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Dr. Cameron is an economist with 30 years of experience consulting to attorneys and companies involved in commercial litigation, regulatory proceedings, and other complex matters.

Her broad industry expertise includes pharmaceuticals, biologics, medical devices, health insurance, consumer products, motor vehicles, semiconductors, telecommunications, energy, and e-commerce. Dr. Cameron has worked on a wide array of intellectual property, competition, false advertising, and transfer pricing matters, and she has analyzed damages, liability, and requests for injunctive relief. In patent disputes, Dr. Cameron has testified on damages, injury, commercial success, and irreparable harm. She has also testified on energy matters before the Federal Energy Regulatory Commission (FERC) and state public utility commissions.

Prior to becoming a consultant, Dr. Cameron was a professor of economics at Carnegie Mellon University's Tepper School of Business, where she taught courses in microeconomic theory, regulation, and antitrust policy.

AREAS OF EXPERTISE

- Intellectual Property & Valuation
- Consumer Protection
- Competition & Regulatory Proceedings

EDUCATION

- **Stanford University**
PhD in Economics
- **Cornell University**
BSc in Business/Economics

EXPERT TESTIMONY

- ***In the Matter of Certain Dynamic Random Access Memory (DRAM) Devices Products Containing the Same, and Components Thereof*** | Inv. No 337-TA-1472 (for the Respondents) | Report on Public Interest (July 2026)
- ***In the Matter of Certain Glass Substrates for Liquid Crystal Displays, Products Containing the Same and Methods for Manufacturing the Same*** | Inv. No 337-TA-1413 (for the Respondents) | Report on Injury (Sept. 2025); Deposition (Sept. 2025); Testified at Evidentiary Hearing (Feb. 2026)
- ***In Re Lumify*** | Civ. No. 21-16766 (RK) (RLS) (CONSOLIDATED) | Declaration on Irreparable Harm and Bond (Jan. 2024); Deposition (Jan. 2024); Bench Trial (Jan. 2024)
- ***Teva Pharmaceuticals International GMBH and Teva Pharmaceuticals, USA, Inc. v. Eli Lilly and Company*** | Civ. No. 1:18-cv-12029-ADB | Declaration on Damages (Jan. 2023); Reply Declaration on Damages, (March 2023)
- ***Regeneron Pharmaceuticals, Inc. v. Novartis Pharma AG, Novartis Technology LLC, Novartis Pharmaceuticals Corporation (Regeneron v. Novartis)*** | IPR2021-00816 | ***and Novartis Pharma AG et al. v. Regeneron Pharmaceuticals, Inc.*** | Civ. No. 1:20-cv-00690-DNH-CFH | Declaration on Commercial Success (April 2022); Deposition (May 2022), Expert Report (July 2022)
- ***The University of Sydney et al. v. ObjectiVision Pty Ltd.*** | No. NSD 385 of 2014 | Report on Damages (December 2017), Joint Report on Damages with Mr. Jeffrey Aroy (February 2018); Joint Report on Damages with Mr. John Henry Eversgerd (Feb. 2018)
- ***Milwaukee Electric Tool Corporation et al. v. Chervon North America, Inc*** | Civ. No. 2-14-cv-01289-JPS | Report on Commercial Success (July 2017)
- ***Brigham and Women's Hospital, Inc. and Investors Bio-Tech, L.P. v. Perrigo Company and L. Perrigo Company*** | Civ. No. 13-cv-1164 | Reports on Damages and Commercial Success (April 2016), Deposition (May 2016); Jury Trial (Dec. 2016)
- ***Before the Federal Energy Regulatory Commission and the Regulatory Commission of Alaska, BP Pipelines (Alaska) Inc.*** | Federal Energy Regulatory Commission (FERC) | Docket No. IS09-348, RCA Docket P-08-9 (Oct. 2010)
- ***In the Matter of the Application of Amerada Hess Pipeline Corporation and Phillips Transportation Alaska, Inc., for the Transfer of a 1.5% Interest in the Trans Alaska Pipeline System*** | Regulatory Commission of Alaska | Docket No. P-02-10 (Nov. 2002)

- ***In the Matter of the Application of BP Pipelines (Alaska), Inc. and Phillips Transportation Alaska, Inc. for the Transfer of a 3.0845% Interest in the Trans Alaska Pipeline System*** | Regulatory Commission of Alaska | Docket No. P-01-08 (May 2001 and July 2001)
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SELECTED CONSULTING EXPERIENCE

