



# Department of Defense Intellectual Property Forum 2023

## **Greg Campanella**

*Lead, Management Consulting and Valuation practices of Ocean Tomo, a Part of JS Held*



Greg Campanella leads the Management Consulting and Valuation practices of Ocean Tomo, a Part of JS Held. Ocean Tomo is an Intellectual Capital Merchant Banc™ firm, providing industry leading financial products and services related to intellectual property including financial expert testimony, valuation, strategy consulting, patent analytics, investment management and transaction brokerage. Ocean Tomo assists clients – corporations, law firms, governments, and institutional investors – in realizing Intellectual Capital Equity® value broadly defined. Subsidiaries of Ocean Tomo include Ocean Tomo Investment Group, LLC, a registered broker dealer, and Ocean Tomo International (HK) Ltd.

Greg has been providing strategy, valuation, and transaction advisory assistance to public and private companies for more than 20 years; and during that time, he has performed hundreds of analyses in a wide range of industries including energy, clean-tech, computer technology, software, life science, healthcare, aerospace and defense, media and entertainment, gaming, manufacturing, and real estate.

Greg's analyses have been used to support IP monetization, M&A, divestitures, bankruptcy & restructuring, IP licensing, JV formation, litigation, financial reporting, litigation and tax matters.

Greg's valuation experience includes significant experience with the valuation of intangible assets including patented and unpatented technology, software, brands, data customer lists, customer contracts, covenants not to compete and other intellectual property assets.

Greg's experience also includes public and private company transaction advisory where his experience includes buy and sell-side transaction support for technology, software, healthcare, media and entertainment, and gaming companies.

Before joining Ocean Tomo, Greg led various regional practices at firms like Ernst & Young, Grant Thornton, Alvarez & Marsal, and Navigant Capital Advisors.

Greg earned his bachelor's degree in quantitative economics from the University of California, San Diego, his Juris Doctor from Loyola University of Chicago and a master's degree in business administration with concentrations in accounting and finance from the University of Southern California.

Mr. Campanella is a Certified Licensing Professional, a member of the Intellectual Property Owners (IPO) and the Illinois Technology Association (ITA).

### **EDUCATION**

University of Southern California  
Graduate School of Business  
Master of Business Administration – Finance & Accounting



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Loyola University  
Chicago School of Law  
Juris Doctor – Corporate & Securities Law  
University of California, San Diego  
Revelle College  
Bachelor of Arts - Economics

## **EXPERIENCE**

Practice Leader, Managing Director, Ocean Tomo, LLC, 2017 - Present  
Midwest Practice Leader, Managing Director, Grant Thornton LLP, 2015 - 2016  
Managing Director, Alvarez & Marsal, LLC, 2012 - 2015  
Managing Director, Navigant Capital Advisors, 2011 - 2012  
Senior Manager, Ernst & Young Transaction Advisory Services, 2005 - 2010  
Director, Corporate Development, Ameristar Casinos 2004 - 2005 Senior Manager, Manager, Senior Analyst, Ernst & Young, 1998 – 2004 Co-Founder, American Internet Connection, 1995-1997

## **EXPERT**

In re: Chinos Holdings, Inc., et al, and Debtors

## **TESTIMONY**

Case No. 20-32181-KLP  
United States Bankruptcy Court for the Eastern District of Virginia, Richmond Division Deposition  
Testimony  
Western Digital Corporation and Subsidiaries, et al v. Commissioner of Internal Revenue Docket Nos. 18984-18, 4818-19  
United States Tax Court Deposition Testimony Page 3  
Fisker, Inc., et al v. Dr. Fabio Albano AAA Case No. 1-20-0015-1304  
Arbitration Testimony  
Toll Brothers, Inc., etc. et al v. Ace American Insurance Company, etc., et al Case No. 30202001152770CUICCJC  
Superior Court of the State of California Deposition Testimony  
Amarussein Investments Luxembourg S.a.r.L. v. Signet Jewelers Brands Limited AAA Case No. 01-21-0003-7300  
Arbitration Testimony  
HControl Holdings LLC et al v. Antin Infrastructure Partners S.A.S et al  
C.A. No. 2023-0283-KSJM  
Court of Chancery of the State of Delaware Deposition and Trial Testimony

## **PUBLICATIONS**

“Corporate Borrower: COVID-19 and Business Loan Foreclosure,” *Ocean Tomo White Paper*, March 2020.  
“Accounting for Assets and Liabilities Post Bankruptcy,” *Ocean Tomo White Paper*, March 2020.  
“IP Value in Corporate Restructuring,” *Ocean Tomo White Paper*, June 2020.  
“Data Assets the Gold of the New Economy,” *Ocean Tomo White Paper*, February 2022.  
“Trade Secrets Reasonable Measures,” *Ocean Tomo White Paper*, September 2022.  
“Perfecting Security Interest in Patents,” *Ocean Tomo White Paper*, February 2023.