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Alexander Poltorak is the founder, chairman and chief executive officer (CEO) of General Patent Corporation (GPC), a leading IP firm focusing on IP strategy and valuation, and IP licensing and enforcement, the oldest such firm in the United States. He also serves as the managing director of IP Holdings LLC, an IP-centric merchant banking boutique providing IP-related financial, brokerage and advisory services, and operating an idea incubator.

Mr Poltorak is a Certified Licensing Professional. In his more than 25 years of working in the field of intellectual property and technology licensing, he negotiated hundreds of patent licence agreements and managed close to 100 patent infringement lawsuits.

Dr Poltorak co-authored two books, *Essentials of Intellectual Property* (John Wiley & Sons 2002) and *Essentials of Licensing Intellectual Property* (John Wiley & Sons 2004). He contributed numerous articles on IP strategy, law and economics and is a frequent speaker on these topics. Dr Poltorak developed a patent valuation methodology, which he published in a series of papers in *Patent Strategy & Management* (2004-2005). He was profiled by *The New York Times* and in a Japanese television documentary.

Prior to establishing GPC in 1987, Dr Poltorak was president and CEO of Rapitech Systems, Inc, a computer technology company that he founded in 1983 and took public in 1986. Before that, he served as assistant professor of biomathematics at Cornell University Medical College. He also served as assistant professor of physics at Touro College. Dr Poltorak has published numerous scientific papers. Dr Poltorak also taught business law as adjunct professor at the Globe Institute of Technology. He guest lectured on IP law and economics at the Columbia University School of Business and School of Engineering.

Dr Poltorak is also the founder and president of American Innovators for Patent Reform, a trade association that represents inventors and other stakeholders in the current debate over patent reform in the United States.

Dr Poltorak earned a graduate degree in theoretical physics – the equivalent of a PhD – from Kuban State University in Russia before emigrating to the United States in 1982.



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