INTELLECTUAL PROPERTY AND VALUATION

- On behalf of Samsung, evaluated the public interest implications of Netlist's proposed exclusion order, analyzing the potential impact of excluding Samsung DDR5 DIMMs and HBM from the U.S. on customers, competition, and downstream industries.
- On behalf of Caihong, a Chinese manufacturer of LCD glass, evaluated Corning's claims that its domestic industry was injured by alleged trade secret misappropriation in an investigation before the US International Trade Commission (ITC). Prepared an expert report, testified at deposition, and testified at evidentiary hearing.
- Worked on behalf of IQVIA, the leading producer of market research offerings for life sciences companies. Supported preparation of expert report demonstrating that IQVIA's key market research products met the legal requirements for trade secret protection.
- On behalf of a leading biosimilar producer seeking to launch at risk, evaluated opposing experts' claims that the launch would result in irreparable harm to the manufacturer of the reference biologic. Explained that each alleged harm was compensable with money damages and therefore not irreparable. Case settled on favorable terms for client.
- Worked on behalf of Dr. Reddy's Laboratories, which sought to launch a private-label version of Bausch & Lomb's over the counter (OTC) eye drop Lumify. Demonstrated that the opposing expert's claims of irreparable harm were unsupported. Testified at deposition and trial; the judge's decision favorably cited my testimony as the key reason for denying Bausch & Lomb's injunction request.
- On behalf of Teva, assessed lost profits and reasonable royalties owed by Lilly for launching Emgality—a branded biologic migraine drug that allegedly infringed Teva's patents—in direct competition with Teva's own biologic migraine drug, Ajovy. Explained how the activities of payers and PBMs affect drug manufacturers' profits and quantified these impacts using data from formulary negotiations, financial records, and strategic plans. Assisted in securing a jury verdict awarding Teva over \$175 million in damages.
- Worked on behalf of Regeneron, which Novartis accused of infringing its patent on the pre-filled syringe (PFS) used to administer Regeneron's flagship drug, Eylea. Prepared an expert

report explaining that the opposing expert's commercial success claims were unsupported and testified at deposition. The PTAB cited my conclusions on commercial success and ultimately found all of Novartis's patent claims invalid due to obviousness.

- On behalf of a leading biosimilar producer, worked on a patent infringement suit brought by the producer of the reference biologic. Supported preparation of an expert report assessing the plaintiff's damages arising from alleged infringement of six patents and rebutting the plaintiff's experts' damages analyses. For each patent, quantified the biosimilar producer's incremental benefits from licensing and the plaintiff's opportunity costs from granting the license. Case settled on favorable terms for the client.
- Worked on behalf of the University of Sydney, accused of wrongfully terminating patent licenses granted to ObjectiVision, an Australian start-up developing medical devices for glaucoma screening. Prepared an expert report rebutting damages claims presented by two opposing experts, as well as joint reports with each. The report was used successfully to exclude the opposing experts' testimony.
- In a patent infringement suit against Perrigo, a leading manufacturer of private-label OTC drugs, prepared an expert report on reasonable royalty damages that would have been owed assuming the patent was valid and infringed. Prepared an additional report evaluating the commercial success of the allegedly infringing products. Testified at deposition and trial.
- On behalf of CHERVON, a leading producer of store-brand power tools, prepared an expert report evaluating the commercial success associated with several patents held by Milwaukee Electric Tool Corporation and analyzed reasonable royalty damages.
- Worked for the respondent in an arbitration, a foreign biosimilar producer that had partnered with the claimant to pursue a US business venture. The claimant sued for a portion of the alleged value of the venture (i.e., the profits expected from three potential biosimilar drug candidates). Supported preparation of expert reports demonstrating that the claimant's profit projections overstated expected value by failing to account for competition and biosimilar development costs.
- On behalf of Uber, prepared an expert report on damages associated with alleged misappropriation of Waymo trade secrets related to LiDAR technology for autonomous vehicles (AVs). Explained that Waymo's claims of harm to its first-mover advantage were speculative given the early stage of AV and LiDAR technologies, numerous commercialization obstacles, and the number of firms competing in the space.
- Worked on behalf of 3M, which had allegedly failed to disclose a regulatory pricing restriction when selling its pharmaceuticals division. Supported preparation of an expert

report quantifying damages from the alleged non-disclosure. Using historical pricing data and policy documents, examined regulatory and generic-penetration trends that the buyer should have known prior to purchase. Also assessed whether the pricing-contract information was already reflected in forecasts and disclosures during the acquisition. All claims were dismissed following trial.

