

LISA J. CAMERON
Principal

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Dr. Lisa Cameron is an economist with over two decades of experience consulting to attorneys and companies involved in commercial litigation, regulatory proceedings, and other complex matters. Her industry expertise includes motor vehicles, consumer products, pharmaceuticals, biologics, medical devices, software, e-commerce, crypto-currencies, telecommunications, and energy.

Dr. Cameron has broad experience in false advertising, intellectual property, competition, and transfer pricing matters and has analyzed damages, liability, and requests for injunctive relief. In patent disputes, she has testified on both commercial success and damages. She has also testified in matters involving competition and investment incentives before the Federal Energy Regulatory Commission and state public utility commissions.

Prior to becoming a consultant, Dr. Cameron was a professor of economics in Carnegie Mellon University's Graduate School of Business, where she taught courses in microeconomic theory, regulation, and antitrust policy.

Dr. Cameron holds a Ph.D. in economics from Stanford University and a B.Sc. in business/economics from Cornell University.

Areas of Expertise

- Pharmaceuticals/Healthcare
- Intellectual Property
- False Advertising/Product Liability
- Antitrust, Regulation, and Commercial Damages

Testifying Experience

- The University of Sydney et al v. ObjectiVision Pty Ltd. (No. NSD 385 of 2014) Report on Damages, December 2017. Joint Report on Damages with Mr. Jeffrey Aroy, February 2017. Joint Report on Damages with Mr. John Henry Eversgerd, February 2018.
- Milwaukee Electric Tool Corporation et al v. Chervon North America, Inc. (Case No. 2-14-cv-01289-JPS) Report on Commercial Success, July 2017.
- Brigham and Women's Hospital, Inc. and Investors Bio-Tech, L.P. v. Perrigo Company and L. Perrigo Company (Civ. No. 13-cv-1164). Reports on Damages and Commercial Success April 2016, Deposition May 2016, Jury Trial December 2016.
- Before the Federal Energy Regulatory Commission and the Regulatory Commission of Alaska, BP Pipelines (Alaska) Inc., FERC Docket No. IS09-348, RCA Docket P-08-9, October 2010.
- Before the Regulatory Commission of Alaska, In the Matter of the Application of Amerada Hess Pipeline Corporation and Phillips Transportation Alaska, Inc., for the Transfer of a 1.5% Interest in the Trans Alaska Pipeline System Docket No. P-02-10, November 2002.
- Before the Regulatory Commission of Alaska, In the Matter of the Application of BP Pipelines (Alaska), Inc. and Phillips Transportation Alaska, Inc. for the Transfer of a 3.0845% Interest in the Trans Alaska Pipeline System Docket No. P-01-08, May 2001 and July 2001.

Consulting Experience

False Advertising/Product Liability

- On behalf of a leading U.S. vehicle manufacturer, prepared testimony debunking the opposing experts' analyses, which purported to assess damages that class members had incurred by purchasing the manufacturer's allegedly defective vehicles. Demonstrated that, while plaintiffs' experts purported to compute the impact of the false claims on the vehicles' market price, the opposing expert's analyses could—at best—only be used to determine the impact of the alleged defect on consumer willingness-to-pay (i.e., demand). Further demonstrated that the conjoint analysis offered by the plaintiffs' survey expert was improperly constructed, making its estimates of consumer willingness-to-pay unreliable. Our client received favorable ruling in a decision that drew heavily from this work.
- Worked on behalf of a leading recreational vehicles manufacturer that had been accused of overcharging consumers for its products due to its alleged failure to disclose a product defect. Prepared testimony critiquing both: (i) the conjoint survey that plaintiffs' experts had conducted to determine the impact of the alleged defect on consumers' willingness-to-pay for the vehicles

and (ii) the equilibrium model that plaintiffs' experts used to assess the level of the alleged overcharge.

