

Dr. Samantha Iyengar

Director



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Samantha Iyengar is an expert in survey research and statistical sampling, with over 15 years of experience in academic and litigation contexts. She has testified at trial and in deposition on the use of surveys, sampling, and statistics in a wide range of cases, including intellectual property, mass torts and commercial disputes.

In the area of intellectual property, Dr. Iyengar has extensive experience conducting surveys related to disputes over trademarks, trade dress, patents, and false advertising to evaluate likelihood of confusion, secondary meaning and genericness.

Dr. Iyengar has particular expertise in conjoint surveys and analysis. In matters involving patent infringement, false advertising, and product liability claims including Lanham Act and consumer class action matters, product defect, and mislabeling claims, Dr. Iyengar has designed, conducted and analyzed choice based conjoint surveys. The results of Dr. Iyengar's analyses have been incorporated into damages models, including the calculation of price premiums, reasonable royalties and lost profits.

Dr. Iyengar has reviewed and designed sampling plans to select samples of documents and other records in matters related to contract and payment disputes. These sample data were analyzed to make estimates of population characteristics and margins of error.

Prior to joining NERA, Dr. Iyengar served as an Assistant Professor of Criminal Justice at the University of Michigan-Flint and Assistant Professor of Sociology at the University of Idaho, where she developed and taught courses including Methods of Social Research.

Education

PhD and MA in sociology, University of Iowa

MA and BA in sociology, University of Montana

Publications

- *Survey Response Bias and the 'Privacy Paradox'*

Practice Areas

Class Actions and Class Certification

Intellectual Property

International Arbitration

Labor and Employment

Product Liability and Mass Torts

Product Liability and Mass Torts

Statistical Sampling and Analysis

Survey Research, Design, and Analysis

About NERA

NERA Economic Consulting (www.nera.com) is a global firm of experts dedicated to applying economic, finance, and quantitative principles to complex business and legal challenges. For over half a century, NERA's economists have been creating strategies, studies, reports, expert testimony, and policy recommendations for government authorities and the world's leading law firms and corporations. With its main office in New York City, NERA serves clients from more than 25 offices across North America, Europe, and Asia Pacific.