- Worked on behalf of Hewitt, a global human-resources company accused of misappropriating a competitor's trade secrets related to a key software product. Supported preparation of expert report on irreparable harm, which was successfully used to rebut the competitor's attempt to obtain a preliminary injunction that would have barred Hewitt's software sales.
- On behalf of Apple, supported the preparation of testimony rebutting an opposing expert's survey purporting to measure consumer valuations of the iPhone's FaceTime and iMessage features. Demonstrated that the survey was unreliable because the patents covered encryption of the features rather than the features themselves and explained that the expert's open-ended willingness-to-pay method was unsuitable even under proper feature definitions.
- Worked on behalf of Craigslist, which alleged that eBay purchased Craigslist shares and accessed confidential data to launch a competing business. Supported the preparation of an expert report estimating damages from eBay's breach of its promise to assist Craigslist with international expansion.
- For a major software company, supported preparation of an expert report on damages related to alleged infringement of a business-method patent supporting one of the company's software features. Demonstrated empirically that use of the patented feature was minimal and not integral to the product's overall commercial success.
- For Polaris Inc., a recreational-vehicle manufacturer that paid a large settlement in a trade-secret matter, supported preparation of an expert report that analyzed what portion of the payment was compensatory versus punitive. The report was used in a tax matter, allowing differential treatment of compensatory and punitive damages.
- On behalf of Procter & Gamble (P&G), a patent-infringement suit brought by Lever Brothers, supported preparation of an expert report on damages arising from P&G's infringement of a patent covering a popular household product. Calculated damages using two approaches: (i) P&G's willingness to pay for a license based on profit differences between monopoly and competitive conditions; and (ii) Lever's willingness to accept a license fee based on contemporaneous business projections.

- On behalf of Samsung in a patent case at the ITC, evaluated whether an exclusion order preventing importation of downstream products containing accused chips was justified. Supported preparation of an expert report explaining that (i) the component contributed little to overall product value and (ii) the harm to producers and consumers would far outweigh any benefit to the complainant.
- On behalf of OKI in an ITC patent case, prepared testimony showing that an exclusion order blocking importation of OKI's accused laser printers would provide no meaningful relief to the complainant's domestic industry while imposing substantial costs on US operations, employment, and customers.
- In multiple post-Garmin ITC cases, prepared testimony assessing whether complainants had met the ITC's domestic industry requirement. Analyzed this issue for clients in industries including semiconductor chips, cellular phones, and set-top boxes.
- On behalf of AT&T, assessed payments owed to a major US city for the use of municipal land to construct and operate a fiber-optic cable system.
- Worked on behalf of CareFusion, a medical device manufacturer whose MEDLEY line of infusion pumps had allegedly infringed patents related to safety enhancements. Demonstrated that the enhancements were of minimal value, critiqued allegedly comparable licenses cited by the opposing expert, and prepared an alternative analysis of the Georgia-Pacific factors, focusing on convoyed sales.
- In numerous cases where generic manufacturers alleged that patents on branded drugs were invalid due to obviousness, supported the preparation of expert reports analyzing the branded drug's commercial success. Explained economic criteria for commercial success, empirically evaluated drug performance relative to those criteria, and assessed the nexus between patented properties and sales for drugs used to treat cancer, hormone deficiencies, acne, rosacea, GERD, and IBS.
- In numerous matters involving branded drug producers facing patent challenges by generic companies under the Hatch-Waxman Act, analyzed the likely impact of generic entry on branded-drug sales, R&D incentives, and marketing efforts. Supported the preparation of expert reports assessing whether "at-risk" generic entry could cause irreparable harm to manufacturers of drugs in numerous therapeutic categories, including cancer, lung disease, and osteoporosis.
- On behalf of The Coca-Cola Company (TCCC), supported experts in valuing intangible assets associated with TCCC's trademarks. Demonstrated that the company's value was driven by international operations that (i) ensured consumer relevance through local adaptation of

products and marketing, (ii) maintained strong relationships with independent bottlers, and (iii) sustained favorable relations with governments and regulators.