- Worked on behalf of a multinational food and beverage company that had been accused of making false claims with respect to the nutritional benefits of its popular breakfast products. Critiqued the opposing experts' analyses, which purported to assess the market price premium that the company had been able to command due to the alleged false claims. Demonstrated that while plaintiffs' experts asserted that they were assessing a market price premium, they only considered consumer willingness-to-pay (demand) and failed to address the supply side in their analyses. As a result, plaintiffs had failed to describe a workable approach for determining this alleged price premium on a class-wide basis.
- On behalf of a producer of branded nutritional supplements that had been accused of collecting a market price premium on its products due to alleged false claims appearing on the product label, prepared testimony demonstrating that the plaintiff's expert had failed to describe a workable approach for determining this price premium on a class-wide basis. In particular, explained that the plaintiff's proposed use of a conjoint analysis to assess the price premium was unworkable because conjoint survey data only take into account demand side factors whereas a price premium would be the product of both supply and demand factors.
- In a class action lawsuit involving a major manufacturer of commercial trucks, analyzed differences in engine repair rates between class and comparable trucks. Provided damages analysis based on the difference in the market price of the trucks before and after the defect became known.
- In a product liability matter involving a major automobile manufacturer's alleged false advertising of its engines as eco-friendly, assessed consumer exposure to the alleged false claims. Reviewed the company's market and consumer research conducted prior to the launch of the vehicles at issue, as well as marketing strategy related to the launch. Reviewed the company's print, radio, TV and social media advertisements and performed content analysis, classifying the extent to which these advertisements for the vehicles at issue focused on eco-friendly claims.
- In a matter relating to a high profile data breach, prepared reports explaining how to quantify the damage inflicted on individuals whose personal data was stolen. Analyzed the extent to which data on dark web sales of personal data could be used as an objective measure of consumer losses due to breach.
- In a product liability matter involving the gasoline additive MTBE, prepared report analyzing whether it was economically feasible for our client, a refinery, to forego providing the regionally dominant (MTBE-based) reformulated gasoline and instead "go it alone" by supplying its customers with a more environmentally-friendly gasoline product.

General Intellectual Property and Valuation

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- On behalf of Chervon, a leading producer of store-brand power tools, prepared report evaluating the commercial success associated with several patents held by Milwaukee Electric Tool Corporation (Milwaukee). Analyzed reasonable royalty damages that Chervon would have owed Milwaukee, assuming that the patents at issue had been valid and infringed.
- Our client, a departed co-founder of a leading cryptocurrency platform was prevented from selling his holdings of the platform's cryptocurrency on third party exchanges (TPEs). Working on his behalf in an arbitration, prepared several reports demonstrating that this constraint was unduly limiting, given the growing importance of TPEs in the cryptocurrency's ecosystem and the vibrancy of the market for that cryptocurrency.
- On behalf of Amazon, prepared testimony on the expected useful life of its technology platform. Demonstrated that the firm's platform life was sharply limited by a lack of significant entry barriers in electronic retailing, a factor that forces firms in this sector to constantly innovate in order to retain customers.
- On behalf of SoundExchange, which collects fees from music streaming services for the performance of sound recordings, conducted a conjoint survey to estimate the value that consumers place on key attributes of music streaming services, such as their ability to select songs on demand. Based on this analysis, prepared testimony for a Copyright Royalty Board (CRB) proceeding to set sound recording performance fees paid by Pandora and similar music services for the years 2016-2020.
- On behalf of Apple, prepared testimony rebutting an opposing expert's survey analysis that purported to assess consumers' valuations of the iPhone's Facetime and iMessage features. Demonstrated that this expert's survey results were unreliable because the allegedly infringed patents covered the encryption of these features rather than the features themselves. Further, the opposing expert relied on an open ended (OE) survey approach to measure consumer willingness to pay, which is a poor choice for establishing the value of particular product attributes even if the attributes at issue are properly defined.
- On behalf of The Coca Cola Company (TCCC), prepared testimony supporting multiple experts in valuing intangible assets associated with TCCC's trademarks. Demonstrated that the value of TCCC was driven by its on-the-ground operations in ex-US markets, which: (i) ensured consumer relevance by adapting TCCC products and marketing messages to address local consumer tastes and competitive threats; (ii) maintained strong relationships with independently controlled bottlers in those markets; and (iii) sustained a viable business environment with local governments and regulatory bodies.
- For two parties that owned patents covering search engine optimization techniques, prepared testimony on the economically appropriate division of a lump-sum settlement that the parties had received from another firm pursuant to a patent infringement suit.

