



Brad Cashion is a Managing Director of The Mentor Group, Inc. He has extensive experience as a financial analyst of closely held companies, and financing of real estate and business assets. In addition, he has counseled many small and mid-sized public companies regarding fairness opinions, stock options for IPO's, and acquisitions. A particular expertise of Mr. Cashion is technology and intangible asset analysis, including valuations of patents, trademarks and valuations of in-process research & development for Telecommunications; Bio-Tech and Software

companies. Mr. Cashion has been instrumental in the consolidation of numerous E-Commerce and Social Media companies. Furthermore, he has consulted on various Buy-out transactions of minority interests and advised management teams on the stock swap ratios in business combinations. He has worked closely with many clients on establishing the strike price for incentive stock options and valuing the options. He has performed numerous valuation engagements for Internal Revenue Code 409A. He also has experience in the entertainment industry, including valuations of music catalogs, literary copyrights, film libraries, publicity rights, personal goodwill and the persona of well-known entertainment personalities. Mr. Cashion specializes in developing and implementing valuation models for estate and gift taxation; litigation; pre and post bankruptcy plans; tax agency negotiations; mergers and acquisitions; international tax issues; and IPO's. This includes minority shareholder buyouts. His clients span many industries. Mr. Cashion has been qualified as an expert witness and has testified on behalf of his clients. Another unique expertise is the valuation of life insurance policies, analyses for preferred dividend yields and valuing "carried interests" owned by partners in private equity funds. In addition, he is frequently engaged to value intangible assets for purchase price allocations ASC 805 (SFAS 141r) and for impairment testing ASC 305 (SFAS 142) and ASC 360 (SFAS 144). This includes valuations for fair value accounting under ASC 820 (SFAS 157) and valuations for stock options under ASC 718 (SFAS 123r).