

TESTIMONY and EXPERT REPORTS

- Deposition of Bradley N. Reiff in Re: DNA Genotek Inc. v. Spectrum Solutions LLC, United States District Court for the Southern District of California, Case No. 3:21-cv-00516-JO-AGS, April 7, 2023; Declaration, May 8, 2023; Supplemental Expert Report, April 4, 2023; Expert Report, February 3, 2023.
- Deposition of Bradley N. Reiff in Re: Global Tubing, LLC v. Tenaris Coiled Tubes, LLC and Tenaris S.A., United States District Court for the Southern District of Texas, Houston Division, C.A. No. 4:17-cv-03299, August 5, 2022; Expert Report, June 9, 2022.
- Deposition of Bradley N. Reiff in Re: Guardant Health, Inc. v. Personal Genome Diagnostics, Inc., United States District Court for the District of Delaware, Civil Action No. 17-1623-LPS-CJB, October 23, 2019; Reply Expert Report, September 24, 2019; Expert Report, July 24, 2019.
- Deposition of Bradley N. Reiff in Re: Neopharm Ltd., Promedico Ltd., and Neopharm (Israel) 1996 Ltd. v. Wyeth-Ayerst International LLC f/k/a Wyeth-Ayerst International Inc., United States District Court for the Southern District of New York, Case No. 1:14-cv-08192-SHS, November 10, 2017; Rebuttal Expert Report, October 10, 2017; Expert Report, July 10, 2017.
- Deposition of Bradley N. Reiff in Re: New Mexico Oncology and Hematology Consultants, Ltd., v. Presbyterian Healthcare Services, et al., United States District Court, District of New Mexico, Civ. No. 12-526 WDS/GBW, June 21, 2017; Rebuttal Expert Report, June 13, 2017; Deposition, April 5, 2017; Expert Report, March 2, 2017.
- Testimony of Bradley N. Reiff in Re: U.S. Footwear LLC v. JRA Trademark Company, Ltd., American Arbitration Association, Claim No. 01-16-0001-3444, March 10, 2017; Supplemental Expert Report, March 14, 2017; Expert Report, February 16, 2017.
- Deposition of Bradley N. Reiff in Re: CNH America LLC v. Quinlan's Equipment, Inc., State of Wisconsin, Circuit Court, Racine County, Case No. 14CV0709, August 6, 2015; Expert Report, April 15, 2015.
- Deposition of Bradley N. Reiff in Re: Francisco Marty, et al. v. Anheuser-Busch Companies, LLC, The United States District Court, Southern District of Florida, No. 13-cv-23656-JJO, November 25, 2014; Expert Report, October 15, 2014.
- Reply Declaration of Bradley N. Reiff in Re: Hill-Rom Company, Inc., et al. v. General Electric Company, The United States District Court for the Eastern District of Virginia, Norfolk Division, No. 2:14cv187, July 3, 2014; Declaration, May 7, 2014.

Deposition of Bradley N. Reiff in Re: Regional Multiple Listing Service of Minnesota, Inc., v. American Home Realty Network, Inc. v. Edina Realty, Inc. and Homeservices of America, Inc., The United States District Court of Minnesota, No.12-CV-0965 JRT/FLN, February 20, 2014; Reply Expert Report, May 2, 2014; Expert Report, January 31, 2014.

Expert Reports of Bradley N. Reiff in Pearson Education Copyright Litigation:

Viesti Associates, Inc. v. Pearson Education, Inc. (Viesti III), The United States District Court for the District of Colorado, No. 1:12-cv-02240, March 7, 2014.

DRK Photo v. Pearson Education, Inc., American Arbitration Association, AAA Ref. No. 50 143 T 00701 11, Second Supplemental Report, January 24, 2014; Supplemental Expert Report, August 16, 2013; Expert Report, March 1, 2013.

Robert Frerck v. Pearson Education, Inc., et al., The United States District Court for the Northern District of Illinois, No. 1:11-cv-5319, August 31, 2013.

Muench Photography, Inc. v. Pearson Education, Inc., et al., The United States District Court for the Northern District of California, No. 12-cv-01927-EJD, July 15, 2013.

