

Dr. Sumanth Addanki

Managing Director



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Dr. Addanki specializes in antitrust, intellectual property, and the evaluation of commercial damages.

In the antitrust area, Dr. Addanki has analyzed the competitive consequences of numerous mergers in a wide range of industries, including agricultural products, chemicals, consumer products, medical devices, pharmaceuticals, and semiconductors, among many others; he has frequently presented the results of his analyses to US antitrust agencies and courts. In addition, he has addressed liability and damages issues involving allegations of predatory pricing, monopolization, price discrimination, resale price maintenance, tying, and other antitrust violations in a variety of different industries.

Many of Dr. Addanki's antitrust inquiries have focused specifically on intellectual property and its unique role in the analysis of market power and competitive effects. In the intellectual property area more generally, he has evaluated economic damages in cases involving patent infringement, trade secrets, trade dress, Lanham Act violations, and other claims. He has written and lectured extensively on the use of economic analysis in these matters.

Dr. Addanki has also evaluated liability and damages issues in many other settings. He has calculated economic damages in cases involving allegations of breach of contract, fraud, and misrepresentation, among many other issues. He has also studied commodity futures markets in several cases involving allegations of market manipulation.

Dr. Addanki has testified before state and federal courts, the US Federal Trade Commission, and various other regulatory bodies. His articles and speeches have been invited and published by the American Bar Association, the Practicing Law Institute, *European Competition Law Review*, and many other comparable institutions.

Education

PhD and AM in economics, Harvard University

MA (Hons.) in economics, Birla Institute of Technology and Science, India

Publications

- *Activating Actavis: Economic Issues in Applying the Rule of Reason to Reverse Payment Settlements*
- *Senate Testimony on Pay-for-Delay Deals*
- *High Court Brings Economics Back To Pay-For-Delay Analysis*
- *Patent Settlement Agreements*
- *Economics of Antitrust: Complex Issues In a Dynamic Economy*
- *Schering-Plough and the Antitrust Analysis of Patent Settlement Agreements in Pharmaceutical Markets*
- *Economics of Antitrust: New Issues, Questions, and Insights (Japanese Edition)*
- *Market Definition Using Econometrics: An Apparent Paradox Explained*
- *Economics of Antitrust: New Issues, Questions, and Insights*

- *Economists Lend Insight Into Antitrust Risk*
- *Assessing the Antitrust Risk in Mergers and Acquisitions: Insights from Econometric Screening*
- *The Antitrust Counterclaim and Patent Damages: The Economic Relationship*
- *Economics and Patent Damages: A Practical Guide*
- *The European Community's New Merger Regulation: A Preliminary Economic Analysis*

Practice Areas

Antitrust and Competition

Commercial Litigation and Damages

Intellectual Property

Life Sciences

Valuation

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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.