inc. and Asetek A/S v. CoolIT Systems, Inc., United States District Court for the Northern District of California (San Francisco Division), Case No. 3:12-CV-04498-EMC: deposition testimony (2014).

Recreational Data Services, LLC v. Trimble Navigation Limited, Cabela's Incorporated, AT&T Mobility, LLC and Alascom, Inc., Superior Court for the State of Alaska, Third Judicial District (Anchorage), Case No. 3AN-11-10519 CI: deposition testimony (2014).

FenF, LLC v. Taylor Gifts, Inc., United States District Court for the Eastern District of Michigan, Case No. 2:10-CV-14351: deposition testimony (2013).

Tax-Right, LLC v. SICPA Product Security LLC, United States District Court for the Eastern District of Virginia, Case No. 3:12-cv-657-REP: deposition testimony (2013).

Unbreakable Nation Co., United States Bankruptcy Court for the Eastern District of Pennsylvania, Bankruptcy No. 09-10131: hearing testimony (2010).

Square D Company v. Breakers Unlimited, Inc., United States District Court for the Southern District of Indiana, Case No. 1:07-CV-806-WTL-JMS: trial testimony (2009).

Electroplating Technologies, Ltd. v. HH Sumco, Inc., Pennsylvania Court of Common Pleas in Lehigh County, Case No. 2005-C-1979: trial testimony (2009).

Square D Company v. Breakers Unlimited, Inc., United States District Court for the Southern District of Indiana, Case No. 1:07-CV-806-WTL-JMS: deposition testimony (2008).

Ronna Lugosch v. James Avery Craftsman, Inc., United States District Court for the District of Maine, Case No. 07-CV-105-P-H: deposition testimony (2008).

Frederick Cohen, Trustee of the Estate of JRA 222, Inc. d/b/a Credit Card Center v. Salvatore Garofalo, United States Bankruptcy Court for the Eastern District of Pennsylvania, Bankruptcy No. 01-18495, Adversary No. 06-64: deposition testimony (2007).

Publications

"A Primer on Patent Damages." *IP Litigator* (2024). Co-Author.

"Licensing Disputes and Insolvency in the United States and United Kingdom." *International Company and Commercial Law Review* (2011). Co-Author.

"The Role of the Expert Witness: The European Perspective." *National Litigation Consultants' Review* (2010). Co-Author.

"Licensing Disputes and Insolvency in the United States and United Kingdom." *Intellectual Property Litigation* (2010). Co-Author.

"Survey of Patent Damages: The European Perspective." *Derechos Intelectuales Asociación Interamericana de la Propiedad Intelectual* (2010). Co-Author.

"Rules Governing Experts: The European Perspective." *Expert Witnesses* (2010 Annual Review). Co-Author.

"Patent Damages: The European Landscape." *Journal of Intellectual Property Law and Practice* (2008). Co-Author.

"Patent Damages: The European Landscape." *Intellectual Property Litigation* (2008). Co-Author.

"The Role of Intellectual Property in Distressed Companies." *Eckert Seamans Legal Update* (2007). Co-Author.

"Newton and Fraud: What Goes Up Must Come Down." *ABF Journal* (2007). Co-Author.

"IP May be a Tonic for Distressed Companies." *Genetic Engineering & Biotechnology News* (2007). Co-Author.

"EU Intellectual Property Enforcement Directive – Devil in the Detail." *The Barrister* (2007). Author.

"Financial Considerations in Intellectual Property Licensing Transactions." *The Computer & Internet Lawyer* (2006). Co-Author.

"Financial Considerations in International Intellectual Property Licensing Transactions." *les Nouvelles* (2006). Co-Author.

"Financial Considerations in International Intellectual Property Licensing Transactions." *The International Lawyer* (2006). Co-Author.

"The Globalisation of Forensic Intellectual Property Experts." *The Barrister* (2006). Co-Author.

"Price Erosion in Patent Damages." *The Barrister* (2005). Co-Author.

"Reasonable Royalties in the Absence of Comparable Licensing Transactions." *The Barrister* (2004). Co-Author.

"Lessons from an English Woolf: Expert Practices Compared." *American Bar Association Section of IP Law Summer IPL Conference Paper* (2004). Co-Author.

"We Have Fraud! Now What?" *SBN Magazine* (2001). Co-Author.

Presentations

"A Primer on Patent Damages." *LawPracticeCLE* (2023).

"Why 'Honest' People Do Bad Stuff." Federal Bar Association and mylawCLE, Webinar (2023). Panelist.

"Red Flags in Due Diligence: Financial Statement Fraud, and the Importance of Due Diligence in Business Acquisitions." Federal Bar Association and mylawCLE, Webinar (2023). Panelist.

"Deposing the Financial Expert." Federal Bar Association and mylawCLE, Webinar (2023). Panelist.

"Working with Financial Professionals." Federal Bar Association and mylawCLE, Webinar (2023). Panelist.

"Connecting the Dots: A Discussion of Causation." Federal Bar Association and mylawCLE, Webinar (2023). Panelist.

"A Trio of Valuation Vignettes: Valuation in a Hot Market." The Alliance of M&A Advisors, Philadelphia, PA (2016).

"IP Strategy for Early Stage Companies: U.S. Legal & Economic Perspective." Stevenage Bioscience Catalyst, Stevenage, United Kingdom (2014).

"What do Succession/Wealth Planning & NBA Basketball Have in Common?" White & Williams LLP, Philadelphia, PA (2014).

"Patent Business Landscape: Creative Strategies for Monetizing a Client's Patent Portfolio." Pennsylvania Bar Institute 7th Annual Intellectual Property Law Institute, Philadelphia, PA (2013).

"Navigating Through Financial Downturns." Iacocca Institute – Global Village Program Lehigh University – Office of International Affairs, Bethlehem, PA (2011).

"Compliance Effectiveness." The Association of Healthcare Internal Auditors Philadelphia Area Audit Directors Roundtable, Lancaster, PA (2011).

"Patent Damages & Entire Market Value Rule." American Bar Association – Section of Litigation Intellectual Property Roundtable, Wilmington, DE (2010).

"Practice Management with the Experts." Pennsylvania Institute of Certified Public Accountants Forensic & Litigation Services Conference, King of Prussia, PA (2010).

"The Ponzi Puzzle: The Anatomy of the Ponzi Scheme and the Role of Bankruptcy." Association of Government Accountants, Philadelphia, PA (2008).

"Financial Considerations in International Licensing Transactions." Licensing Executives Society – Annual Meeting, New York, NY (2006).

"IP Damages: The Global Landscape." Taylor Wessing LLP, London, UK (2006).

"Wild World of Intellectual Property Damages." Volpe and Koenig P.C., Philadelphia, PA (2006).

"Lessons from an English Woolf: Expert Practices Compared." American Bar Association Section of Intellectual Property Law Summer IPL Conference, Toronto, Canada (2004).

"Forensic Accounting." Association of Government Accounting, Philadelphia, PA (2002).

"Accounting for Troubled Businesses – Practical Tips." Pennsylvania Institute of Certified Public Accountants, Valley Forge, PA (2001).