

# Healey Whitsett

Associate Director

## Contact

healey.whitsett@nera.com

Washington, DC: +1 202 466 9202

Ms. Whitsett is an Associate Director based in NERA Economic Consulting's Washington, DC office. She is an expert in survey research and methodology, statistical sampling and custom data analysis and has applied this expertise across a wide range of consulting projects and litigation cases.

In her survey research work, she has worked extensively on matters involving intellectual property disputes, including trademark, trade dress, and false advertising cases. Her trademark-related work includes designing and conducting studies to measure or establish likelihood of confusion, secondary meaning, genericness, and dilution. She is also experienced with choice-based studies designed to value patented product features.

Ms. Whitsett has also worked on mass torts and antitrust matters, for example conducting surveys to measure characteristics of a proposed class or to evaluate market share for a service. Across her survey work, she is experienced in collecting data by telephone, internet, and via in-person intercept studies of both general population audiences and specialized, difficult-to-reach individuals. Her expertise also extends to evaluating or critiquing surveys and other market research, including qualitative research such as focus groups.

In addition, she has worked extensively with large, complex data files. She has developed sampling frames using large databases containing workers' compensation records, health insurance transactions, views of internet videos, and various types of claims data. She is experienced in techniques for properly calculating estimates from probability samples including ratio estimation, replicate weights, and bootstrapping.

Prior to joining NERA, Ms. Whitsett worked in survey methodology in non-profit organizations and with government contractors.

## Education

MS, in statistics, measurement, assessment, and research technology, University of Pennsylvania

BA in sociology, *summa cum laude* with honors, Temple University

## Publications

- *A Tale of Two Cups: Acquired Distinctiveness and Survey Evidence Before the TTAB*

## Practice Areas

Intellectual Property

Life Sciences

Statistical Sampling and Analysis

Survey Research, Design, and Analysis

## **About NERA**

NERA Economic Consulting ([www.nera.com](http://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.