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Dr. Ferri specializes in applied business economics and has extensive experience in economic analysis, business strategy, and data analysis. His litigation work includes economic consulting on damages, class certification, fraud, irreparable harm, and commercial success in a variety of areas, including intellectual property, antitrust and competition, commercial disputes, and labor and employment. Dr. Ferri has served as a damages expert or consultant in more than 60 cases in US federal and state courts, submitted over 30 expert reports and declarations, and testified at deposition and trial in federal courts, state courts, and arbitration hearings. He has consulted to clients in several industries, including pharmaceuticals, medical devices, education, finance, real estate, software and hardware, cybersecurity, automobiles, natural resources, consumer products, entertainment, and sports.

Dr. Ferri has authored articles in journals published by the California Law Association and the American Bar Association, among others. He has been recognized multiple times as a top patent expert by *Intellectual Asset Management (IAM)* in the *IAM Patent 1000*. His work has been featured in several media outlets, including TechCrunch, NewsNation, CBS, LinkedIn, *Financial Services Review*, Venture Beat, and Digital Trends. Dr. Ferri is a USA Track & Field (USATF) San Diego-Imperial board member and a USATF national panelist. Prior to joining Analysis Group, he worked at multiple other economics consulting companies. He also co-founded two companies: One, backed by Y Combinator, developed and sold motion capture clothing to measure and improve human movement; the other used economics, data, and science to improve the lives of athletes.

EDUCATION

2013	Ph.D., economics, The University of Chicago
2010	M.A., economics, The University of Chicago
2007	B.A., quantitative economics, mathematics, and computer science (<i>summa cum laude</i>), Tufts University

PROFESSIONAL EXPERIENCE

2023–Present	Analysis Group, Inc. <i>Vice President</i>
2018–Present	Economics Athletes, LLC <i>Founder and President</i>
2018–2023	Insight Economics, LLC <i>Economist, Partner</i>

- 2013–2019 Enflux, Inc.
Co-founder, Board Member, and Advisor (2013–2019)
Chief Growth Officer (2015–2018)
- 2013–2015 Intensity Corporation (Quant Economics)
Economist

SELECTED EXPERT CASE WORK

Intellectual property

- ***Bausch Health Ireland Limited and Bausch Health Americas Inc. v. Perrigo Israel Pharmaceuticals Limited and Perrigo Company PLC***
US District Court, District of New Jersey
Economic analysis of commercial success related to patents for treatments for plaque psoriasis. Expert report, deposition, and trial testimony.
- ***Open Sea Distribution Corp., et al. v. Artemis Distribution LLC, et al.; Artemis Distribution LLC v. Open Sea Distribution Corp., Pro Design Plus SAS, and Neil Porras***
US District Court, Middle District of Florida, Jacksonville Division
Expert economic analysis of damages due to alleged fraud, trademark infringement, defamation, and tortious interference. Analysis of revenues, profits, forecasted sales, comparisons to expectations, and R&D expenses. Analysis of impact of conduct, but-for revenues, and but-for profits. Expert report, expert rebuttal report, expert reply report, and deposition.
- ***24/7 Customer, Inc. v. LivePerson, Inc.***
US District Court, Northern District of California
Analysis of economic damages due to alleged patent infringement. Analysis of lost profits and reasonable royalty. Analysis of *Georgia-Pacific* factors. Expert report. and deposition.
- ***Irish Rover Entertainment, LLC v. Aaron Sims, Matt Duffer, Ross Duffer, Netflix, Inc., et al.***
US District Court, Central District of California, Western Division
Analysis of economic damages related to alleged copyright infringement. Expert report and deposition.
- ***Vitaform, Inc. d/b/a/ Body After Baby v. Aeroflow, Inc. and Motif Medical, Inc.***
Superior Court of North Carolina, County of Buncombe
Expert economic analysis of damages due to alleged violation of the North Carolina Trade Secret Protection Act (N.C.G.S. § 66-152 et seq.), breach of covenant of good faith and fair dealing, and unjust enrichment. Analysis of revenue, expenses, lost profits, and unjust enrichment. Expert report and deposition.
- ***American Medical Experts, LLC v. Ronny Nizar Hamad, Prime Medical Experts, LLC, et al.***
US District Court, Eastern District of Virginia, Alexandria Division
Analysis of economic damages related to copyright infringement, breach of contract, breach of fiduciary duty, conversion, misappropriation of trade secrets, violation of Virginia Computer Crimes Act 18.2-152.4 and 152.12, Common Law Conspiracy, and conspiracy in violation of Va. Code 18.2-499-500. Expert declaration and expert rebuttal report.

