

Bryan Ray

Associate Director



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Mr. Ray has contributed to a variety of consulting assignments in the areas of antitrust and trade regulation, damage calculation in connection with litigation, valuation, and business operations and strategy. His research has ranged across many industries, including computer networking equipment, petroleum, chemical products, industrial gases, fibers, consumer products, health care, financial services, media, entertainment, and has been used for expert testimony, as well as presentations to mediators and regulatory agencies.

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

His experience also extends to matters involving intellectual property. Here, 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 damage estimation in matters involving alleged breach of contract, breach of fiduciary responsibility, and other commercial disputes.

Mr. Ray has also advised firms on their operations and strategy. In this regard, he has investigated strategic business line extensions and evaluated a firm's methodology to value intellectual property and its training program in connection with this methodology.

Mr. Ray received his BA, *magna cum laude* and with High Honors, in economics from Haverford College. While at Haverford, Mr. Ray focused his research efforts 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

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.