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- On behalf of Eaton, a leading manufacturer of industrial equipment supported multiple experts in valuing intangible assets associated with the company's marketing, R&D, and manufacturing operations. Demonstrated that the value of the company's electrical products division was driven by its component manufacturing operation, which produces large volumes of over twenty thousand different kinds of products in a highly efficient manner while meeting exacting regulatory standards for product quality and reliability.
- Prepared testimony on irreparable harm that was used to successfully defend Hewitt, a global human resources company, against a competitor's efforts to obtain a preliminary injunction that would have barred Hewitt from selling its software products.
- On behalf of the producers of a leading herbicide, determined the economically appropriate license fee for data that the producers had cited in their application to obtain EPA approval for selling the herbicide in the U.S. This analysis was used in a FIFRA proceeding, in which an arbitration panel was tasked with determining the appropriate compensation for a compulsory license to such data.
- For a network services provider that delivers video and other digital media content to client websites, prepared testimony on the damages associated with its alleged infringement of a competitors' patented content delivery technology. Prepared additional testimony on the commercial success achieved by the technology and the nexus between the technology's sales and the patents at issue. Provided economic assessment of whether a permanent injunction would be appropriate if the patent had been found to be infringed.
- For a major software company, assessed damages associated with the company's alleged infringement of a business methods patent that supported one of the software's features. Empirically demonstrated that usage of the patented feature had been minimal and was not integral to the commercial success of the software package as a whole.
- For a recreational vehicles manufacturer that paid a large settlement in a trade secret matter, prepared testimony analyzing the portion of settlement payment that was compensatory as opposed to punitive in nature. Report used in a case that allowed for differential tax treatment of compensatory and punitive damage payments.
- On behalf of Procter and Gamble (P&G) in a patent infringement suit brought by Lever Brothers, prepared report on damages arising from P&G's infringement of the patent on a popular household product. Calculated damages using several approaches, including: (i) an analysis of P&G's willingness to pay for the license based on the difference between P&G's rate of profit when it enjoyed a monopoly (due to infringement of the Lever patent) and the rate of profit that it earned from producing the product in a competitive market and (ii) an analysis of the amount Lever would have been willing to accept for the license based on company projections prepared in the ordinary course of business.

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- On behalf of a coalition of webcasters prepared an expert report on the appropriate royalty rate for a then-novel form of intellectual property—i.e., a compulsory license to publicly perform sound recordings. The report, which was used in a CRB rate-setting proceeding, identified comparables for use in setting an upper bound on the royalty rate and refined this estimated upper bound with a quantification of the promotional value associated with webcasting.
- On behalf of Samsung in a patent case before the International Trade Commission (ITC), evaluated whether an ITC exclusion order that would prevent importation of downstream products containing accused electronic chips was warranted. Prepared testimony concluding that the exclusion order was not justified because: (i) the component did not account for a significant portion of the value of the downstream products and (ii) the harm that the exclusion order would cause to downstream producers and consumers far exceeded the benefits that such an exclusion would provide to the plaintiff
- On behalf of OKI in a patent case before the ITC, prepared testimony demonstrating that an ITC order preventing importation of OKI's accused laser printers was unwarranted because the exclusion would provide no remedial relief to the plaintiff's domestic industry but would impose significant costs on the defendant's U.S. operations, employment, expenditures, and customers.
- In several post-Garmin decision ITC cases, prepared testimony evaluating whether the plaintiff had met its domestic industry requirement in order to achieve standing at the ITC. Analyses involved a range of products including semiconductor chips, cellular phones, and set-top boxes
- On behalf of AT&T, assessed payments owed to a major U.S. city for using the city's land to construct and operate a fiber optic cable system.
- Advised major gas pipeline company in its negotiations over renewal fees for its rights of way in a Native American Nation. Valued several energy infrastructure projects that the company proposed to build and operate in the Nation, prepared report on these findings and presented results in formal negotiation sessions.

Pharmaceuticals and Life Sciences

- In an arbitration matter, worked on behalf of the respondent, a foreign producer of biosimilar drugs and other pharmaceuticals. The respondent, which had entered into a venture with the claimant to pursue US business opportunities, was being sued by the claimant for a portion of the alleged value of the venture: the sum of profits arising from three potential biosimilar drug candidates. Prepared two reports rebutting damages calculations prepared by claimant's experts. Ongoing.
- Worked on behalf of the University of Sydney, which had been accused of wrongfully terminating patent licenses granted to ObjectiVision, an Australian start-up producing medical devices for use in screening glaucoma and other eye diseases. Prepared report rebutting damages claims presented

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by two experts working on behalf of ObjectiVision, as well as joint reports with each expert. Report used in successfully excluded opposing experts' testimony.

