

# Sarah Butler

Managing Director



## Contact

sarah.butler@nera.com

San Francisco: +1 415 291 1022

Ms. Butler is an expert in survey research, sampling, market research, statistical analysis, and database analysis. She has applied her expertise in a wide range of projects and litigation cases. In the area of intellectual property, she has focused on survey research and analysis related to trademarks, patents, and false advertising including surveys to establish likelihood of confusion, secondary meaning, and dilution. In the antitrust area, she has designed and evaluated surveys offered to estimate market shares and as evidence of cross shopping behaviors. She has also reviewed secondary market research, with a focus on evaluating its reliability as evidence in antitrust analyses. In antitrust, as well as the areas of water and the environment, Ms. Butler has designed and evaluated complex willingness to pay and hypothetical choice surveys.

In mass torts, her experience includes asbestos, tobacco, and pharmaceuticals. She has worked extensively with large databases of claims files to generate invoices, estimate future liabilities, and calculate policy shares for insurer liabilities. Ms. Butler has also examined demographic and epidemiological data for pharmaceutical litigation. She has conducted surveys of consumers, physicians, and IT professionals, and has designed samples using insurance records, legal documents, real estate transactions, and radio play lists.

Prior to joining NERA, Ms. Butler worked in market research, conducting survey research, focus groups, and in-depth interviews.

## Education

MA in applied sociology, Temple University

MA in philosophy, Trinity College, Dublin, Ireland

BA in sociology and history, with Honors, Wellesley College

## Publications

- *A Tale of Two Cups: Acquired Distinctiveness and Survey Evidence Before the TTAB*
- *Survey Response Bias and the 'Privacy Paradox'*
- *The Value of Non-Personally Identifiable Information to Consumers of Online Services: Evidence from a Discrete Choice Experiment*
- *Damages Based On The Intrinsic Value Of Privacy?*
- *Pharmacy Practice: A Report on Pharmacists' Use of Printed Package Inserts*
- *The Use Of Statistical Sampling Post-Duran*
- *The Value of Personal Information to Consumers of Online Services: Evidence from a Discrete Choice Experiment*
- *Survey Evidence in False Advertising Cases*
- *Meeting The New Standard For Reasonable Royalties*
- *The Use of Surveys in Litigation: Recent Trends*
- *Emerging Issues in the Use of Surveys in Trademark Infringement on the Web*

## **Practice Areas**

Intellectual Property

Life Sciences

Product Liability and Mass Torts

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.