

Bryan Ray

Director



Contact

bryan.ray@nera.com

White Plains, NY: +1 914 448 4004

Bryan Ray has contributed to various consulting assignments related to antitrust and trade regulation as well as damages calculations in connection with litigation, valuation, and business operations and strategy. His research spans industries including computer networking equipment, petroleum, chemical products, industrial gases, fibers, consumer products, health care, financial services, media, and entertainment. His analysis has been used as expert testimony and in presentations to mediators and regulatory agencies.

In antitrust matters, Mr. Ray has researched the competitive effects of a variety of mergers and acquisitions and consulted on civil antitrust litigations involving allegations of bid rigging, refusal to deal, predatory pricing, price discrimination, anticompetitive standard setting, patent and copyright misuse, and price fixing.

Mr. Ray's experience extends to matters involving intellectual property. He has consulted on the estimation of damages for cases involving patent, trademark, and copyright infringement and false advertising. He has also valued intellectual property (including patents, trademarks, and copyrights) for purposes of risk management, SFAS 141/142 compliance, transfer pricing, and asset sales. Mr. Ray's other litigation-related consulting experience includes damages estimations in matters involving alleged breach of contract, breach of fiduciary responsibility, and other commercial disputes.

Mr. Ray also advises firms on their operations and strategy. He has investigated strategic business line extensions and evaluated a firm's methodology for valuing intellectual property and its training program in connection with this methodology. During his studies, Mr. Ray focused his research on union bargaining and modeling the supply of labor.

Education

BA in economics, *magna cum laude* with High Honors, Haverford College

Publications

- *Effects of Competition Law on Innovation*
- *Paper Trail: The Unexpected Consequences of Asymmetric Competition. An Application to Big Pharma*
- *Paper Trail: Review of a Recent Working Paper on the Effect of Copay Coupons on Drug Pricing*
- *A Brief Comment on the Damages Provisions in the Patent Reform Act of 2009*
- *The Patent Reform Act*
- *Assessing the Damages Provisions in the Patent Reform Act of 2007*
- *Economics of Antitrust: Complex Issues In a Dynamic Economy*
- *Monopoly Overcharges, Pass-Through Pricing, and Economic Damages*
- *Economic Approaches to Intellectual Property Policy, Litigation, and Management*
- *Two Worlds Colliding? Transfer Pricing and Damages in Intellectual Property Litigation*

- *Grasping the Value of Intangible Assets: An Economic Approach to SFAS Nos. 141 and 142*

Practice Areas

Antitrust and Competition
Class Actions and Class Certification
Commercial Litigation and Damages
Data Science and Analytics
Intellectual Property
Life Sciences
Valuation

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