

# Litigation Economics, LLC

## **GAURI PRAKASH-CANJELS, Ph.D.**

*Principal, Litigation Economics, LLC*

Dr. Prakash-Canjels has 20 years of economic consulting experience in:

- Intellectual property (IP) infringement damage estimation, including patents, trademarks, copyright, trade secrets and trade dress
- Antitrust analysis – price fixing, tying, monopsony, merger and dealer restraint. Specific experience in the economic analysis of markets, product market definitions, entry conditions and product substitutability in various industries
- Estimation of environmental/natural resource damages using hedonic house price analysis, repeat sales analysis, and willingness to pay surveys
- Business appraisal and IP valuation
- Breach of contract damage estimation
- Bankruptcy action matters

She has consulted in cases involving a variety of industries including hi-tech, consumer goods and industrial products among others. Examples include: software for the visually challenged, e-books, backup storage tapes, ATM switches, death-care products, inline skates, floppy disks, mattresses, carpets, spill-proof sippy cups, shampoo, VOIP, and log cabins.

Gauri Prakash-Canjels has taught courses at the graduate and undergraduate levels. She was a Visiting Professor at Milano Graduate School of Management and Urban Policy, New School University, and taught courses in Quantitative Methods – statistics, survey and econometrics for MBAs. Dr. Prakash-Canjels was a Lecturer at Northwestern University, and taught courses in econometrics and on the principles of economics. She was also an Assistant Professor at Delhi University, India. She teaches courses on intellectual asset management, including on the valuation of patents, for the Licensing Executives Society.

Dr. Prakash-Canjels has economic consulting experience with the Standard Chartered Bank and the National Council for Applied Economic Research. She conducted survey based market studies, trademark confusion surveys, and comparative advantage studies in these positions.

Dr. Prakash-Canjels has also conducted Conjoint surveys for patent infringement and class certification matters.

## **Education**

Ph.D., 1997, Northwestern University. University Fellowship 1991-1992. Dissertation: “Pace of Market Integration.”

M.A., (Economics), 1990, Delhi School of Economics. Central Advance Research Scholarship, Government of India, 1988-1989 and 1989-1990.

B.A., (Economics and Mathematics), 1988, Delhi University.

## **Certifications**

Certified Licensing Professional (CLP)

Certified Valuation Analyst (CVA)

## **Memberships**

National Association of Certified Valuation Analysts

Licensing Executives Society – Treasurer until October 2017; former Chair of the Valuation and Taxation Committee

American Bar Association - IPL Section

American Bar Association – Antitrust Section

## Professional Experience

Litigation Economics, LLC - Principal, March 2018 to Present

Brewer Attorneys and Counselors (formerly Bickel and Brewer) - Consulting Director, 2015 to 2018

GreatBridge Consulting, Inc. - Managing Director, 2012 to 2015

The Kenrich Group, LLC - Principal, 2010 to 2012

Litigation Economics, LLC - Principal, 2010

ARPC, Vice President - 2007 to 2010

The CapAnalysis Group (Howrey LLP) - 2002 to 2007

Navigant Consulting, Inc. - 1999 to 2002

PENTA Advisory Services - Senior Economic Consultant, 1999

Bickel and Brewer Consulting Group - 1997 to 1999

## Publications

“Thoughts on Patent Damages Landscape Post-Halo,” (Joint with Matthew Harrison and Alex Mann) *Law360*, August 2016

“The Role of Education in Technology Commercialization,” *IAM Magazine*, Issue 66, July/August 2014

“Proving Damages in Trademark Cases,” (Joint with Stanley P. Stephenson, Ph.D.), *Business Valuation Update* Volume 18, Number 10, October 2012

“Computing Lost Profits in Business Interruption Litigation: A General Model,” (Joint with Stanley P. Stephenson, Ph.D. and David Macpherson, Ph.D.) *Journal of Business Valuation and Economic Loss Analysis* Volume 7, Issue 1, ISSN (Online) 1932-9156, DOI: 10.1515/1932-9156.1118, May 2012