- **Nuheara IP Pty Ltd. and Nuheara Limited v. Anker Innovations Limited, Fantasia Trading LLC d/b/a AnkerDirect, and Power Mobile Life, LLC**
US District Court, Western District of Washington
Expert economic analysis of damages due to alleged trademark infringement. Analysis of royalty, profits, revenues, apportionment, license agreements, and economic damages. Expert report.
- **Harrow Health, Inc. f/k/a Imprimis Pharmaceuticals Inc. v. J. Scott Karolchyk**
US District Court, District of New Jersey
Uniform Trade Secret Act (N.J. Trade Secrets Act, N.J. Stat. Ann. § 56:15), breach of contract, and breach of covenant of good faith and fair dealing. Analysis of revenue, analysis of expenses, and analysis of unjust enrichment. Expert report.
- **Doskocil Manufacturing Company, Inc. d/b/a Petmate v. Make Ideas, LLC and Keith Mullin**
US District Court, Northern District of Texas, Dallas Division
Economic analysis of damages due to alleged breach of contract, alleged patent infringement, and alleged copyright infringement. Expert report.
- **Chung & Associates, LLC d/b/a Cashmere Agency v. Xavier Ruffin and Ricardo Mendoza**
Superior Court of California, County of Los Angeles
Expert economic analysis of lost profits and unjust enrichment due to alleged breach of contract and violation of California Uniform Trade Secrets Act. Expert declaration.
- **A.E. Tribe, LLC Opposer v. Dave Dean, Applicant**
US Patent and Trademark Office before the Trademark Trial and Appeal Board
Analysis of economic aspects related to constructive use priority, economic aspects related to first use priority, and reasonableness of business records related to clothing, hotels, merchandise, and related products. Expert declaration.
- **Lalitude, LLC v. Shenshen Jinnuo Precision Products Co., Ltd. and Shenzhen Wyn-World Technology Ltd.**
US District Court, Central District of California
Analysis of *Georgia-Pacific* factors. Analysis of reasonable royalty for the infringement of a design patent related to Bluetooth shower speakers. Expert report and supplemental expert report.
- **Lalitude, LLC v. SoyeeGlobal**
US District Court, Central District of California
Analysis of *Georgia-Pacific* factors. Analysis of reasonable royalty for the infringement of a design patent and a copyright related to children's toys. Expert report and supplemental expert report.
- **Gema USA, Inc. v. First In Finishing Inc.**
US District Court, Southern District of Indiana, Indianapolis Division
Analysis of damages for the infringement of design patents and trademarks related to powder coating products. Expert report.
- **SES-imagotag SA, et al. v. Hanshow America Inc., et al.**
US District Court, Eastern District of New York
Analysis of bond. Analysis of lost profits and reasonable royalty for the infringement of multiple patents related to electronic shelf label software and hardware used in retail.

- ***Janssen Products, LP, and Pharma Mar, SA v. Evenus Pharmaceuticals Laboratories Inc., Jiangsu Hengrui Medicine Co. Ltd., Natco Pharma Ltd., Sun Pharmaceutical Industries Ltd., and Sun Pharmaceutical Industries Inc.***
US District Court, District of New Jersey
Economic analysis of commercial success related to patents for treatment of patients with unresectable or metastatic liposarcoma or leiomyosarcoma who received a prior anthracycline-containing regimen.
- ***Ebin New York, Inc. v. SIC Enterprise, Inc.***
US District Court, Eastern District of New York
Expert economic analysis of damages due to alleged trade dress infringement and unfair competition related to consumer products, including under the Lanham Act. Analysis of lost profits, unjust enrichment, and business harm.
- **Alleged patent infringement and irreparable harm**
Economic analysis of irreparable harm, balance of hardships, and bond. Analysis of revenues, profits, marketplace, and expenses related to medical devices.
- **Alleged patent infringement and irreparable harm**
Economic analysis of irreparable harm, balance of hardships, public interest, and bond. Analysis of revenues, profits, marketplace, and expenses related to injectable pharmaceutical products.