- On behalf of Eaton, a leading manufacturer of industrial equipment, supported experts in valuing intangible assets related to marketing, R&D, and manufacturing operations. Demonstrated that the electrical products division's value was driven by efficient, high-volume component manufacturing meeting rigorous quality and reliability standards.
- On behalf of Amazon, supported the preparation of an expert report on the expected useful life of its technology platform. Demonstrated that limited entry barriers in e-retailing require continual innovation, sharply constraining platform life.
- Worked on behalf of a departed co-founder of a leading cryptocurrency platform who was prevented from selling his holdings on third-party exchanges (TPEs). Supported preparation of reports demonstrating that this restriction was unduly limiting given the growing importance and liquidity of TPEs within the cryptocurrency ecosystem.
- Worked on behalf of the City of Chicago, which was sued by United and American Airlines seeking to block an expansion at O'Hare Airport. Supported the preparation of an expert report showing that the economic criteria for a preliminary injunction were not met. The case was resolved through a settlement allowing construction to proceed

CONSUMER PROTECTION

- On behalf of Cricket, a prepaid wireless carrier owned by AT&T, rebutted claims that Cricket had oversold its 4G capabilities to customers who lived in 3G zones, allegedly causing them to overpay for 4G/LTE-capable smartphones. Showed that (i) Cricket's forward-looking 4G/LTE advertising was consistent with standard industry practice and (ii) plaintiffs' damages model failed to control for differences between 3G and 4G phone features unrelated to network capability. The judge agreed and decertified the class.
- Worked on behalf of GM, which had allegedly overcharged class members by failing to provide earlier notice of ignition-related recalls. Supported preparation of several expert reports which showed that: (i) the plaintiffs' survey-based analysis of purported overcharges addressed only demand-side factors and (ii) their omission of supply-side effects rendered the purported overpayment calculations economically unsound. Assisted in securing a settlement that was less than 1% of plaintiffs' \$17 billion damages claim.
- Worked on behalf of Polaris, which had allegedly overcharged class members for ATVs by failing to disclose exhaust-heat issues. Supported preparation of expert reports rebutting (i) the conjoint survey that plaintiffs' experts had conducted to determine the impact of the

alleged defect on consumers' willingness to pay; and (ii) the equilibrium model that plaintiffs' experts used to assess the alleged overcharge. Assisted in obtaining victory at the class certification stage.

- On behalf of GM, supported preparation of an expert report rebutting plaintiffs' overcharge damages estimates arising from allegedly defective airbags. Explained that plaintiffs' experts' failure to account for supply-side considerations made their overpayment calculation economically unsound.
- In a Lanham Act matter, worked on behalf of Casper, which had accused rival mattress producer Nectar/Dreamcloud of making false claims about product quality and discounting practices. Estimated demand for Casper, Nectar/Dreamcloud, and competitors using conjoint analysis and incorporated these estimates into a market equilibrium model to determine Casper's lost profits. This case settled on favorable terms for our client.
- On behalf of Ford, supported preparation of an expert report rebutting plaintiffs' experts' purported overcharge damages arising from allegedly defective fuel pumps. Explained that the plaintiffs' experts failed to account for supply-side factors in calculating the but-for price, rendering their overpayment analysis economically unsound. Ford obtained victory at the class-certification stage.
- Worked on behalf of Mondelez, a multinational food and beverage company accused of making false claims about the nutritional benefits of its breakfast products. Supported preparation of an expert report demonstrating that plaintiffs' experts ignored supply-side market dynamics and therefore failed to present a workable approach for estimating alleged overcharges on a class-wide basis.
- Worked on behalf of Molson Coors in a Lanham Act dispute with Anheuser Busch (AB) over an advertising campaign that allegedly deceived consumers into believing that Molson Coors' Miller Lite and Coors Light contain corn syrup. Supported preparation of expert reports on liability, which used likelihood of deception experiments, social media studies, customer complaints, and company documents to demonstrate that the campaign misled customers and that the impact was material. Also supported preparation of an expert report on damages, which used econometric analysis to demonstrate that the corn syrup campaign had reduced Miller Lite and Coors Light sales and profits.
- Worked on behalf of NBTY, a producer of branded nutritional supplements accused of collecting a price premium on its Ester-C product due to alleged false labeling. Supported preparation of expert testimony highlighting plaintiff's expert's failure to consider supply-

side factors in calculating purported overcharge damages. This case was won on summary judgment.