“Summary of the January 4, 2011 Decision of the United States Court of Appeals for the Federal Circuit Regarding the 25 Percent Rule of Thumb,” *LES Insights*, January 2011

“Basis of Damage Awards in Trademark Cases,” (Joint with Kristen Hamilton) *les Nouvelles: Journal of The Licensing Executives Society*, Vol. XLIV, No.2, June 2009

“Implications of EBay for Non-Competes, Other Entities,” *Law360*, September 2, 2008

“Recent Developments in Estimation of Patent Infringement Damages,” *IPExperts iNews*, December 2007

“FRAND Licensing Requirements in Standard Setting Organization,” *International Antitrust Bulletin*, International Committee, ABA Section of Antitrust Law, Spring 2007

“Economic Issues in Antitrust: 2004-5,” (Joint with Susan H. Manning and Eileen Reed) *The Antitrust Review of the Americas 2006*, Global Competition Review, September 2005

“Measuring Market Integration: Foreign Exchange Arbitrage and the Gold Standard, 1879-1913,” (Joint with Eugene Canjels and Alan M. Taylor) *The Review of Economics and Statistics*, Vol. 86, Issue 4, November 2004

“Measuring Market Integration: Foreign Exchange Arbitrage and the Gold Standard, 1879-1913,” (Joint with Eugene Canjels and Alan M. Taylor), *NBER Working Paper 10583*, June 2004

“Patent Damages And Royalty Awards: The Convergence of Economics and Law,” (Joint with William O. Kerr) *les Nouvelles: Journal of The Licensing Executive Society*, Vol. XXXVIII, No.2, June 2003

“Robinson-Patman Act Secondary-Line Claims: Can the Injury to Competition Test Be Made More Consumer Friendly,” (Joint with Mark Glueck) *Robinson-Patman Act Newsletter*, American Bar Association, Section of Antitrust Law, Vol. 1, Issue 1, Spring 2003

“Analysis of Patent Cases, 1990-2000,” *IDEA: Journal of Law and Technology*, Vol. 41, No.2, August 2001

“The Influence of Patent Law on Innovation and Technology,” (Joint with William O. Kerr), November 2000

“Pace of Market Integration,” Ph.D. Dissertation, Northwestern University, April 1997

## **Presentations**

- “Advanced Intellectual Asset Management Course on Valuation, Professional Development Series,” The Licensing Executives Society, Houston, TX, February 2014
- “Certified Licensing Professional – Review Course in Valuation,” Merck, NJ, September 9, 2013
- “Recent Developments in Patent Damages,” The LES University Wednesday Webinar, October 2012
- “Advanced Intellectual Asset Management Course on Valuation, Professional Development Series,” The Licensing Executives Society, Chicago, IL, July 2012
- “Intellectual Property Valuation and Damages,” DLA Piper LLP, Washington, DC, December 7, 2011
- “New IP Valuation Strategies - Post 25% Rule Thinking,” The Licensing Executives Society Annual Meeting, San Diego, October 16-19, 2011
- “Advanced Intellectual Asset Management Course on Valuation, Professional Development Series,” The Licensing Executives Society, Chicago, IL, July 2011
- “Intellectual Property Valuation and Damages,” DLA Piper LLP, Washington, DC, June 23, 2011
- “Valuation (Professional Development Series 203),” The Licensing Executives Society Course at Corporate Level, Florida, April 11, 2011
- “Valuation of Early-Stage Technology (Professional Development Series 303),” The Licensing Executives Society Spring Meeting, Boston, May 20- 21, 2010
- “Patent Licensing in Standards Setting Organization and Antitrust Implications,” Patent Lawyers Club of Washington DC, Washington, DC, January 26, 2010
- “Patent Licensing in Standards Setting Organization and Antitrust Implications,” MCLE Presentation at Venable, Washington, DC, December 10, 2009
- “Patent Licensing in Standards Setting Organization and Antitrust Implications,” The Licensing Executives Society - Greater Washington, DC Chapter Meeting, Sidley Austin, Washington, DC, November 2009
- “Fundamental Intellectual Asset Management Course on Valuation, Professional Development Series 203,” The Licensing Executives Society, Philadelphia, PA, November 2009
- “Intermediate Intellectual Asset Management Course on Valuation, Professional Development Series 303,” The Licensing Executives Society, Chicago, IL, July 2009
- “Valuation, Professional Development Series 303,” The LES University Webinar, May 2009
- “Valuation of Early-Stage Technology,” The Licensing Executives Society Spring Meeting, Montreal, Canada, May 6-8, 2009
- “Trends and Issues in Patent Damages,” Winston and Strawn LLP, Washington, DC, April 8, 2009
- “Intellectual Property (including Patents) Valuation Seminar,” IncreMental Advantage, New York, NY, March 19, 2009
- “Trends and Issues in Patent Damages,” Patent Lawyers Club of Washington DC, Washington, DC, March 12, 2009
- “Estimating Damages of Patent Infringement,” IncreMental Advantage, Chicago, IL, January 23, 2009
- “Valuation of Patents and Other Intellectual Property,” National Institutes of Health - Department of Technology Development and Transfer, Rockville, MD, December 4, 2008
- “Valuation of Patents and Other Intellectual Property,” John Hopkins University - Office of Technology Transfer, Baltimore, MD, December 3, 2008
- “Estimating Damages of Patent Infringement,” IncreMental Advantage, Washington, DC, November 20, 2008
- “Antitrust Aspects of Patent Licensing - Recent Developments,” The Licensing Executives Society Annual Meeting, Orlando, FL, October 19-23, 2008
- “Intermediate Intellectual Asset Management Course on Valuation, Professional Development Series,” The Licensing Executives Society, Toronto, Canada, July 2008

