

LLOYD NIRENBERG, PH.D.

REPRESENTATIVE INNOVATIONS AND ACHIEVEMENTS

Valuation of IP, Strategy, Mergers, Acquisitions and Joint Ventures

As a consultant with SBVC

- Valued a patent portfolio for certain key aspects of WiFi chip design and helped the client successfully negotiate the final sale.
- Advised several clients whose business is licensing semiconductor designs about optimum pricing structures
- Supported a client (publicly held firm) to negotiate a strategic partnership with a multibillion dollar publicly held chip firm and provided them on-going strategy development
- Advised a publicly traded firm on overall transformation of strategy from an IP-only business to a product-centric business.
- Advised a firm on risk reduction in the development of their 3G cellular product

At National Semiconductor, Director Wireless Strategic Marketing and Director Business Development

- Led \$122 million ComCore acquisition team of over 20 members. Created strategy, wrote justification
- Negotiated and closed the multimillion-dollar license deal for the ARM7 synthesizable microcontroller core.
- Negotiated and closed the deal for the multimillion dollar Gulbransen Technology acquisition.
- Evaluated over 35 acquisition and licensing deals in addition to numerous strategic partnership deals.

Financial Engineering

- Proposed and implemented a proprietary financial model for valuing Intellectual Property (IP). The model applies "real options" contingent cash flow analysis to compute how the IP contract terms drive future product design decisions that affect IP reuse.
- Use of real options for technology licensing has now become widespread in the semiconductor industry.

Technology

- Published eight IEEE papers in communications theory, signal processing and multiple access systems.
- Presented technical papers at numerous IEEE conferences

PROFESSIONAL PRESENTATIONS (PARTIAL LIST)

- November 2004, Wireless Communications Alliance –Moderator for “Who is profiting in Broadband Wireless?”
- October 2004, Israeli-U.S.A. Special Interest Group on Wireless – Invited speaker on WiMax and WiFi economics
- May 1999, System on a Chip Summit, Scottsdale, AZ – Invited Speaker ; Conducted Strategic Scenario Planning Workshop
- March 1999, Licensing Executives Society, Napa, CA – Invited Speaker
- March 1999, EETimes, IP99, Santa Clara, CA – Invited Panelist
- March 1999, Stanford University Invitational Working Group on IP, Stanford, CA – Invited Panelist

EDUCATION

- Ph. D. (EE), University of California, Los Angeles, CA
- MS (EE), University of California, Los Angeles, CA
- BS (EE), BSE (Math), University of Michigan, Ann Arbor, MI

PUBLICATIONS (PARTIAL LIST)

- “Innovations in IP Valuation and Transaction Structuring”, Silicon Strategies Magazine, January, 1999
- "The Autocorrelation Function of the Output of an N-Level Quantizer with an Angle-Modulated Input Signal", IEEE Transactions on Communications, vol. 25, no. 6, June 1977 pp. 621-627
- "Low SNR Digital Communication over Certain Additive Non-Gaussian Channels", IEEE Transactions on Communications, vol. 23, no. 3, March 1975 pp. 332-341

- "Parameter Estimation for an Adaptive Instrumentation of Hall's Optimum Receiver for Digital Signals in Impulse Noise", IEEE Transactions on Communications, vol. 22, no. 6, June 1974 pp. 798-802

CONTACT INFORMATION

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