- Worked on behalf of a class of purchasers of Navistar commercial trucks to estimate damages arising from engine defects allegedly known but not disclosed at sale. Estimated damages using truck auction data before and after the information on the defect became public. This case resulted in a \$135 million settlement for the client.
- On behalf of plaintiffs in a consumer class action against Fiat Chrysler Automobiles ("FCA"), assessed consumer responses to FCA advertisements falsely claiming that at-issue vehicle engines were eco-friendly. Reviewed FCA's market research and advertising across print, radio, TV, and social media to identify relevant eco-friendly messaging. This matter resulted in a settlement for over \$300 million settlement for our client.

COMPETITION AND REGULATORY PROCEEDINGS

- On behalf of Jazz Pharmaceuticals, supported evaluation of an antitrust counterclaim made by Avadel, which alleged that Jazz's purportedly improper Orange Book patent listing for Xyrem delayed Avadel's entry with its competing narcolepsy drug. Supported preparation of expert report demonstrating that the opposing expert's market power analysis was flawed and incomplete.
- On behalf of Epic, conducted a survey to assess whether Apple could profitably raise prices on in-app purchases (IAPs) made through the App Store. Supported preparation of a report analyzing the survey results, which showed that Apple could profitably implement a long-term 5 percent price increase on these IAPs.
- In a False Claims Act matter, supported preparation of an expert report explaining how Humana's alleged misrepresentations enabled it to obtain Medicare Part D contracts and overcharge the government. Applied a claims-adjudication model to hundreds of millions of plan records to calculate the overcharge—defined as the difference between government payments under actual and represented coverage for the at-issue plans. This case resulted in a \$90 million settlement for our client.
- Worked on behalf of the Financial Oversight and Management Board for Puerto Rico, conducting analyses of several recently enacted healthcare laws. Supported preparation of an expert report evaluating whether these laws could (i) affect Puerto Rico's fiscal plans by reducing competition and (ii) limit residents' access to affordable healthcare.
- On behalf of Quidel Corporation, a maker of immunoassays, supported preparation of an expert report in a contract dispute with Beckman Coulter Inc. regarding exclusive

collaboration on congestive heart-failure tests. Explained that, absent the exclusivity provision, Quidel would have had little incentive to invest in developing, marketing, and selling the test, which can only be used on Beckman instruments.

- Worked on behalf of Horizon Pharmaceuticals in a proceeding before the Canadian Patented Medicine Prices Review Board (PMPRB) involving Horizon's orphan drug, PROCYSBI. Supported preparation of an expert report explaining: (i) economic considerations associated with pricing orphan drugs; (ii) standard Canadian price-control methods; and (iii) how the PMPRB's proposed novel price-control method would have prevented Horizon from earning a fair return on its Canadian investment. The matter resolved favorably for Horizon.
- On behalf of Warner Chilcott, a major pharmaceutical company accused of "product hopping," supported multiple experts analyzing the competitive implications of this practice. Demonstrated that: (i) generic manufacturers can and do rely on several mechanisms other than AB-rated substitution to sell their products and (ii) third-party payors can and do drive utilization toward lower cost substitutes, even in the absence of AB-rated generics. Case won on summary judgment.
- On behalf of BP, a part-owner of the Trans-Alaskan Pipeline System (TAPS), analyzed how a proposed change in revenue allocation would affect the incentives of BP and other owners to invest in the pipeline and compete in the provision of transportation services. Prepared two written expert reports and provided oral testimony at the FERC, demonstrating that the change would improve investment incentives and have no significant competitive impact, FERC cited this work in its approval of the proposed change, which led to a \$340 million settlement in favor of BP.
- On behalf of Georgia Pacific, supported preparation of an expert report rebutting claims that the firm had exercised monopsony power against lumber harvesters. Explained the economics of the lumber industry supply chain, showing that Georgia Pacific lacked monopsony power and that prices paid to harvesters had remained stable and consistent with those of other regions where monopsony activity had not been alleged.
- On behalf of SoundExchange, which collects fees from music-streaming services for the performance of sound recordings, conducted a conjoint survey to estimate the value consumers place on key service attributes, such as on-demand song selection. Supported preparation of an expert report for a Copyright Royalty Board (CRB) proceeding to set sound recording performance fees for Pandora and similar services for 2016–2020.