“Patent Damages Estimation and Recent Developments,” The Licensing Executives Society - Greater Washington, DC Chapter Meeting, Winston and Strawn, Washington, DC, January 2008

“Antitrust Fundamentals -Intersection of Antitrust and Intellectual Property,” CLE Seminar, Howrey LLP, Washington, DC, February 2007

“Introduction to Litigation Consulting and Issues in Damage Estimation - Patent Infringement,” CLE Presentation, Howrey LLP, Houston, TX, December 2006

“Introduction to Litigation Consulting and Issues in Damage Estimation - Two Case Studies: (1) Patent Infringement and (2) Insurance Recovery Class Action - Analysis using Statistics and Sampling,” CapAnalysis Presentation, Howrey LLP, Chicago, IL, September 2006

“Introduction to Patents Damages,” CLE Presentation, Howrey LLP, Washington, DC, February 2005

“Trademark Litigation: Trends, Damages and Daubert Issues,” CLE Presentation to IP Lawyers at Howrey Simon Arnold & White, LLP, Houston, TX, October, 2004 and Los Angeles, Menlo Park, and San Francisco, CA, November 2004

“Trends in and Estimation of Patents Infringement Damages,” CapAnalysis Brown Bag Presentation, Washington, DC, August 2003

“Patents and other Intellectual Property Damage Estimation,” CLE Presentation to IP Lawyers at Howrey Simon Arnold & White, Menlo Park, CA, June 2002

“Trends in Patent Litigation, Damage Awards & Costs,” Presentation to attendees of Patent Infringement Damages & Injunction Relief seminar organized by Patent Resources Group, Naples, FL, May 2002

“Patents and other Intellectual Property Damage Estimation,” CLE Presentation to IP Lawyers at Howrey Simon Arnold & White, Houston, TX, March 2002

“The Influence of Patent Law On Innovation and Technology,” (Joint with William O. Kerr) Presented to the Southern Economics Association and National Association of Forensic Economists (NAFE), November 2000

“Trends in Patent Infringement Lawsuits & Damage Awards,” CLE Presentation to IP Lawyers at Calfee, Halter & Griswold, Cleveland, OH, September 2000

“Use of Economic/Econometric Techniques including Regressions in the Court Room” CLE Presentation at Bickel & Brewer, Dallas, TX, April 1999

“Measuring Market Integration: A Model of Arbitrage with an Econometric Application to the Gold Standard, 1880-1913,” (Joint with Alan M. Taylor) Presented at Rutgers University, April 1997

## **Contact**

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