- In a patent infringement suit against Perrigo, a leading manufacturer of store-brand over the counter (OTC) drugs, prepared an expert report on the reasonable royalty damages that would have been owed by the manufacturer, assuming that the patent was valid and infringed. Prepared an additional expert report evaluating the commercial success of products that had allegedly infringed the patent at issue. Deposed and testified at trial.
- On behalf of Boston Scientific, prepared report rebutting opposing expert's claims about the sources of competitive advantage in the company's cardiac rhythm management (CRM) and vascular intervention (VI) business segments.
- On behalf of Warner Chilcott, a major pharmaceutical company accused of "product hopping," supported multiple experts in their analysis of the competitive implications of this practice. Our reports and analyses showed that: (i) generic manufacturers can and do rely on a variety of mechanisms other than AB-rated substitution to sell their products and (ii) third party payors can and do drive utilization from branded drugs towards cheaper therapeutic substitutes and that these shifts take place even when AB-rated generic substitutes are not available. Case won on summary judgment.
- On behalf of a medical device manufacturer that had been sued for patent infringement by an individual inventor, critiqued the allegedly comparable licenses set forth by the inventor's expert and prepared an opposing analysis of the Georgia Pacific factors, with a particular focus on the issue of convoyed sales.
- Worked on behalf of 3M, which had allegedly failed to disclose a regulatory pricing restriction when it sold off its pharmaceuticals division. Prepared testimony that quantified the damages resulting from this alleged non-disclosure. Using historical drug pricing data and publicly available policy documents, examined trends in the underlying regulatory environment and the impact of generic penetration—trends that the buyer should have been knowledgeable about prior to purchase. Also assessed the degree to which the information in the pricing contract was already encompassed in sales forecasts and other disclosures made during the acquisition process. All claims dismissed in court following trial.
- For AstraZeneca, which paid the co-developer of its blockbuster cholesterol drug a royalty based on net sales, prepared testimony that: (i) described the economic justification for royalties based on net sales and (ii) explained why it was economically appropriate to take a broad view of the deductions from gross sales that were used to arrive at the net sales figure.
- For numerous cases in which branded drug producers were faced with patent challenges by generic companies under the Hatch-Waxman Act, analyzed the likely impact of generic entry on the branded drug company's sales, research incentives, and marketing efforts. These analyses were

used to assess whether “at-risk” generic entry could be expected to cause irreparable harm to the branded drug company. Prepared these expert reports on irreparable harm for drugs in an array of disease categories, including various types of cancer, lung disease, and osteoporosis.

- For numerous cases in which generic drug manufacturers alleged that the patents on a branded drug were invalid due to obviousness, prepared expert reports analyzing the commercial success achieved by branded drugs. These reports explained economic criteria for commercial success, empirically evaluated drugs’ success with respect to those criteria, and assessed evidence regarding the strength of the nexus between the drug’s patented properties and its sales. These analyses involved composition, formulation, and method of use patents. Disease categories include including various types of cancer, hormone deficiency, acne, rosacea, GERD, and IBS.
- On behalf of a branded drug company involved in a patent dispute with a generic competitor, estimated the lost profits that the branded drug company had suffered on its anti-infective drug due to the generic competitor’s premature entry.
- Worked on behalf of a branded drug company whose AIDS drug was alleged to have infringed a patent held by a university. Prepared an expert report on reasonable royalty damages owed to the university at the time of first infringement, given the company’s expected profits from the drug at that time.
- On behalf of a branded drug company accused of patent infringement by another branded drug company, estimated the profits that the plaintiff would have earned on its own lung disease treatment if the client’s allegedly infringing treatment had not been on the market.