- On behalf of a coalition of webcasters in a CRB rate proceeding, supported preparation of an expert report to establish royalty rates for licenses to publicly perform sound recordings. The analysis identified comparable licenses to set an upper bound on the royalty rate and incorporated quantitative adjustments to reflect the promotional value of webcasting.
- On behalf of the producers of a leading herbicide, determined the economically appropriate license fee for data cited in their application to obtain US Environmental Protection Agency (EPA) approval for selling the herbicide in the US. This analysis was used in a FIFRA proceeding to determine compensation for a compulsory license to those data.
- Assisted the Public Utilities Commission of New Hampshire in evaluating the proposed divestiture of power plants owned by the Public Service Company of New Hampshire. Analyzed competition in the local energy market, assessed ratepayer impacts, and developed an auction design and implementation plan for the divestiture.
- For a coalition of energy transporters and consumers, analyzed the economic impact of fees that Native American tribes can charge energy transporters operating on tribal lands. Presented findings in public hearings and submitted reports to the US Departments of Energy and the Interior, which incorporated them into a Congressionally mandated study on tribal compensation policy.
- On behalf of ConocoPhillips, a part-owner of TAPS, analyzed how its proposed purchase of additional TAPS capacity from Amerada Hess would affect tariff competition. My affidavit, which demonstrated no significant competitive impact, was cited by the Regulatory Commission of Alaska in its order approving this purchase.
- On behalf of BP, analyzed how the proposed sale of some BP TAPS capacity to ConocoPhillips would impact tariff competition on the pipeline. My affidavit demonstrated no significant competitive impact and the sale was subsequently approved.
- For the owners of TAPS, developed analyses to determine whether the methodology used to set TAPS's intrastate rates produces just and reasonable rates, both over time and in individual years at issue. Supported preparation of three expert reports, coordinated work across witnesses, and provided support at trial.
- On behalf of El Paso Natural Gas (EPNG), supported the preparation of an expert report analyzing and rebutting the claim that EPNG was able to exercise market power by participating in a conspiracy against the plaintiff, a regional production and transportation company. EPNG won this case on summary judgement.

- On behalf of IMG, a leading modeling agency, supported the preparation of an expert report rebutting allegations that 10 of the world's leading modeling agencies conspired to charge their model clients above-competitive commission rates. Showed that market entry conditions and multidimensional competition among agencies were inconsistent with a successful conspiracy price fixing conspiracy.
- Analyzed the competitive impact of BP's proposed purchase of ARCO on (i) state and federal revenues from Alaska North Slope (ANS) oil production, and (ii) competition among ANS producers. This analysis supported the companies' successful merger application before the FTC.
- On behalf of SFPP L.P., an oil pipeline company, developed an economic framework for interpreting the regulatory standard "a substantial change in the economic circumstances," which at the time governed whether a pipeline's incentive rates could be reset. Applied this framework to assess whether the standard had been met and concluded that it had not. Supported preparation of several expert reports demonstrating that a rate reset would be inconsistent with applicable policy.
- Conducted analyses assessing whether a major crude oil pipeline possessed market power in its origin and destination markets. The study informed consideration of whether the pipeline should seek FERC approval to charge market-based rates in these markets.
- On behalf of a major Midwestern utility involved in a New Source Review case, evaluated the economic benefit that the utility received from delayed compliance with the Clean Air Act.
- For a coalition of power marketers, supported preparation of expert reports assessing the economic and public policy implications of Nevada utilities' proposals to abrogate forward contracts for electricity purchased during late 2000/early 2001.

ARTICLES & PUBLICATIONS

- "Price Premium Damages in Product Market Litigation: Issues in Survey-Based Market Simulations," with Dan McFadden and Pablo Robles, *Product Liability* 2022, 20th edition, Chapter 5 (June 2022)
- "A Primer on Health Care Administrative Claims Data and Its Use in Litigation," with Sohini Mahapatra, *Journal of Health and Life Sciences Law*, Volume 14, Number 1, p. 90 (October 2020)
- "Calculating Reasonable Royalty Damages Using Conjoint Analysis," with Greg Allenby, Peter