Tom Bean and Dennis Kunkel Microscopy, Inc. v. Pearson Education, Inc., The United States District Court for the District of Arizona, No. 3:11-cv-08030-PGR, May 22, 2013.

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Testimony of Bradley N. Reiff in Re: D'Andrea Brothers LLC v. The United States of America, The United States Court of Federal Claims, No. 08-286C, October 25, 2012; Surrebuttal Expert Report, January 30, 2012.

Expert Report of Todd D. Kendall and Bradley N. Reiff in Re: Mack Trucks, Inc., et al. (Petitioners) v. United States Environmental Protection Agency (Respondent) and Navistar, Inc. (Intervenor), The

United States Court of Appeals for the District of Columbia Circuit, Nos. 12-1077, 12-1078, 12-1099, April 4, 2012.

Deposition of Bradley N. Reiff in Re: Laboratory Skin Care, Inc., et al. v. Limited Brands, Inc. and Bath & Body Works, Inc., The United States District Court for the State of Delaware, CA No. 06-601 (JJF), September 23, 2009; Expert Report, March 13, 2009.

Deposition of Bradley N. Reiff in Re: Kathleen Conroy, et al. v. Fresh Del Monte Produce Inc., et al., The Superior Court of the State of California, County of Alameda, JCCP 4446, and in Re: Faye Vassilatos, et al. v. Del Monte Fresh Produce Company, et al., The Circuit Court of the 15th Judicial Circuit in and for Palm Beach County, Florida, 50 2004 CA 004066 XXXX MB (AB), April 16, 2009; Declaration in Florida case, August 31, 2011; Sur-Reply Declaration in California case, May 18, 2009; Amended Declarations in both cases, April 10, 2009.

Deposition of Bradley N. Reiff in Re: Cendant Corporation Securities Litigation, The United States District Court for the District of New Jersey, Master File No. CV-98-1664(WHW), October 15-16, 2007; Rebuttal Expert Report, August 15, 2007.

Expert Report of Elisabeth M. Landes and Bradley N. Reiff, Case COMP/D-2/38.624 – PO – Maritime transport of bulk liquids – deep sea, submitted to the European Commission on behalf of JO Tankers A.S. and JO Tankers B.V., August 6, 2007.

Deposition of Bradley N. Reiff, in Re: Ag-Innovations, Inc., Larry Faillace, Linda Faillace, and Houghton Freeman v. The United States of America, The United States Court of Federal Claims, No. 05-776C, June 13, 2007; Supplemental Expert Report, May 4, 2007; Expert Report February 1, 2007.

Testimony of Bradley N. Reiff in Re: PFS Distribution Company and Pilgrim's Pride Corporation of Delaware, Inc. v. Darrell Raduechel, Barry Spain, D&B Solutions, Inc., Richard R. Donohue, Theobold, Donohue & Thompson, PC, MidwestOne Bank & Trust, Steven Hicks and John Pothoven., The United States District Court for the Southern District of Iowa, Central Division, No. 4:04-CV-10329, February 22, 2007; Rebuttal Expert Report, July 14, 2006; Supplemental Expert Report, June 23, 2006; Deposition, June 6, 2006; Expert Report, May 5, 2006.

Testimony of Bradley N. Reiff in Re: Rose Acre Farms, Inc. v. The United States of America, The United States Court of Federal Claims, No. 92-710C, on remand, November 30 – December 1, 2006; Deposition, May 24, 2006; Rebuttal Expert Report, March 21, 2006; Supplemental Expert Report, December 5, 2005; Trial Testimony, May 9-10, 2002; Expert Report, April 16, 2002; Deposition November 7-8, 2000, April 20, 2001.

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Deposition of Bradley N. Reiff in Re: Pineapple Antitrust Litigation, The United States District Court for the Southern District of New York, CA No. 1:04-MD 1628 (RMB) (MHD), September 21, 2005;

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Deposition of Bradley N. Reiff in Re: NeoNetworks, Inc. v. Mark U. Cree, W. Clinton Jurgens, and Cisco Systems, Inc., The District Court, Fourth Judicial District, State of Minnesota, County of Hennepin, Court File No. CT 02-005927, September 1, 2005; Expert Report, July 14, 2005.

