

# BERO

The BERO Group



## Richard F. Bero, CPA, CVA

### Managing Director

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Rick Bero is the Managing Director of The BERO Group, a division of Corporate Financial Advisors, LLC which specializes in litigation and valuation services. Rick is a Certified Public Accountant (CPA) and a Certified Valuation Analyst (CVA).

Rick has provided accounting and financial consulting services and expert testimony pertaining to valuation and economic damages issues with an emphasis on intellectual property for more than 20 years. Rick's intellectual property valuation and quantification experience includes utility and design patents, trademarks, copyrights, trade dress and trade secrets. Rick has served as an expert in intellectual property litigations concerning a wide range of technologies including, pharmaceutical, medical imaging, medical devices, construction and heavy equipment, automotive, consumer products and many others. Rick has presented, instructed and written articles on topics including intangible assets, intellectual property damages, working with experts and various accounting issues.

Rick has testified as an expert more than 100 times in trials, depositions, arbitrations and other hearings. Rick has testified in federal courts across the country and has been named an expert in almost 30 states.

Prior to co-founding Corporate Financial Advisors, LLC in 1995, Rick was the Wisconsin Practice Leader for Coopers & Lybrand's National Litigation & Claims Services practice. Prior to joining Coopers & Lybrand, Rick was an executive consultant with Peterson Consulting in Chicago and Milwaukee.

Rick received his BBA in Accounting and Finance from the University of Wisconsin. Rick has developed and taught the intellectual property valuation and damages course for the National Association of Certified Valuation Analysts and is also a former instructor for an international CPA review course.

Rick is active in community affairs and in numerous professional organizations, including:

- Licensing Executive Society (co-chair of the Wisconsin chapter, 2006-2008)
- Intellectual Property Owners Association (Damages Committee Member, 2004 – present)
- National Association of Certified Valuation Analysts (Intellectual Property Instructor, 2005 - present)
- Wisconsin Institute of Certified Public Accountants (Board Member, 2000 – 2002)
- American Institute of Certified Public Accountants