

Animesh Giri

SENIOR ASSOCIATE | WASHINGTON DC

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Dr. Giri has over a decade of experience conducting economic, marketing, and financial analyses across a range of industries, including life sciences, technology, telecommunications, music, asset-backed securities, and financial services.

Dr. Giri's work focuses on consumer behavior and the application of economic, marketing, and survey evidence to antitrust, intellectual property (IP), and consumer protection matters. He has extensive experience designing, implementing, and analyzing consumer surveys to assess consumer perceptions, decision-making, purchase behavior, and related market outcomes. His work also examines issues involving branding, consumer confusion, and the factors that influence consumer choice and switching behavior. In addition, Dr. Giri has substantial experience in IP litigation in district courts and before the International Trade Commission (ITC), including analyses of reasonable royalties, lost profits, commercial success, and irreparable harm.

AREAS OF EXPERTISE

- Consumer Surveys & Consumer Behavior
- Antitrust & Competition
- Consumer Protection
- Intellectual Property

EDUCATION

- **Emory University**
PhD Economics
- **St. Lawrence University**
BA in Economics (honors)

PROFESSIONAL EXPERIENCE

- **The Brattle Group (2022–Present)**
Senior Associate (2022–Present)
- **Cornerstone Research (2015–2022)**
Senior Manager (2020–2022)
Manager (2018–2020)
Associate (2015–2018)

SELECTED CONSULTING EXPERIENCE

Consumer Surveys & Consumer Behavior

- Designing, implementing, and analyzing consumer surveys in antitrust, consumer protection, and intellectual property matters to assess consumer perceptions, decision-making, purchase factors, substitution, switching behavior, and related market outcomes.
- Designing experimental and reported-behavior surveys to evaluate consumer understanding of product claims, disclosures, restrictions, and other marketplace information.
- Evaluating and rebutting opposing survey evidence, including survey design, target-population selection, questionnaire wording, controls, and interpretation of survey results.
- Conducting survey analyses involving branding, consumer confusion, online advertising, mobile apps, and nutritional supplements.

Antitrust & Competition

- Applying survey and consumer-behavior evidence to questions involving substitution, switching costs, brand loyalty, and consumer choice in technology and digital markets.
- Analyzing industry structure, competitive dynamics, and the exchange of competitively sensitive information in agricultural markets, including the poultry and pork industries.
- Analyzing the historical development of the Blue Cross Blue Shield system, including its organizational structure, branding arrangements, and geographic restrictions, to inform the assessment of competitive effects in healthcare insurance markets.
- Analyzing the competitive effects of Visa’s merchant acceptance rules, including their implications for merchant bargaining power, issuer competition, and interchange fees in payment card markets.

Consumer Protection & Regulatory Matters

- Quantifying the value proposition of an online entity under investigation by the Federal Trade Commission (FTC).
- Developing and conducting content analysis to assess the digital media content of internet service providers.

Intellectual Property

- Assessing issues of irreparable harm to the maker of a biologic from the entry of an allegedly infringing biosimilar.
- Analyzing lost profits and reasonable royalties related to patent infringement for therapeutic drugs and other products.
- Assessing development costs and commercial success of pharmaceutical products as secondary considerations for non-obviousness of patents.
- Assessing public interest factors in regulatory investigations involving imported computer hardware products.

Other Economic & Damages Analysis

- Identifying and assessing the supply- and demand-side factors that contributed to the increased prescription and medical use of opioids in the US.
- Analyzing the economics of biopharma alliances.
- Modeling economic damages resulting from breaches of contract, including violations of a Most Favored Nations (MFN) agreement related to financial software.
- Estimating lost profits and damages in a breach of contract case in the photonics market.
- Analyzing the economics of incentives and risk allocations in supply-chain agreements.
- Analyzing issues of loss causation, economic damages, and due diligence in multiple cases involving residential mortgage-backed securities.
- Assessing claims of excessive fees in a case related to the Employee Retirement Income Security Act (ERISA).

ARTICLES & PUBLICATIONS

- Giri, Animesh, Jonathan Lee, Karen Gover, and Marie McKiernan. "One Rung Up the Ladder: How Products That Practice Prior Art Can Inform Lost Profits Calculations." *les Nouvelles*, June 2026. **Selected as the LESI *les Nouvelles* Article of the Month, July 2026;** available at: <https://lesi.org/article-of-the-month/one-rung-up-the-ladder-how-products-that-practice-prior-art-can-inform-lost-profits-calculations/>