E. Rossi, Jeremy Verlinda, and Yikang Li, *AIPLA Quarterly*, Volume 45, Number 2, p. 233 (Spring 2017).

- “Computing Damages in Product Mislabeling Cases: Plaintiffs’ Mistaken Approach in *Briseno v. ConAgra*,” with Greg Allenby, Peter E. Rossi, and Yikang Li, *BNA’s Product Safety & Liability Reporter*, Volume 45, p. 208 (February 27, 2017).
- “An Empirical Approach to Reverse Payment Settlements,” with Joshua Gans, *Law360* (July 6, 2015).
- “Present Value” and “Expected Present Value,” *Wiley Encyclopedia of Management* 3e, (May 2014).
- “The Role of Conjoint Surveys in Reasonable Royalty Cases,” with Michael I. Cragg and Daniel L. McFadden, *Law360* (October 16, 2013).
- “The Impact of Digitization on Business Models in Copyright-Driven Industries: A Review of the Economic Issues,” with Coleman D. Bazelon, in *The Impact of Copyright on Innovation in the Digital Age*, National Academy of Sciences (February 2013).
- “Preliminary Injunctions in Pharmaceutical Litigation: the Economics of Irreparable Harm,” *Brattle Discussion Paper* (February 2011).
- The Economic Impact of Current Rights of Way Policy on Tribal Lands (Fall 2009).
- “Regulation and the Structure of the Telecommunications Industry,” with Gregory M. Duncan in Crew, M. and Parker, D., eds., *International Handbook on Economic Regulation* (New York, New York: Edward Elgar Publishers, 2006).
- “Antitrust Report,” *Energy Law Journal* (Fall 2005).
- “Transmission Investment: Obstacles to a Market Approach,” *The Electricity Journal* (March 2001).
- “Limiting Buyer Discretion: Effects on Price and Performance in Long-Term Contracts,” *The American Economic Review* (March 2000).
- “The Economics of Strategies to Reduce Greenhouse Gas Emissions,” with D. Montgomery and H. Foster, *Energy Studies Review* (February 2000).
- “The Role of the ISO in U.S. Electricity Markets: A Comparison of California and PJM,” with P. Cramton, *The Electricity Journal* (April 1999).
- “Using Auctions to Divest Utility Generation Assets,” with P. Cramton and R. Wilson, *The Electricity Journal* (December 1997).

- *The Sources of Scientific Journal Price Increase*, with R. Noll and W.E. Steinmueller, Stanford University (1992).
- “The Impact of Procurement Regime on the Price Paid for Independent Generation,” *Technical Paper 322*, Center for Economic Policy Research, Stanford University (1992).

PRESENTATIONS & SPEAKING ENGAGEMENTS

- “How Key Decisions and Litigations Are Transforming the BPCIA Landscape,” panel discussion with Elizabeth Weiswasser, Rachel Elsby, and Christopher Loh (where I presented on the economics of irreparable harm), 14th Summit on Biosimilars & Innovator Biologics (June 2023).
- “Navigating the Green Minefield of ESG Claims,” panel discussion on enforcement actions and litigation with respect to “green” advertising, ABA Spring Meeting (March 2023).
- “Surveys in False Advertising Cases,” panel discussion, ANA Masters of Advertising Law Conference (November 2022).
- “Product Liability and the Pandemic: COVID 19 Impact on Products Liability and Class Actions,” with Munjot Sahu, Jessica Benson Cox, and Kate Spelman, presented at the ABA Section of Litigation, Joint Regional Products Liability, Mass Tort, and Environmental and Energy Litigation Committee Annual Conference (January 28, 2021).
- “Benefit of the Bargain Damages in Consumer Class Actions,” with Wendy Bloom, presented at the ABA Section of Litigation, Women in Products Liability annual event (October 22, 2020).
- “Class Certification in Consumer Class Actions,” with Judge Thomas Durkin, Jason Zweig Esq., and Drs. Armando Levy, Celeste Saravia, and Matt Aharonian, presented at Chicago Bar Association (May 9, 2020).
- “Pharmaceutical Innovation—a Bitter Pill to Swallow,” panel discussion on how stringent antitrust regulation has impacted the pharmaceutical industry, ABA Spring Meeting (March 2019).
- “Reverse Payment Settlements: Hot Topics in 2017,” panel webcast presented by The Knowledge Group (March 2017).
- “Is Georgia Pacific Still Alive?” with Rich Racine and Audra Dial, presented at the Federal Circuit Bar Association (November 2016).

