



Serena Morones, CPA, ASA, ABV, CFE



Professional Experience

Serena Morones specializes in forensic accounting, damage analysis and business valuation. She has helped lead numerous large and complex litigation cases to financial resolution through settlement or expert testimony. Multiple parties to a matter will hire Ms. Morones as an independent expert to assist them in settling valuation or economic disputes. She serves as a frequent guest lecturer for legal CLEs and at several Oregon universities on topics of valuation, damages and forensic accounting. Ms. Morones has practiced through her own firm since 2002 and began her forensic accounting/valuation specialty in 1996.

Professional Credentials and Education

- Certified Public Accountant, Oregon
- Accredited Senior Appraiser (ASA) in Business Valuation, American Society of Appraisers
- Accredited in Business Valuation (ABV), American Institute of Certified Public Accountants
- Certified Fraud Examiner (CFE), American Association of Certified Fraud Examiners
- Master of Taxation, Portland State University
- Bachelor of Arts in Accounting, Cum Laude, University of Oregon

Services Provided

- Economic loss analysis for litigation
- Fraud and forensic accounting investigations
- Analysis of intellectual property or Lanham Act damages
- Business valuation for litigation, buy-sell transactions, estate planning
- Jointly hired expert to resolve business valuation or financial disputes

Publications

- Serena Morones, Alina Niculita, Paul Heidt, Synergistic Values in the Organic and Natural Foods Industry,” Financial Valuation and Litigation Expert, Issue 71, Feb/March, 2018
- Serena Morones, “Financial Resolution of Partnership Disputes.” Oregon State Bar Debtor-Creditor Newsletter, Fall 2014
- Serena Morones, “What It’s Worth,” ACQ Magazine, July 2010
- Serena Morones, “Buzz Abounds on Markets for Trading Startup Shares,” Portland Business Journal, July 16, 2010
- Serena Morones, “Proving the Top Line: Supporting Lost Sales in a Lost Profits Case,” CPA Expert, a publication of the AICPA, Summer 2004
- Serena Morones, “Exclusive Autograph Deals: What Value to the Athlete and Their Fans?,” Entertainment and Sports Lawyer, a publication of the American Bar Association, Volume 22 Number 1, Spring 2004
- Serena Morones, “Athlete Signature Lines: Maximizing Endorsement Value for the Professional Athlete,” Entertainment and Sports Lawyer, ABA Volume 21 Number 3, Fall 200



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Selected Litigation Case History

- Ameranth v. Starbucks, 2018
- Columbia Sportswear v Seirus Innovative Accessories, 2017
- Reser's Fine Foods v. Bob Evans Farms, 2015-2016.
- Multi-entity family farming operation, accounting dispute, 2015.
- Boyd Coffee v. Miller Nash, 2015
- Douglas Ossanna v. Nike, 2014
- Tobacco Master Settlement Agreement 2003 NPM Adjustment Proceedings for the State of Oregon; 2013
- FLIR v. Fluke 2012
- Dr. Bott LLC and Eric Prentice v. Roderich Bott 2012
- Leatherman Tool Group v. Coast Cutlery Co. 2012
- Jessica Schlesigner v. Barry Schlesigner, et al 2011-2012.
- Sikh Dharma International et al v. Kartar et al, 2011
- Evergreen Helicopters v. Erickson Air-Crane, 2011
- Doe v. Boy Scouts of America 2010
- City of Albany v. SVC, Inc. (PepsiCo) 2010
- Sunwest Investors v. Davis Wright Tremaine, LLP 2009
- Synetic Funds v. Craig Berkman and Arthur Andersen, 2008
- State of Oregon v. Lyle Mann, 2007
- McWilliams v. Portland Public Schools, 2006
- Fred Fields v. The Coe Manufacturing Company and Three Cities Research, 2005
- Various Class Actions v. Hollywood Entertainment, 2004
- Ochoco Lumber v. US Bank, 2003-2004
- Judith Belushi Pisano v. The House of Blues and Dan Aykroyd, 2002
- Professional Athlete v. Corporation, 2001
- Rentrak v. Hollywood entertainment, 1999-2000
- Oregon Public Employees Retirement Board v. Simat, Helliesen & Eichner, et al (Pamcorp) 1997-1998

Selected Business Valuations

- Manufacturer of organic ice cream, revenues \$60 million.
- Manufacturer of natural foods and tea, revenues \$90 million
- Regional grocery chain, revenues \$450 million
- Local grocery chain, revenues \$40 million
- Steel fabricator, revenues \$90 million
- Mill equipment manufacturer, revenues \$60 million
- Wholesale lumber distributor, revenues \$80 million
- Various medical practices revenues \$5-\$10 million
- Partnerships, including capital account analysis
- Hotel and family restaurant, revenues \$600,000
- Dog grooming business, revenues \$200,000
- Single family home builders
- Professional service firms, including engineering, advertising, architectural, real estate brokerage, insurance agencies
- Agricultural nursery
- Development stage companies, zero revenues
- Notes receivable
- Fractional interests in real estate or tenants in common

Professional Associations

- Oregon Society of Certified Public Accountants
- American Institute of Certified Public Accountants
- American Society of Appraisers
- Association of Certified Fraud Examiners
- Licensing Executive Society

Charitable

- Board Member, Portland Business Luncheons
- Past Board Member, Open Arms International
- Speak Africa, LLC, language learning company supporting humanitarian work.