Contract and commercial disputes

- ***Zouki for America Corporation v. Prime Healthcare Centinela, LLC d/b/a Centinela Hospital Medical Center, Mohammad Abdelnaser, R.N., and Sodexo America, LLC***
Superior Court of California, County of Los Angeles, Southwest District
Expert economic analysis of damages due to alleged breach of contract, breach of implied covenant of good faith and fair dealing, breach of covenant of quiet enjoyment, trespass and intentional trespass, forcible entry and eviction, conversion, and civil conspiracy to trespass. Analysis of but-for revenues, but-for expenses, but-for profits, and lost profits. Expert report, updated expert report, second updated expert report, two depositions, and trial testimony.
- ***Pancho Villa No. 2, LLC v. F&R Real Estate, Inc., and Does 1 through 10, Inclusive; F&R Real Estate, Inc. v. Pancho Villa No. 2, LLC and Stephen W. Boney, and Roes 1 through 10***
Superior Court of California, County of San Diego, Central Division
Expert economic analysis of damages due to alleged breach of contract, breach of implied covenant of good faith and fair dealing, and additional claims. Analysis of revenues, expenses, customer count, profits, and lost profits associated with grocery stores and commercial real estate. Deposition and trial testimony.
- ***Learning Genie, Inc. v. Child Care Results, Inc. d/b/a CCR Analytics***
American Arbitration Association
Expert economic analysis of lost profits and unjust enrichment due to alleged fraud, breach of contract, and breach of covenant of good faith and fair dealing. Analysis of revenue, analysis of expenses, and market analysis. Expert report, expert rebuttal report, expert declaration, arbitration testimony, and supplemental expert report.

- **Cole Bartiromo v. PayPal, Inc.**
American Arbitration Association
Expert economic analysis of lost profits due to alleged breach of contract. Forecasted revenues, expenses, and profits. Expert analysis and arbitration testimony.
- **Decision Sciences Research Associates, Inc. v. The American Automobile Association, Inc.**
US District Court, Central District of California
Expert economic analysis of lost profits due to alleged breach of contract. Analysis of lost income and lost profits under multiple scenarios, past and projected income, and expenses. Expert report, supplemental expert report, and deposition.
- **Terrace View Partners, LP, a California Limited Partnership v. Three State Investment Company, a California Corporation; and Does 1 through 25, inclusive**
Superior Court of California, County of San Diego
Analysis of economic value and opportunity cost associated with an alleged breach of contract related to real estate.
- **Hamid Taeb, et al. v. Abbas Mash, et al.**
Superior Court of California, County of Alameda
Expert analysis of damages related to real estate.

Economic value, valuation, market analysis, and statistical analysis

- **Workplace Technologies Research, Inc. v. Project Management Institute, Inc.**
US District Court, Southern District of California
Expert analysis of economic value, demand, market, costs, commercialization approach, business rationale, and marketability of software, technology, and project management products and services. Alleged breach of contract, alleged breach of obligation to act fairly and in good faith, alleged theft of trade secrets, and alleged misappropriation of trade secrets. Expert report and deposition.
- **Duane Chapman, an Individual; Adrian Harris, an Individual; Sonya Harris, an Individual; David Clark, an Individual; Jennifer Andrews-Clark, an Individual; and Robert James, an Individual v. University Village Thousand Oaks, CCRC, LLC, a Delaware Limited Liability Company; Continuing Life, LLC, a Delaware Limited Liability Company; Life Care Services, LLC, an Iowa Limited Liability Company; Ryan Exline, an Individual; Warren Spieker, an Individual; Michael South, an Individual; and Does 1 through 100, Inclusive**
Superior Court of California, County of Ventura
Expert economic analysis of monthly fee increases, economic value, costs, profitability, and economic indicators in the context of Continuing Care Retirement Communities. Expert report.
- **State of Arizona, ex rel. Mark Brnovich, Attorney General v. Arizona Board of Regents, et al.**
Superior Court of Arizona, Arizona Tax Court
Analysis of economic value of intangible assets related to Arizona State University. Analysis of income, cost, and market approaches for fair market value (FMV) related to branding, real estate, hotels, universities, and conference centers. Expert report and expert rebuttal report.
- **Leslie Hammon v. David Schweikert, et al.**
Superior Court of Arizona, County of Maricopa
Statistical analysis of exposure, engagement, and interactions with political ads related to alleged defamation, false light, and invasion of privacy. Analysis of data on street signs, traffic, social media, and the internet. Expert report. Expert rebuttal report.

- **John C. Depp, II v. Amber Laura Heard**
Nineteenth Judicial Circuit Court of Virginia, County of Fairfax
Economic analysis of impact of alleged defamation on earnings. Statistical analysis of impact of alleged defamation on earnings and consumer sentiment.

Class action

- **Barry Earls, Thomas Fetsch, David Kiel, Trent Shores, Steve Schussler, Cassie Lietaert, and Chris Jesse, Individually and on Behalf of Classes of Similarly Situated Individuals v. Menard, Inc., a Delaware Corporation**
US District Court, Western District of Wisconsin
Analysis of class certification. Analysis of damages, restitution, and/or unjust enrichment related to customer purchases and rebates. Expert report.
- **Richard A. Ross and Fieldstone Ventures, LLC, on Their Own Behalf and on Behalf of All Others Similarly Situated v. EQT Corporation, EQT Production Company, Rice Drilling B, LLC, Vantage Energy Appalachia LLC, and Vantage Energy Appalachia II LLC**
Court of Common Pleas, Pennsylvania, Allegheny County
Expert economic analysis of class action damages related to unpaid royalties for natural gas.

