

**ASHLEY LEE**  
**Vice President**

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Ms. Lee specializes in conducting economic analysis and damages quantification in complex litigation disputes, including intellectual property, class certification, and breach of contract matters. Her litigation experience in patent infringement matters includes evaluation of reasonable royalties and lost profits. She has been engaged in matters including medical devices, software, cloud services, and consumer electronics. Ms. Lee has also worked on matters related to wrongful death, wrongful termination, and environmental disputes. She has assisted in all phases of the litigation process, including discovery, expert reports, deposition, and trial. Ms. Lee has taught undergraduate and graduate-level classes in economics at the University of Arkansas.

**EDUCATION**

2023	M.S., economic analytics, University of Arkansas
2007	B.S., economics, Brigham Young University

**PROFESSIONAL EXPERIENCE**

2021–Present,	Analysis Group, Inc.
2007–2010	<i>Vice President (2025–Present)</i> <i>Manager (2021–2024)</i> <i>Senior Analyst (2007–2010)</i>
2015–2021	Self-Employed <i>Independent Contractor</i>
2013–2014	Rosetta Marketing <i>Manager</i>
2010–2012	Oliver Wyman <i>Senior Consultant</i>

**SELECTED CONSULTING EXPERIENCE**

**Intellectual Property**

- Assisted in evaluating claimed reasonable royalty damages in a patent infringement matter related to multi-factor authentication methods. At issue was the use of push notifications to perform two-factor authentication. Analyses demonstrated that the plaintiff's damages expert overstated the profitability of the products, and the apportionment proffered by the plaintiff's damages expert was unsupported. Assisted in the determination of a reasonable royalty payment based on a hypothetical negotiation framework and indicators of value for the patent-in-suit derived from comparable license agreements.
- Assisted in evaluating claimed lost profits and reasonable royalty damages in a patent infringement matter related to Foley catheter tray design. At issue was the layout and uncovering of the Foley

catheter tray as part of the unpackaging process. Demonstrated that plaintiff's damages expert's lost profits claim was flawed and not supportive of lost profits damages. Assisted in the determination of a reasonable royalty payment based on a hypothetical negotiation framework and indicators of value for the patent-in-suit derived from design-around options.

- Assisted in evaluating claimed reasonable royalty damages in a patent infringement matter related to the design of database structures. The at-issue technology related to the underlying database design and specific means of manipulating and storing data in a database. Demonstrated that the plaintiff's damages expert overstated the claimed reasonable royalty rate by relying on unsupported and overstated effective royalty rate calculations.
- Assisted in evaluating claimed reasonable royalty damages in a patent infringement matter in which a major provider of cloud and web services was accused of infringing patents related to computer networking connections. Evaluated claimed damages proffered by plaintiff and demonstrated that calculations significantly overstated the royalty base and royalty rate.
- Assisted in evaluating claimed damages in a trademark infringement matter involving a manufacturer of heart valve products. Assisted in rebuttal of claimed damages quantified under different approaches: loss of goodwill and harm to reputation, corrective advertising, and defendant's sales.
- Assisted in the analysis of damages for defendant regarding patent infringement claims on consumer computing devices. The plaintiff alleged that laptop and desktop computers that used the H.264 video compression standard infringed certain patents. Analyses showed that the plaintiff's expert's damages calculations were significantly overstated and based on irrelevant measures of claimed value.
- Assisted in evaluating claimed reasonable royalty damages in a patent infringement matter related to optical network components within a fiber optic network. Demonstrated that plaintiff's damages expert significantly overstated the claimed royalty base. Assisted in the determination of a reasonable royalty payment based on a hypothetical negotiation framework and indicators of value for the patent-in-suit derived from comparable license agreements executed in the industry between third parties.
- Assisted in the analysis of damages for defendant involving patent infringement claims on video streaming platforms. Analysis included the determination of a reasonable royalty, rebuttal of opposing expert report, and evaluation of complex licensing agreements.
- In a trademark infringement matter, plaintiff alleged that defendants had benefited from transporting puppies mislabeled as rescues under the plaintiff's trademark. Evaluated disgorgement of defendants' profits as a result of the alleged trademark infringement and assisted with trial materials and testimony.

### **Commercial Success**

- Led a team that evaluated the secondary consideration of commercial successes as they related to the claimed non-obviousness of a patent on wire cable hangers for utility-scale solar panels. Assisted in preparing rebuttal declaration to the US Patent and Trademark Office related to the commercial success of the hangers asserted to practice a patent undergoing an inter partes reexamination. Analyses included evaluating the features not claimed by the patent at issue and the economic factors that contribute to commercial success of wire cable hangers.
- Led a team that evaluated whether the commercial success of a multi-factor authentication application had a discernible nexus to the asserted patent.

## **Environmental**

- Managed a statistical study of the impact of high-voltage transmission lines on residential property sales over a seven-year period. Worked as the project team lead in collecting, organizing, and analyzing data. Assisted in econometric analysis and drafting of reports and trial demonstratives.
- Managed a study of the impact of high-voltage transmission lines on vacant land sales. Performed data collection and analysis and created exhibits for expert testimony.

## **Other**

- Assisted in a matter related to a social media company obtaining and using data of non-users from a third-party website. Assisted in evaluating whether standard economic analysis can be used to quantify reliable economic injury and economic damages on a class-wide basis using common proof.
- Assisted in a breach of contract matter in which the plaintiff alleged that sales representatives of orthopedic surgery equipment breached contractual agreements and non-compete covenants. Evaluated the plaintiff's claimed lost profits damages associated with a loss of distributor and sales representatives.
- Assisted in the rebuttal of damages for a rental car company facing a class action lawsuit for improper fees charged to customers. Analysis included detailed review of rental transactions, fees, and taxes.
- Assisted in analysis of damages regarding wrongful termination, including cost of living and labor market analysis.
- Assisted a regional airline in renegotiating engine maintenance contracts. Analysis included creating engine servicing schedule, reviewing contracts, and performing industry benchmarking.
- Managed a marketing study for an international tire manufacturer. Led a team responsible for survey analytics and market segmentation. Developed and presented actionable marketing direction for senior management.

## **COURSES TAUGHT**

Principles of Microeconomics  
*University of Arkansas*

Data Analysis and Visualization  
*University of Arkansas*

## **SELECTED HONORS AND AWARDS**

2022–2023      Outstanding Student Award, University of Arkansas

## **LANGUAGES**

Spanish (conversational)