Competition and Regulatory Proceedings

- On behalf of BP, a part-owner of the Trans-Alaskan Pipeline System (TAPS), analyzed how a proposed change in the allocation of TAPS revenues would affect the incentives of BP and the other TAPS owners to invest in the pipeline and to compete in the provision of transportation services. Prepared two written expert reports and provided oral testimony at the Federal Energy Regulatory Commission on behalf of BP. The testimony and reports, which demonstrated that the change would improve investment incentives and have no significant competitive impact, was cited by the FERC in its order approving the change and was the basis of a \$340 million settlement in favor of the client.
- Assisted the Public Utilities Commission of New Hampshire in evaluating various aspects of a proposed divestiture of power plants currently owned by Public Service Company of New Hampshire (PSNH). Analyzed the competitiveness of the local energy market, evaluated the economic impact of the divestiture on ratepayers, and assisted with the development of an auction design and implementation plan for use in effecting the divestiture.

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- On behalf of a leading producer of pulp and paper products, prepared testimony rebutting claims that the firm had exercised monopsony power against lumber harvesters. The testimony explained the economics of the lumber industry supply chain, demonstrating that the client did not possess monopsony power over the plaintiffs. It also showed that the prices paid to harvesters had remained stable throughout the alleged monopsony period and were consistent with prices paid in other regions where monopsony activity had not been alleged.
- For a matter in which United Airlines and American Airlines sought to enjoin the City of Chicago from commencing an extensive expansion program at O'Hare airport, prepared testimony on behalf of the City demonstrating that the economic criteria for obtaining a preliminary injunction had not been met. This case was successfully resolved with a settlement that allowed the City of Chicago to proceed with its construction plans.
- On behalf of ConocoPhillips, a part owner TAPS, analyzed how ConocoPhillips' proposed purchase of additional TAPS capacity from Amerada Hess would impact tariff competition on the pipeline. My affidavit, which demonstrated no significant competitive impact, was cited by the Regulatory Commission of Alaska in its order approving this purchase.
- On behalf of BP, analyzed how the proposed sale of some BP TAPS capacity to ConocoPhillips would impact tariff competition on the pipeline. The affidavit demonstrated no significant competitive impact and the transfer was subsequently approved.
- For the owners of the TAPS, developed analyses to determine whether the methodology used to set TAPS' intrastate rates produces just and reasonable rates, both over time and in individual years at issue. Prepared three expert reports, coordinated work among multiple witnesses, and provided support at trial.
- In support of a financial exchange's bid to be the second exchange to list an exclusively licensed option, prepared analysis of expected impact of multiple listing on trading costs, trading volume and quote depth.
- Prepared testimony analyzing and disputing the claim that El Paso Natural Gas (EPNG) was able to exercise market power by participating in a conspiracy against the plaintiff, a regional production and transportation company. This case was resolved with Motion for Summary Judgment on behalf of client.
- On behalf of IMG, a leading modeling agency, prepared testimony refuting plaintiffs' claims that ten of the world's leading modeling agencies conspired to charge their model clients above-competitive commission rates. Developed analyses demonstrating that entry conditions in this industry and the multidimensional nature of competition among agencies were inconsistent with a successful conspiracy to fix model commission rates.

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- Analyzed competitive impact of BP's proposed purchase of ARCO on: (1) State and Federal revenues from Alaska North Slope (ANS) oil production and (2) competition among ANS oil producers. This analysis was provided in support of the companies' successful merger application before the FTC.
- On behalf of SFPP L.P., an oil pipeline company prepared three rounds of expert testimony evaluating whether there had been a substantial change in the economic circumstances of the pipeline since its incentive rates were originally set. Developed economic framework to address this issue and used it to demonstrate that resetting the pipeline's rates would be inconsistent with applicable policy. Coordinated work among multiple witnesses and provided support at trial.
- Co-authored a client study assessing the ability of a major crude oil pipeline to exercise market power in its numerous and diverse origin and destination markets. Study was used to assess whether the pipeline should apply to FERC for permission to charge market-based rates in these markets.
- On behalf of a major Midwestern utility involved in a new source review case, evaluated the economic benefit that the utility received from its delayed compliance with the Clean Air Act.
- For a coalition of power marketers, prepared testimony assessing the economic and public policy implications of Nevada utilities' proposals to abrogate forward contracts for electricity that they bought during late 2000/early 2001.