Labor, employment, and damages

- **Matthew Melda v. Custom Pro Logistics, LLC**
Superior Court of California, County of San Diego, Central Division
Economic analysis of damages due to alleged failure to pay wages and alleged wrongful termination. Analysis of lost wages, salary, commissions, bonuses, and benefits. Expert report, deposition, and trial testimony.
- **Sheila Gianelli v. Mark Schwartz, Eric Woolsey, and Don Dennis Jr.**
Superior Court of California, County of Santa Barbara
Expert economic analysis of damages due to alleged legal malpractice, breach of fiduciary duty, and fraud. Analysis of “but-for” wages and benefits, mitigation wages and benefits, and lost wages and benefits. Expert report, deposition, and trial testimony.
- **Rebecca Holland New v. Thermo Fisher Scientific, Inc.**
US District Court, Middle District of North Carolina
Expert analysis of damages due to alleged discrimination, harassment, hostile and abusive working environment, retaliation, breach of contract, conversion, fraud, and failure to pay wages and benefits when due. Lost wages and benefits; mitigation wages and benefits. Expert report, deposition, supplemental expert report, and second supplemental expert report.
- **Synthia Hernandez, Alicia Cabrera, and N.R., by and through His Parent Cynthia Hernandez v. Los Angeles Unified School District**
US District Court, Central District of California
Expert economic analysis of damages due to alleged violations of Americans with Disabilities Act of 1990 (42 U.S.C. §§ 12101 et seq.) and Section 504 of the Rehabilitation Act (29 U.S.C. §§ 794 et seq.). Analysis of loss in expected lifetime earnings, psychological expenses, lost wages, and other expenses. Analysis of the relationship between education, earnings, and economic outcomes. Expert report and deposition.

- **Rene Mitchell v. U.S. Bank National Association, et al.**
US District Court, District of Maryland
Expert economic analysis of damages due to alleged violations of the fair debt collection practices act (41 U.S.C. §§ 1692k and 41 U.S.C. §§ 1692 et seq.), alleged violations of the Maryland Consumer Debt Collections Act (Md. Code Ann., Com. Law §§ 14-201 to -204), and violations of the Maryland Consumer Protection Act (Md. Code Ann., Com. Law §§ 13-101 to -501d). Analysis of loss in life expectancy, lost quality of life, and psychological expenses associated with the alleged conduct. Analysis of business harm, revenues, expenses, and profits. Expert report, supplemental expert report, and deposition.
- **Mia Kelman vs. David Robert Gotham, Jr. D.O., an Individual; David R. Gotham, Jr., D.O., Inc., a California Corporation; and Does 1 through 20, Inclusive**
Superior Court of California, County of Placer
Economic analysis of damages due to alleged medical malpractice. Analysis of future medical expenses, inflation, and present value. Analysis of lost wages, expert report, and deposition.
- **Gary Masiello v. Adam Strandberg**
Superior Court of Massachusetts, County of Middlesex
Expert economic analysis of damages due to alleged negligence resulting in injury, permanent disability, medical expenses, psychological expenses, and noneconomic damages. Analysis of past and projected lost wages and mitigating compensation, as well as past and projected medical expenses. Expert declaration and supplemental expert declaration.
- **Carl Martin v. Rowan-Salisbury Board of Education**
US District Court, Middle District of North Carolina
Expert economic analysis of damages due to alleged wage discrimination based on age and race, and alleged failure to promote. Lost wages, salary, and benefits. Expert report.
- **Brett Gardner v. Kenneth Braithwaite, Secretary, Department of the Navy**
US District Court, Southern District of California
Expert economic analysis of damages due to alleged discrimination and retaliation based on race. Lost wages, salary, benefits, and pension value. Expert report and supplemental expert report.
- **United States of America v. Ronald Steven Schoenfeld**
US District Court, Eastern District of California
Expert economic analysis of victim restitution due to lost wages related to fraud conspiracy. Expert declaration.
- **Rachel Horton v. National Commercial Services d/b/a NCS Legal Services and Experian Information Solutions, Inc.**
US District Court, Southern District of California
Expert analysis of damages due to alleged violations of the Fair Credit Reporting Act, the California Consumer Credit Reporting Agencies Act, the Fair Debt Collection Practices Act, the Rosenthal Fair Debt Collection Practices Act, and the California Identity Theft Act. Expert report.