Testimony of Bradley N. Reiff in Re: Russell Rich v. McDonald's Corp., The Court of Common Pleas, Cuyahoga County, Ohio, Case No. CV98 368481, June 30, 2005; Deposition, June 10, 2005; Expert Report, May 30, 2005.

Deposition of Bradley N. Reiff in Re: Currency Conversion Fee Antitrust Litigation, The U.S District Court for the Southern District of New York, MDL Docket No. 1409, February 4, 2005; Joint Expert Rebuttal Report with Gustavo E. Bamberger, April 15, 2005; Joint Expert Report with Gustavo E. Bamberger, December 22, 2004; Reply Declaration re Class Certification with Gustavo E. Bamberger, April 2, 2004; Deposition of Bradley N. Reiff, January 6, 2004; Joint Declaration re Class Certification with Gustavo E. Bamberger, November 11, 2003.

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Expert Report of Bradley N. Reiff in Re: Sabolich, Inc. et al. v. NovaCare, Inc. et al., The United States District Court for the Western District of Oklahoma, No. CIV-99-670-T, November 18, 2002.

Deposition of Bradley N. Reiff in Re: Next Generation Inc., et al. v. Iowa Realty Company Inc., et al., The Iowa District Court for Polk County, No. CE 38825, October 25, 2002; Expert Report August 5, 2002.

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Defendants' Designation of Expert Witness, Bradley N. Reiff, in Re: Promatek Industries Ltd. v. Equitrac Corporation, et al., The United States District Court for the Northern District of Illinois, Eastern Division, Case No. 98C3810, February 21, 2000.

Expert Report of Bradley N. Reiff, in Re: Sentinel Products Corp. and Packaging Industries Group, Inc. v. Michael T. Platt, Dickinson Wright, PLLC, a/k/a Dickinson, Wright, Moon, Van Dusen & Freeman, and Dennis Knaus, The United States District Court of the District of Massachusetts, C.A. No. 98CV11143GAO, September 15, 1999.

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Affidavit of Bradley N. Reiff In Re: Dennis M. Siedlaczek v. Scot Lad-Lima and Roundy's, Inc., The United States District Court for the Eastern District of Michigan, File No. 94-75604, August 10, 1995.

Affidavit of Bradley N. Reiff In Re: Margie Elaine Coon and Joan Hillstead v. Midland Grocery of Michigan, Inc., The Circuit Court of Muskegon County, MI, Civil Action No. 93-29912-CZ, February 2, 1995.

OTHER SIGNIFICANT CASE WORK SINCE 2010

Broiler Chicken Antitrust Litigation, 2021-23: Economic analysis of certain liability claims on behalf of Tyson Foods, Inc.

Costco Wholesale Corp., v. Tyson Foods, Inc., 2022: Economic analysis of liability and damages on behalf of Tyson Foods, Inc.

Insignia Systems, Inc., v. News Corporation, News America Marketing FSI LLC, et al., 2021: Economic analysis of damages on behalf of defendants for alleged monopolization of the in-store promotions business.

QAD Inc. v. St. Jude Medical, LLC, 2020-21: Economic analysis on behalf of the defendant in software copyright infringement litigation.

Baxalta Inc., et al., v. Bayer Healthcare LLC, 2019-21: Economic analysis of liability issues on behalf of the antitrust counterclaimant in *Walker Process Fraud* litigation involving pharmaceuticals for treatment of Hemophilia A.

Valassis Communications, Inc. v. News Corporation, News America Marketing, et al., 2017-21: Economic and econometric analysis of damages on behalf of defendants for alleged monopolization of the in-store promotions business.

Anheuser-Busch InBev SA/NV Acquisition of Craft Brew Alliance, 2019-20: Economic and econometric analysis on behalf of merging brewers during the Department of Justice investigation.

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Matthew Dickson, et al. v. Gospel for Asia, Inc. et al., 2018-19: Experimental and econometric analysis of charitable giving on behalf of defendants in a class action involving alleged fraud.

