

REBECCA REED-ARTHURS
BERKELEY RESEARCH GROUP, LLC
2200 Powell Street, Suite 1200
Emeryville, CA 94608

Direct: (510) 550-7141
rreed-arthurs@thinkBRG.com

EDUCATION

Ph.D., Economics	University of California, Davis, 2012
Fields: Industrial Organization & Public Sector Economics	
M.A., Economics	University of California, Davis, 2007
B.A. <i>High Honors</i> , Economics and Political Science	University of California, Berkeley, 2003

PRESENT POSITION

Berkeley Research Group, LLC
Director: 2017 – Present

PREVIOUS POSITIONS

Berkeley Research Group, LLC
Associate Director: 2015 - 2016
Senior Managing Economist: 2014
Managing Economist: 2011 - 2013
Independent Consultant: 2010

University of California, Davis
Teaching Assistant and Research Assistant: 2006 – 2011

NERA Economic Consulting,
Research Associate and Analyst: 2003 - 2006

PUBLICATIONS AND RESEARCH

Publications, Consulting, and White Papers

Akemann, M., Reed-Arthurs, R. and Zona, J.D., “Conjoint Analysis: Applications in Antitrust Litigation” in Handbook of Marketing Analytics: Methods and Applications in Marketing, Public Policy and Litigation Support, forthcoming 2018

Reed-Arthurs, R., Sheffrin, S., “Public Attitudes Towards Redistribution Through Taxation,” in *Building Trust In Taxation*, Intersentia, 2017

Patel, A., Akemann, M., Reed-Arthurs, R., “IP valuation in the digital economy,” *Intellectual Asset Management Magazine*, July 2014.

“The Impact of Bad Faith Lawsuits on Consumers in Florida and Nationwide - Update,” W. G. Hamm, J. Kim, and R. Reed-Arthurs, February 1, 2013.

“The Impact of Bad Faith Lawsuits on Consumers in Florida and Nationwide,” W. G. Hamm, J. Kim, and R. Reed-Arthurs, September 15, 2010.

Reed-Arthurs, R., Sheffrin, S. “Windows into Public Attitudes towards Redistribution,” *Proceedings of the 102 National Tax Association Annual Conference, 2009*

Working Papers

“Resolving Bargaining Range Indeterminacy in Patent Damages after VirnetX” with M. Akemann and D.J. Teece

“Inhospitable Pricing: An Empirical Test of Price Collusion under Cyclical Demand and Capacity Constraints in the Market for Hotel Rooms”

“Toxins, Test Scores and Texas: Identification and Quantification of Environmental Externalities”

“Infant Health and Water Pollution: Quantifying Bias Induced by Economic Activity through a Natural Experiment”

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Member, American Economic Association: 2014 - Present

EXPERT REPORTS, DECLARATIONS, AND TESTIMONY

Wi-LAN Inc. v. Kyocera. United States District Court, Eastern District of Texas. Expert Report (August 2015); Supplemental Expert Report (October 2015); Deposition Testimony (September 2015).

SELECTED EXPERIENCE

Intellectual Property

- Engaged as an expert in, or provided support for, the calculation of lost profits and reasonable royalty damages in multiple patent disputes in smartphone, wireless communications, and other industries.

- Assisted in the evaluation of fair, reasonable, and non-discriminatory rates for standards essential patent portfolios.
- Provided patent licensing and negotiation support related to telecommunication patents and broadcast patents, including conducting onsite information gathering, engaging in extensive model building, assisting in the development of royalty rate and royalty base negotiating positions, and participating in the licensing negotiations.
- Engaged as an expert on matters related to the calculation of expected values at various points in a theoretical decision tree.

Survey and Sampling

- Assisted in the design, implementation, and analysis of surveys to assess consumer willingness to pay for various smartphone features and wireless connectivity.
- Supported experts in determination of reasonable royalty related damages, including interfacing with survey and technical experts, coordinating implementation and analysis of surveys, and use of surveys results in damages calculations.
- Critiqued methodology and design of surveys used in the context of litigation.

Taxation, Regulation, and Public Policy

- Developed a series of statistical models used to determine appropriate arms-length interest rates and financial services fees to be used in a chain of intra-company international loans.
- Designed and performed an econometric analysis assessing the impact of third party bad-faith lawsuits on automobile insurance premiums. Coauthored a report summarizing and interpreting this analysis.
- Performed an extensive review of existing academic literature and the estimated the impact that a local tax on sweetened beverages would have on small businesses and consumers.
- Assisted in the evaluation of the fiscal and macro-economic impacts of a proposed corporate “tax holiday.”

Antitrust Liability and Damages

- Analyzed market structure, market power, and barriers to entry in the bulk gasoline and fuel oil transportation industries.
- Assisted in the economic analysis of damages related to the abuse of market power in the food additives industry. Assisted in the design and implementation of a representative survey to assess consumer preferences.
- Interacted directly with internal and external council and client representatives of a multi-national Fortune 500 company to understand a complex supply chain and construct a database of purchases affected by a price conspiracy.
- Analyzed market structure and market power in the Australian dairy industry.