- ***In the Matter of Deborah H. Andrews, Executor of the Estate of George H. Andrews (Deceased), Owner of a 2020 35' +/- Scout 355 LXF, HIN # SLPVT596G920, NC Registration # NC-4565EP, Her Engines, Tackle, Apparel, Appurtenances, etc. for Exoneration from or Limitation of Liability***
US District Court, Eastern District of North Carolina, Eastern Division
Analysis of economic damages permitted pursuant to the North Carolina Wrongful Death Statute (N.C. Gen. Stat. § 28A-18-2).
- ***Joshua N. Weisbord v. Posner & Rosen, Inc., et al.***
Superior Court of California, County of San Diego, Central Division
Expert economic analysis of damages due to alleged professional negligence and legal malpractice. Analysis of but-for wages and benefits, mitigation wages and benefits, and lost wages and benefits.
- ***Sherry Clark and Robert Clark v. United Rentals (North America) Inc. and Sumner Manufacturing Co., LLC***
Superior Court of California, County of Santa Clara
Expert economic analysis of damages due to alleged product liability and negligence. Analysis of but-for wages and benefits, mitigation wages and benefits, and lost wages and benefits.
- ***Jeffrey Van De Poel, an Individual v. Kevin Burton Merkes, M.D., an Individual; and Does 1 through 20, Inclusive***
Superior Court of California, County of San Diego
- ***Salvador Luna v. Ware Disposal, Inc.***
Superior Court of California, County of Orange
Expert economic analysis of damages due to alleged age discrimination, wrongful termination, and retaliation. Analysis of lost earnings.
- ***John Does 1 to 5, et al. v. The New Hanover County Board of Education, et al.***
Superior Court of North Carolina, County of New Hanover
Expert analysis of damages related to harassment.
- ***Tiffany Cross, Shalonda Adams, Crystal Anthony, Arron Lee Mathews, Acadia McNeal, Tiana Reddic, and Darlene Francine Rouse v. City and County of San Francisco, et al.***
US District Court, Northern District of California, San Francisco Division
Expert economic analysis of damages due to alleged discriminatory enforcement of criminal law. Analysis of lost wages, expenses, and economic consequences for multiple individuals.

SELECTED CONSULTING EXPERIENCE

Intellectual property

- ***Certain Non-invasive Aesthetic Body-Contouring Devices, Components Thereof, and Methods of Using the Same***
International Trade Commission, Investigation No. 337-TA-1219
Economic analysis of domestic industry investment in the US related to non-invasive, FDA-approved devices, including investments in plant and equipment, as well as labor and capital. Economic analysis of commercial success in the US related to patents on non-invasive, FDA-approved devices. Analysis of revenues, profits, forecasted sales, comparisons to expectations, R&D expenses, license agreements, and nexus. Economic analysis of bond. Economic analysis of remedy. Expert report, deposition, and trial testimony.