Public Policy

- Assisted in preparing an amicus brief in support of defendants-appellees Wyeth LLC and Teva Pharmaceutical Industries Ltd in *In re: Effexor XR Antitrust*, an antitrust case currently before the U.S. Court of Appeals for the Third Circuit. Our brief focused on plaintiffs claim that Wyeth's promise that it would not launch a competing authorized generic (AG) during Teva's six-month exclusivity period is the type of "unusual, unexplained reverse transfer of considerable value" from brand to generic that warrants antitrust scrutiny. We explained that plaintiffs had failed to recognize that Wyeth had granted Teva an exclusive license to produce Effexor XR and that it was receiving royalties in exchange for that license. Thus, one obvious economic explanation for Wyeth's decision not to launch an AG is that Wyeth expected to be compensated by royalties garnered from Teva's sale of the licensed product. As a result, plaintiffs had failed to demonstrate that the 'reverse payment' plaintiffs allege is either 'large,' or 'unexplained,' or even a 'reverse payment' at all."
- Assisted in preparing an amicus brief in support of defendants-appellants Warner Chilcott Company, LLC in *In Re: Loestrin 24 FE Antitrust Litigation*, a reverse payment settlement case in the pharmaceutical industry. Our brief focused on plaintiffs' claims that an acceleration provision in the settlement agreement between Warner Chilcott and a generic challenger constituted an improper reverse payment. We explained that acceleration provisions facilitate settlement and are

therefore routine in settlement agreements when multiple generic firms seek entry. Further, they are pro-competitive, permitting generic entry before the date of patent expiration while reducing the societal costs associated with litigation.

- Assisted in preparing an amicus curiae brief in support of the defendants-appellants Actavis PLC and its subsidiary, Forest Laboratories LLC, in a pharmaceutical antitrust case in the United States Court of Appeals for the Second Circuit. The brief recommends that the Court of Appeals reverse and vacate the District Court for the Southern District of New York's preliminary injunction requiring the defendants to continue to produce and market Namenda IR, an Alzheimer's drug, until thirty days after generic versions launch in July 2015. We explain that this decision will set a precedent that undermines incentives for innovation in the pharmaceutical industry. The brief also argues that large public and private insurers, which pay for the vast majority of prescriptions of drugs like Namenda IR, have both the incentive and ability to ensure that the market will produce a competitive outcome without the need for further government intervention. Thus, the decision to withdraw a branded drug from the market should be left to the manufacturer, in response to normal market forces.
- Assisted Professor Joseph Stiglitz in preparing an amicus brief that was submitted to the Supreme Court. The brief sought to persuade the Court to review a Second Circuit decision requiring Argentina to pay its so-called "holdout" creditors in full. The Second Circuit decision grants holdout creditors who rejected Argentina's debt restructuring far better terms than the vast majority of creditors who accepted the restructuring plan. The brief points out that no rational creditor would participate in a restructuring if the Second Circuit's decision is allowed to stand; accepting partial payment initially is foolish when the law allows, even compels, full payment eventually.
- In a case challenging the legitimacy of the Irish government's response to that country's banking crisis, prepared testimony demonstrating that the government's seizure of a multi-billion dollar loan portfolio secured by the properties of Paddy McKillen, a leading Irish investor, was economically inappropriate, given Irish economic conditions and the quality of the loans themselves. This case was concluded successfully on behalf of Mr. McKillen.
- On behalf of the Argentine Republic, prepared testimony evaluating claims that that Argentina's default on its sovereign debt violated provisions of fair treatment in its bilateral investment treaty (BIT) with Italy. Demonstrated that Argentina's default was a function of various external shocks and that the processes that Argentina followed in the wake of its default were in accord with best practices of the time and the advice of international financial institutions.
- For a coalition of energy transporters and consumers, analyzed the economic impact of fees that Indian tribes can charge energy transporters traversing their lands. Presented analysis in public hearings involving multiple stakeholders. Submitted written reports to the Departments of Energy

and the Interior, which incorporated findings into a Congressionally mandated study of current tribal compensation policy.

- Advised an electricity distribution company on approaches for meeting its requirement to provide default service to residential customers. Analyzed prior utility experience in procuring default service and surveyed preferences of the utility's potential transaction partners. Successfully defended utility's procurement approach before the utility's regulatory commission.
- Developed an auction consulting practice for electric power clients, working closely with several leading academic experts in game theory. Group successfully designed auctions for utilities divesting generation assets and power purchase agreements and procuring standard offer service from third party suppliers.
- On behalf of the Department of Energy, analyzed a report on the efficacy of a multi-billion dollar energy-efficiency program. Reviewed methodology and results of report, suggested improvements in its analysis of program funding efficacy and proposed alternative analyses to determine energy use reductions attributable to program funding.