- “Biosimilars vs. Biologics: What Can We Expect?” presented at the Robins Kaplan LLP seminar, “Recent Legal & Economic Developments that Affect Your Biotech Business,” Boston (March 2016).
- “The Rise of the ‘Footprint’ Approach in Reasonable Royalty Damages: What’s New in 2016,” panel webcast presented by The Knowledge Group (February 2016).
- “The Three R’s: Reverse Payments, the Rule of Reason, and Reasonable Royalties,” presented to the New York State Bar Association Antitrust Section and the New York City Bar Association Antitrust and Trade Regulation Committee, at Willkie Farr & Gallagher LLP, New York City (October 15, 2014).
- “Patent Damages, the New ‘Economic Realism’ and Early Case Assessments,” presentation and panel discussion sponsored by Hamilton Brook Smith Reynolds, Boston (January 2014).
- “Patent Infringement Reasonable Royalty Damages Strategies In Light of Recent Federal Circuit Decisions.” panel webcast presented by The Knowledge Group (October 2013)
- “Patent Damages: The Role of Conjoint Surveys,” with Professor Dan McFadden, American Bar Association Annual Meeting, Toronto (August 2013).
- “Promoting Innovation through Patent Protection: A Review of Recent Reforms,” Houston Bar Association, Houston, TX (May 2013).
- “Reasonable Royalties and Irreparable Harm: The Role of Economic Analysis,” Fish & Richardson (September 2012).
- “Damages and Injunctions: Key Developments for NPEs,” ABA Annual Intellectual Property Law Conference, Arlington, VA (March 2012).
- “Presenting Better Evidence in Reasonable Royalty Cases: The Use of Economic Analysis,” with Mike Cragg and Paul Bondor, American Bar Association Annual Meeting, Toronto (August 2011).
- “Making Clean-Tech Deals Work: Best Practices in an Environment of Risk and Uncertainty,” with Evan Cohen and Eli Hinckley, Licensing Executives Society Annual Meeting, Chicago (September 2010).
- “The Economic Impact of Rights of Way Policy on Tribal Lands,” Advanced Workshop in Regulation and Competition, 26th Annual Eastern Conference, Skytop, PA (May 2007).
- “Comments on Draft DOE/DOI Report on Tribal ROW Fees,” Public Scoping Meeting, Section 1813 of the Energy Policy Act of 2005, Study on Indian Land and Rights of Way, Denver, CO (August 2006).

- “Economic Analysis of Standards for ROW Fees,” Public Scoping Meeting, Section 1813 of the Energy Policy Act of 2005, Study on Indian Land and Rights of Way, Denver, CO (April 2006).
- “Current Issues in Oil Pipeline Regulation,” Energy Bar Association Annual Meeting, Washington, DC (May 2003).
- “Transmission Investment: Obstacles to a Market Approach,” Conference on Responding to FERC Order 2000, Atlanta, GA (December 2000).
- “The Economic and Regulatory Frameworks for Transmission Expansion,” with John Farr, Charles Augustine, and Joe Cavicchi, Transmission Pricing Conference, Chicago, IL (May 2000)
- “The Economics of Monopoly Power in Electricity and Ancillary Services,” Conference on Market-Based Pricing for Ancillary Services, Denver, CO (February 2000).
- “The Business and Legal Basics of Market Power,” with Scott Jones, Conference on the Impact of Market Power on Competitive Energy Markets, Washington, DC (July 1999).
- “Key Issues in Ancillary Service Markets,” with Joe Cavicchi, Conference on Pricing and Selling Ancillary Services in a Competitive Market, San Francisco, CA (March 1999).
- “Methods for Procuring New IPPs” and “Selling Generation Assets to Create IPPs,” Two lectures in the Fundamentals of Infrastructure Finance course, sponsored by the Economic Development Institute of the World Bank, Goa, India (February 1999).
- “The Role of the ISO in U.S. Electricity Markets: A Comparison of California and PJM,” Institute for Operations Research & Management Science Fall Meeting, Seattle, WA (October 1998).
- “Using Auctions to Divest Utility Generation Assets,” Selling and Buying Power Plant Assets Conference, Washington, DC (September 1997) and Generating Asset Divestiture Conference, Boston, MA (September 1997).