- **Orexo AB and Orexo US, Inc. v. Actavis Elizabeth LLC, Actavis Pharma, Inc., Teva Pharmaceuticals USA, Inc., and Teva Pharmaceutical Industries, Ltd.**
US District Court, District of Delaware
Economic analysis of alleged patent infringement related to pharmaceuticals for opioid treatment. Analysis of *Georgia-Pacific* factors, revenues, expenses, and reasonable royalty. Expert report, deposition, and trial testimony.
- **BMG Rights Management (US) LLC v. Cox Communications, Inc. and Coxcom, LLC**
US District Court, Eastern District of Virginia, Alexandria Division
Economic analysis of alleged music copyright infringement, data analysis of file sharing data, and calculations of economic damages. Expert report, deposition, and trial testimony.
- **Pharmacyclics LLC and Janssen Biotech, Inc. v. Zydus Worldwide DMCC, et al.; Pharmacyclics LLC and Janssen Biotech, Inc. v. Alvogen Pine Books LLC and Natco Pharma LTD.**
US District Court, District of Delaware
Evaluation of commercial success related to patents for Imbruvica (ibrutinib) to treat non-Hodgkin's lymphoma. Expert report, deposition, and trial testimony.
- **Sanofi-Aventis US LLC, Sanofi-Aventis Deutschland GMBH, and Sanofi Winthrop Industrie, Biocon Limited, Biocon Research Ltd., Biocon S.A., Biocon Sdn. Bhd. v. Mylan GMBH, Mylan Inc., Mylan NV, And Mylan Pharmaceuticals Inc.**
US District Court, District of New Jersey
Evaluation of commercial success related to patents for Lantus Vial and Lantus SoloStar (insulin glargine) for the treatment of diabetes. Expert report, deposition, and trial testimony.
- **Gerald Hayden v. International Business Machines Corporation, Pablo Suarez and Shanker Ramamurthy**
US District Court, Southern District of New York
Economic analysis of alleged trade secret misappropriation, alleged breach of contract, and alleged retaliatory discharge. Expert report and deposition.
- **Finjan, LLC v. SonicWall, Inc.**
US District Court, Northern District of California
Economic analysis of alleged patent infringement related to cybersecurity hardware, software, and subscriptions, including firewalls, secure wireless, endpoint security, email security, and secure remote access. Analysis of reasonable royalty, revenues, *Georgia-Pacific* factors, license agreements, settlements, and economic damages. Expert report and deposition.
- **CA, Inc. and Avago Technologies International Sales Pte. Limited v. Netflix, Inc.**
US District Court, Northern District of California
Evaluation of reasonable royalty related to video streaming. Expert report and deposition.
- **Bristol-Myers Squibb Company and Pfizer Inc. v. Aurobindo Pharma USA, Inc. and Aurobindo Pharma Ltd., Sigmapharm Laboratories, LLC, Unichem Laboratories, Ltd., and Zydus Pharmaceuticals (USA), Inc.**
US District Court, District of Delaware
Evaluation of secondary considerations related to patents for Eliquis (apixaban) for the treatment of deep vein thrombosis and pulmonary embolism, as well as stroke prevention, in nonvalvular atrial fibrillation. Analysis of alleged commercial success, blocking patents, revenues, profits, forecasted sales, comparisons to expectations, and R&D expenses. Expert report and deposition.

- **Finjan, LLC v. Qualys, Inc.**
US District Court, Northern District of California
Economic analysis of alleged patent infringement related to cybersecurity software and hardware. Analysis of reasonable royalty, revenues, *Georgia-Pacific* factors, license agreements, settlements, apportionment, and economic damages. Expert report and deposition.
- **Vanda Pharmaceuticals Inc. v. Teva Pharmaceuticals USA, Inc., Apotex Inc., Apotex Corp., MSN Pharmaceuticals Inc., and MSN Laboratories Private Limited**
US District Court, District of Delaware
Evaluation of commercial success related to patents for Hetlioz (tasimelteon) for the treatment of non-24-hour sleep disorders. Analysis of blocking patents, revenues, profits, forecasted sales, comparisons to expectations, R&D expenses, and nexus. Expert report, supplemental expert report, and deposition.
- **Align Technology, Inc. v. Strauss Diamond Instruments, Inc.**
US District Court, Northern District of California, San Jose Division
Economic analysis of alleged trademark infringement of medical devices for orthodontics, restorative dentistry, and aesthetic dentistry. Expert report.
- **DirectPacket Research, Inc. v. Polycom, Inc.**
US District Court, Northern District of California, San Jose Division
Economic analysis of alleged patent infringement related to unified communications and collaboration products. Analysis of *Georgia-Pacific* factors, revenues, expenses, and reasonable royalty.
- **Domestic industry for International Trade Commission**
Economic analysis of domestic industry investment in the US related to non-invasive FDA-approved devices, including investments in plant and equipment, as well as labor and capital. Analysis of revenues, profits, and R&D expenses.
- **Patent infringement**
Economic analysis of alleged patent infringement related to technology used in video streaming, encoding, compression, and digital content distribution. Analysis of reasonable royalty, lost profits, *Georgia-Pacific* factors, and economic damages.
- **Patent infringement**
Analysis of alleged patent infringement related to technology used in military helmets. Analysis of reasonable royalty, lost profits, *Georgia-Pacific* factors, license agreements, and economic damages.
- **Patent infringement**
Economic analysis of alleged patent infringement related to pharmaceuticals for the treatment of infections.
- **Trade secret misappropriation, breach of contract, fraud, and false advertising**
Economic analysis of damages related to trade secret misappropriation, breach of contract, fraud, and false advertising for 5G communications and microchip products and technologies.
- **Trademark infringement**
Economic analysis of alleged trademark and trade dress infringement related to automobiles.
- **Patent infringement**
Economic analysis of alleged patent infringement of smartphone technology.

- **Trade secrets**
Economic analysis of alleged trade secret misuse related to technology used by smartphone companies.