Publications

"Calculating Reasonable Royalty Damages Using Conjoint Analysis" by Greg Allenby, Peter E. Rossi, Lisa Cameron, Jeremy Verlinda and Yikang Li. *AIPLA Quarterly* [Spring 2017]. Volume 45, Number 2 p. 233.

'Computing Damages in Product Mislabeling Cases: Plaintiffs' Mistaken Approach in *Briseno v. ConAgra*' by Greg Allenby, Peter E. Rossi, Lisa Cameron, and Yikang Li. *BNA's Product Safety & Liability Reporter* Volume 45, p. 208, February 27, 2017.

"An Empirical Approach to Reverse Payment Settlements," by Joshua Gans and Lisa Cameron, *Law360, Inc.* July 6, 2015

"Present Value" and "Expected Present Value," by Lisa Cameron, *Wiley Encyclopedia of Management* 3e, May 2014.

"The Role of Conjoint Surveys in Reasonable Royalty Cases," by Lisa J. Cameron, Michael I. Cragg, and Daniel L. McFadden, *Law 360, Inc.*, October 16, 2013.

"The Impact of Digitization on Business Models in Copyright-Driven Industries: A Review of the Economic Issues," by Lisa J. Cameron and Coleman D. Bazelon, in *The Impact of Copyright on Innovation in the Digital Age*, National Academy of Sciences, February 2013.

"Preliminary Injunctions in Pharmaceutical Litigation: the Economics of Irreparable Harm" *Brattle Discussion Paper*, February 2011.

"The Economic Impact of Current Rights of Way Policy on Tribal Lands," Fall 2009.

“Regulation and the Structure of the Telecommunications Industry,” with Gregory M. Duncan in Crew, M. and Parker, D., eds., *International Handbook on Economic Regulation* (New York, New York: Edward Elgar Publishers, 2006).

“Antitrust Report,” *Energy Law Journal*, Fall 2005.

“Transmission Investment: Obstacles to a Market Approach,” *The Electricity Journal*, March 2001.

“Limiting Buyer Discretion: Effects on Price and Performance in Long-Term Contracts,” *The American Economic Review*, March 2000.

“The Economics of Strategies to Reduce Greenhouse Gas Emissions,” with D. Montgomery and H. Foster, *Energy Studies Review*, February 2000.

“The Role of the ISO in U.S. Electricity Markets: A Comparison of California and PJM,” with P. Cramton, *The Electricity Journal*, April 1999.

“Using Auctions to Divest Utility Generation Assets,” with P. Cramton and R. Wilson, *The Electricity Journal*, December 1997.

“The Sources of Scientific Journal Price Increase,” with R. Noll and W.E. Steinmueller, Stanford University, 1992.

“The Impact of Procurement Regime on the Price Paid for Independent Generation,” *Technical Paper 322*, Center for Economic Policy Research, Stanford University, 1992.

Selected Presentations

“Reverse Payment Settlements: Hot Topics in 2017,” (panel webcast sponsored by Knowledge Group), March 2017.

“Is Georgia Pacific Still Alive?” presented at the Federal Circuit Bar Association with Rich Racine and , Audra Dial, November 2016.

“Biosimilars vs. Biologics: What Can We Expect?” presented at the Robins Kaplan LLP seminar, “Recent Legal & Economic Developments that Affect Your Biotech Business,” Boston, March 2016.

“The Rise of the ‘Footprint’ Approach in Reasonable Royalty Damages: What’s New in 2016,” (panel webcast sponsored by Knowledge Group), February 2016.

“The Three R’s: Reverse Payments, the Rule of Reason, and Reasonable Royalties,” presented to the New York State Bar Association Antitrust Section and the New York City Bar Association Antitrust and Trade Regulation Committee, at Willkie Farr & Gallagher LLP, New York City, October 15, 2014.

“Patent Damages, the New "Economic Realism" and Early Case Assessments” (presentation and panel discussion sponsored by Hamilton Brook Smith Reynolds), Boston, January 2014.