- Giri, Animesh “The Wisdom of Crowds and Reliability of Surveys,” *WestLaw Today*, 20 April, 2026; available at: [https://today.westlaw.com/Document/I7f174c963cd511f19a7bcea95b8bc69b/View/FullText.html?transitionType=Default&contextData=\(sc.Default\)&VR=3.0&RS=cblt1.0](https://today.westlaw.com/Document/I7f174c963cd511f19a7bcea95b8bc69b/View/FullText.html?transitionType=Default&contextData=(sc.Default)&VR=3.0&RS=cblt1.0)
- “Synthetic Surveys as Early-Stage Analytical Tools for Survey Work in Litigation,” (with Hans Weemaes and James M. Sappenfield) *WestLaw Today*, 9 April, 2026; available at: [https://today.westlaw.com/Document/I34a34be3344911f19731b7d6cd8a584c/View/FullText.html?transitionType=Default&contextData=\(sc.Default\)&VR=3.0&RS=cblt1.0](https://today.westlaw.com/Document/I34a34be3344911f19731b7d6cd8a584c/View/FullText.html?transitionType=Default&contextData=(sc.Default)&VR=3.0&RS=cblt1.0)
- “‘Artificially Intelligent’ Economics of Fair Use.” (with Haris Tabakovic and Steve Herscovici) *IPWatchdog*, 26 June 2025; available at: <https://ipwatchdog.com/2025/06/26/artificially-intelligent-economics-fair-use/>
- “Trade Secret Disputes in a World Without Noncompetes: A Brief Exploration,” (with April Dang and Marie A. McKiernan) *Bus. L. Today*, October 2024; available at: <https://businesslawtoday.org/2024/10/trade-secret-disputes-in-a-world-without-noncompetes-a-brief-exploration/>.
- “Non-Competes and Their Potential Impact on Trade Secrets Cases,” (with April Dang and Marie A. McKiernan) ABA’s *Landslide Magazine*, September/October 2024; available at: https://www.americanbar.org/groups/intellectual_property_law/publications/landslide/2024-25/september-october/noncompetes-potential-impact-trade-secret-cases/
- “Use of Surveys in Lanham Act Cases” (with Steve Herscovici) ABA’s *Landslide Magazine*, September/October 2023; available at: https://www.americanbar.org/groups/intellectual_property_law/publications/landslide/2023-24/september-october/
- “Trade Secret Valuation in IP Disputes: Economics of Negative Information” (with Laurence Freed and Jacob Pastor) ABA’s *Business Law Today*, August 10, 2023; available at: <https://businesslawtoday.org/2023/08/trade-secret-valuation-in-ip-disputes-economics-of-negative-information/>
- “The Case For Quantifying the Impact of Dark Patterns”, (with Steve Herscovici and Anita Walsh), *Law360*, July 26, 2023; available at: <https://www.law360.com/articles/1703878>
- “Are Remittances Good for Your Health? Remittances and Nepal's National Healthcare Policy” (with Cynthia Bansak and Brian Chezum), *Eastern Economic Journal*, (2018).
- Giri, Animesh “From Refugee to Riches? An Analysis of Refugees' Wage Assimilation in the United States”, *International Migration Review*, (2016).

- “Remittances, School Quality, and Household Education Expenditures in Nepal,” (with Cynthia Bansak and Brian Chezum), *IZA Journal of Migration*, (2015).
- “Schooling Infrastructure and Educational Outcomes in Nepal,” (with Vinish Shrestha), *Himalayan Journal of Development and Democracy*, (2015).
- “Remittances, Work, and Household Welfare,” *Somaliland Poverty Assessment*, (2015).
- “The Potential of Early Childhood Education as a Successful Obesity Intervention,” (with D. Frisvold), *Obesity Interventions in Underserved US Populations: Evidence and Directions*, edited by Virginia Brennan, Shiriki Kumanyika, and Ruth Zambrana, Johns Hopkins University Press, (2014).

CURRENT RESEARCH

- “The Growing Role of Surveys in Antitrust Litigation,” (with Pablo Robles and April Dang)
- “Assessing Methods for Mitigating Social Desirability Bias in Surveys,” (with Wayne Hoyer and Natasha Abrol)
- “Survey Data Quality in the Age of AI” (with Josh Pasek, Steve Herscovici, and Haris Tabakovic)
- “Refugee Entrepreneurship in the United States: Evidence from the American Community Survey and Annual Survey of Refugees” (with Cynthia Bansak and Joseph Suharno), book chapter in progress

SPEAKING ENGAGEMENTS AND PRESENTATIONS

- Panelist, “Using and Challenging Surveys in Antitrust Cases,” American Bar Association Antitrust Law Section Webinar, September 23, 2026. Discussed survey methodology, the use of survey evidence in antitrust litigation, and methodological considerations in evaluating and challenging surveys.
- Moderator, “New Tools for Survey Analysis Using AI and Data Science,” American Association for Public Opinion Research (AAPOR) Annual Conference, 2026.

ACADEMIC HONORS AND FELLOWSHIPS

- Paper selected for presentation at SEA graduate student award sessions
- Graduate Student Research Award of Excellence (Emory University)

- Woodruff Fellowship (Emory University)
 - Ronald E McNair Fellowship (St. Lawrence University)
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LANGUAGES

- English (fluent)
- Nepali & Hindi (native)