Antitrust

- **US Wholesale Outlet & Distribution, Inc., Trepc Imports & Distribution, Ltd., L.A. International Corporation, California Wholesale, YNY International Inc., Eashou, Inc. d/b/a San Diego Cash and Carry, and Sanoor, Inc. d/b/a L.A. Top Distributor v. Living Essentials, LLC and Innovation Ventures, LLC**
US District Court, Central District of California
Economic analysis of alleged unlawful price discrimination related to energy drinks under the Robinson-Patman Act. Analysis of price discrimination, competition, unfair practices, restitution damages, and antitrust damages. Expert report and deposition.
- **Brian C. Williams, et al. v. The Estates LLC, et al.**
US District Court, Middle District of North Carolina
Economic analysis of damages due to alleged bid-rigging of real estate foreclosure auctions. Analysis of data on foreclosures. Analysis of class action damages. Expert report.
- **Antitrust, price discrimination, and unfair practices**
Economic analysis of alleged unlawful price discrimination related to beverages under the Robinson-Patman Act. Analysis of price discrimination, competition, restitution damages, and antitrust damages.

Fraud

- **Valuation, negotiation, fraud, aiding and abetting fraud, conspiracy to commit fraud, and breach of purchase agreement**
Economic analysis of damages and valuation due to alleged fraud related to a company acquisition. Analysis of financial data, company valuation, costs, revenues, profits, and economic damages.

Real Estate Settlement Procedures Act (RESPA)

- **RESPA (large lender)**
Economic analysis of FMV of leads on behalf of a lender related to a partnership with a provider of home services for compliance with RESPA. Two RESPA reports to evaluate the FMV of two distinct aspects of the partnership.
- **RESPA (large lender)**
Economic analysis of FMV of advertising services on behalf of a lender related to a partnership with a real estate building company for compliance with RESPA.
- **RESPA (large lender)**
Economic analysis of FMV of services on behalf of a lender related to a partnership with a credit union for compliance with the RESPA. Two RESPA reports to evaluate the FMV of two distinct aspects of the partnership.
- **RESPA (large insurance broker)**
Economic analysis of FMV of services provided by a variety of partners related to homeowners insurance on behalf of a real estate insurance broker related to compliance with RESPA.

- **RESPA (large real estate broker)**
Economic analysis of FMV of 1,003 applications from a computer loan origination system on behalf of a real estate broker related to compliance with RESPA.
- **RESPA (mid-sized bank)**
Economic analysis of FMV of broker agreements on behalf of a lender related to compliance with RESPA.
- **RESPA (manufactured home lender)**
Economic analysis of FMV of digital data in a web portal related to borrowers for manufactured housing buyers. This analysis was completed on behalf of a manufactured home lender related to compliance with RESPA.
- **RESPA (manufactured home lender)**
Economic analysis of FMV of prospects from a YouTube influencer on behalf of a manufactured home lender related to compliance with RESPA.
- **RESPA (large financial institution)**
Economic analysis of FMV of home buyer leads for a real estate company on behalf of a large financial institution related to compliance with RESPA.

Valuation, market analysis, and business strategy

- **The Potential Economic Impact of Legalizing iGaming on Casino Revenues in Five States**
Developed study to provide a comprehensive analysis of the potential economic impact of legalizing iGaming in New York, Illinois, Louisiana, Maryland, and Virginia. Measured the observed impact of iGaming in six states where iGaming is already active: New Jersey, Delaware, Pennsylvania, West Virginia, Michigan, and Connecticut. The study conducted 34 consumer research interviews and an online survey among 2,389 current and prospective gaming consumers to develop a data-driven understanding for how iGaming impacts the market. This study provides a framework, an analysis of the observed impact of iGaming, and a set of projections to best enable policymakers to make informed decisions. The study projects potential revenues in the projection states using the changes observed in the iGaming states in combination with each iGaming and projection state's unique characteristics.
- **Business Strategy and Growth**
Developed business plan and financial strategy for water purification company. Market analysis, analysis of customer demand, pricing, revenues, expenses, unit economics, financing, operations, sales, marketing, distribution, and acquisition.
- **Patent valuation**
Valuation of patents and license agreements related to diagnostic applications and nutritional applications using lipid, protein, and genetic markers for gestational, infant, and children's nutrition. Market analysis, analysis of expenses, projected revenues, and costs. Implementation of income approach and cost approach.
- **Patent valuation**
Valuation of patents and company relating to addressing systems and related technologies for augmented reality, virtual reality, and other applications. Market analysis, analysis of expenses, projected revenues, and costs. Implementation of Income Approach, Market Approach, and Cost Approach.