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“Patent Infringement Reasonable Royalty Damages Strategies In Light of Recent Federal Circuit Decisions.” (panel webcast sponsored by Knowledge Group), October 2013.

“Patent Damages: The Role of Conjoint Surveys,” (with Professor Dan McFadden) American Bar Association Annual Meeting, Toronto, August 2013.

“Promoting Innovation through Patent Protection: A Review of Recent Reforms,” Houston Bar Association, Houston, TX, May 2013

“Reasonable Royalties and Irreparable Harm: The Role of Economic Analysis,” Fish & Richardson, September 2012

“Damages and Injunctions: Key Developments for NPEs” ABA Annual Intellectual Property Law Conference, Arlington, VA, March 2012

“Presenting Better Evidence in Reasonable Royalty Cases: The Use of Economic Analysis” (with Mike Cragg and Paul Bondor) American Bar Association Annual Meeting, Toronto, August 2011

“Making Clean-Tech Deals Work: Best Practices in an Environment of Risk and Uncertainty” (with Evan Cohen and Eli Hinckley) Licensing Executives Society Annual Meeting, Chicago, September 2010.

“The Economic Impact of Rights of Way Policy on Tribal Lands,” Advanced Workshop in Regulation and Competition, 26th Annual Eastern Conference, Skytop, PA, May 2007.

“Comments on Draft DOE/DOI Report on Tribal ROW Fees,” Public Scoping Meeting, Section 1813 of the Energy Policy Act of 2005, Study on Indian Land and Rights of Way, Denver, CO, August 2006.

“Economic Analysis of Standards for ROW Fees,” Public Scoping Meeting, Section 1813 of the Energy Policy Act of 2005, Study on Indian Land and Rights of Way, Denver, CO, April 2006.

“Current Issues in Oil Pipeline Regulation,” Energy Bar Association Annual Meeting, Washington DC, May 2003.

“Transmission Investment: Obstacles to a Market Approach,” Conference on Responding to FERC Order 2000, Atlanta, GA, December 2000.

“The Economic and Regulatory Frameworks for Transmission Expansion,” Presentation with John Farr, Charles Augustine, and Joe Cavicchi, Transmission Pricing Conference, Chicago, IL, May 2000.

“The Economics of Monopoly Power in Electricity and Ancillary Services,” Conference on Market Based Pricing for Ancillary Services, Denver, CO, February 2000.

“The Business and Legal Basics of Market Power,” Presentation with Scott Jones, Conference on the Impact of Market Power on Competitive Energy Markets, Washington, DC, July 1999.

“Key Issues in Ancillary Service Markets,” Presentation with Joe Cavicchi, Conference on Pricing and Selling Ancillary Services in a Competitive Market, San Francisco, CA, March 1999.

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“Methods for Procuring New IPPs” and “Selling Generation Assets to Create IPPs,” Two lectures in the Fundamentals of Infrastructure Finance course, sponsored by the Economic Development Institute of the World Bank, Goa, India, February 1999.

“The Role of the ISO in U.S. Electricity Markets: A Comparison of California and PJM,” Institute for Operations Research & Management Science Fall Meeting, Seattle, WA, October 1998.

“Using Auctions to Divest Utility Generation Assets,” Selling and Buying Power Plant Assets Conference, Washington, DC, September 1997, and Generating Asset Divestiture Conference, Boston, MA, September 1997.

“Limiting Buyer Discretion: Effects on Performance and Price in Long-Term Contracts,” University of Illinois at Urbana-Champaign, September 1996, and University of Pittsburgh, April 1995.

“Restructuring the Electric Utility Industry: An Overview,” Revolution in the Electric Power Industry, Seminar Series, Carnegie Mellon University, November 1995.

“The Effect of Regulatory Policy on Vertical Integration by Utilities,” Eastern Economic Association Annual Meeting, Boston, MA, March 1994; University of Illinois at Chicago, February 1993; George Washington University, March 1993.

“The Impact of Procurement Regime on the Price Paid for Independent Generation,” Institute of Public Utilities Conference, Williamsburg, VA, December 1994; Western Economic Association Annual Meeting, San Francisco, CA, July 1992; Resources for the Future, March 1992.

“The Sources of Scientific Journal Price Increase,” University of Chicago Conference on Scholarly Periodicals, Chicago, IL, April 1992.