- **Labor, sports**
One and done: A data-driven analysis of the National Basketball Association policy for player entry.
- **Labor, sports**
Economic analysis of how a multibillion-dollar television deal impacted player and team salaries and wages, including the impact on each individual player and future players, projected multiple years into the future.
- **Sports technology**
Due diligence for private equity firm seeking to acquire a sports sensor technology company.
- **Sports**
Ticket pricing optimization for a Major League Baseball team.
- **e-Commerce**
Pricing strategy and optimization for a \$100 million food and beverage company, resulting in 30% increase in year-over-year gross profits.
- **e-Commerce**
Pricing strategy and optimization for a \$700 million online gifts retailer, resulting in 15% increase in year-over-year gross profits in the peak holiday period.

ARTICLES AND PUBLICATIONS

“Trade Secret Disputes: Quantifying Damages,” with John Browning, Minh Doan, Della Cummings, and Thomas McGahee, *Corporate Disputes* (2024)

“This apportionment strategy can help protect your IP damages award,” with Brett Irvin and DeForest McDuff, *Intellectual Asset Management* (2023)

“Thinking Economically About Nexus in Commercial Success,” with DeForest McDuff and Sophia Luo, *Landslide* (2023)

“Patents and Antitrust in the Pharmaceuticals Industry,” with DeForest McDuff and Noah Brennan, *Competition* (2021)

“Thinking Economically About Blocking Patents: Did Acorda Create a New Paradigm?” with DeForest McDuff and Noah Brennan, *Landslide* (2020)

“Results of The California International Marathon 2018 (Numbers and Data Visualization),” *Economics Athletes* (2018)

“What Makes a Great Athlete: The Data Under the Hood,” *Economics Athletes* (2018)

“One and Done: A Data-Driven Analysis,” with Danny Schayes and Ryan Sullivan, *Intensity Corporation* (2014)

“Rent or Buy: The Effectiveness of Netflix and Redbox Windows,” *The University of Chicago* (2013)

“Can Movie Studios and the U.S. Government Stop Internet Movie Piracy?” *The University of Chicago* (2013)

“The Illegal Movie Market: A Title-by-Title Analysis,” *Dissertation, The University of Chicago* (2013)

“Demand for Bundled vs. À La Carte Movie Products,” *Dissertation, The University of Chicago* (2013)

A Proposed Growth Strategy for the National Hockey League (2013)

Deal or No Deal: Individual Decision Making with Uncertainty (2007)

PRESENTATIONS AND SPEAKING ENGAGEMENTS

“RESPA Section 8A Compliance and Valuation,” California Mortgage Bankers Association 2022 Legal Issues and Regulatory Compliance Conference (December 13, 2022)

“Compliance Technology in Real Estate,” California Mortgage Bankers Association 2021 Legal Issues and Regulatory Compliance Conference (December 8, 2021)

“Economic Experts with Insight Economics’ Dr. Mickey Ferri,” *The Thoughtful Entrepreneur* (August 13, 2020)

“Improve Your Long-Distance Running Using Economics, Data, & Science,” San Diego Track Club (July 15, 2020)

“What Makes a Great Athlete: Data Under the Hood,” Let’s Go Data Science (August 30, 2018)

“The Role of AR/VR in Company Strategy,” DeveloperWeek (February 16, 2017)

“Full-body Motion Capture in Virtual Reality,” UC Berkeley Virtual Reality Experience Convention (October 8, 2016)

“How to Grow Social VR Communities,” UC Berkeley Virtual Reality Experience Convention (October 8, 2016)

“The Future of Smart Clothing,” Wearable Technology Show (October 5, 2016)

“What Makes a Perfect Sports Wearable,” Wearable Technology Show (October 5, 2016)

“Motion Capture Clothing for Exercise and Health,” Silicon Valley Innovation and Entrepreneurship Forum (September 30, 2016)

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

2019–Present American Economic Association

COMMUNITY INVOLVEMENT

2021–Present USATF
Panelist, National Athletics Board of Review

2019–Present USATF San Diego-Imperial
Communications Chair, Board of Directors

2024 Pepperdine University, Delta Sigma Pi business fraternity
Guest speaker on economics and careers

2015–2024 Rady School of Management at UC San Diego
Coffee Chat (provided career advice to Ph.D. students in STEM)

- 2022 Hoover High School, Social Justice Academy
Guest speaker on economics and careers
- 2019–2020 Del Norte High School
Track and Field Coach
- 2017 The Future of Sports Technology Hackathon at DeveloperWeek
Lead Organizer
- 2017 Developing Full-body Experiences in Virtual Reality at UploadVR
Lead Organizer
- 2017 Creating a Full-body Interactive Game in Virtual Reality at Upload LA
Lead Organizer
- 2016 Virtual Reality Hackathon
Organizer
- 2014 Rady School of Management at UC San Diego
Career Day (provided career advice to Ph.D. students in STEM)