Anheuser-Busch InBev SA/NV Acquisition of Karbach Brewing Co., 2016: Economic and econometric analysis on behalf of merging brewers during the Department of Justice investigation.

Anheuser-Busch InBev SA/NV Acquisition of Devils Backbone Brewing Co., 2016: Economic and econometric analysis on behalf of merging brewers during the Department of Justice investigation.

Federal Trade Commission, et al., v. Staples, Inc. and Office Depot, Inc., 2016: Economic analysis on behalf of merging sellers of office supplies to contract business-to-business customers.

The Dial Corporation, et al. v. News Corporation, News America Inc., et al., 2015-16: Economic and econometric analysis of damages on behalf of defendants for alleged monopolization of the in-store promotions business.

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A&R Body Specialty, et al., v. Progressive Casualty Insurance Company and Progressive Direct Insurance Company, 2011-16: Economic and econometric analysis on behalf of defendants in a class action brought by body shops alleging a conspiracy to suppress reimbursements for auto repairs.

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Corelogic, Inc. Acquisition of DataQuick, 2013: Economic analysis on behalf of merging sellers of real estate property data during the Federal Trade Commission investigation.

The Commonwealth of Virginia v. McKesson Corp., 2013; San Francisco Health Plan and State of California v. McKesson Corp., 2011; The Board of County Commissioners of Douglas County, Kansas, et al. v. McKesson Corp., 2010; Connecticut v. McKesson Corp., 2010: Economic analysis on behalf of McKesson regarding damages for alleged fraudulent elevation of Medicaid reimbursements.

Mylan Pharmaceuticals, Inc., et al., v. Warner Chilcott Public Limited Company, et al., 2013: Economic analysis on behalf of Warner Chilcott regarding certification of a class of direct purchasers claiming overcharges in the pricing of certain pharmaceuticals.

Meso Scale Diagnostics, LLC v. Roche Diagnostics GmbH, 2012-13: Economic analysis of behalf of the plaintiff related to damages in an alleged breach of licensing agreements related to immunodiagnostics technology.

James Craig, et al. v. Volkswagen of America, et al., 2011, 2013: Economic valuation of the settlement of the Volkswagen and Audi warranty extension class action litigation.

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Datatel, Inc. Acquisition of SunGard Higher Education, 2011: Economic analysis on behalf of merging producers of enterprise resource planning software for higher education during the Department of Justice investigation.

CRC Insurance Services, Inc. v. Ryan Specialty Group, LLC, et al., 2011: Economic analysis on behalf of the defendant on damages related to alleged breach of contract and interference with contractual relationships.

Western Digital Corporation Acquisition of Hitachi Global Storage Technologies, 2011: Economic and econometric analysis on behalf of merging producers of hard disk drives during the Federal Trade Commission and European Commission investigations.

Andrea Luquetta, et al., v. JPMorgan Chase Bank, NA, 2010-11: Economic analysis on behalf JPMorgan Chase Bank regarding certification of a class of customers claiming overcharges in debit card overdaft fees.

Bank Hapoalim Ltd., Bank Leumi Le-Israel Ltd., et al. v. General Director of the Israel Antitrust Authority, 2009-11: Economic analysis on behalf of Bank Hapoalim and Bank Leumi in their appeal of the Israel Antitrust Authority's Finding related to the sharing of information on bank fees.

Dean Foods Company Acquisition of Foremost Farms USA, 2009-11: Economic and econometric

analysis on behalf of merging producers of milk during the Department of Justice investigation.

John M. Dewey, et al. v. Volkswagen of America, et al., 2010: Economic valuation of the settlement of the Volkswagen and Audi water class action ingress litigation.

Darren Berry, et al. v. Volkswagen of America, et al., 2010: Economic analysis on behalf of Volkswagen on product liability class action damages claim.

New Zealand Commerce Commission and Qantas Airlines, 2010: Econometric analysis of estimated damages in New Zealand from an alleged conspiracy to fix cargo rates through an agreement on fuel surcharges.

PUBLICATIONS AND WORKING PAPERS

“Chapter X: Price Discrimination in Merger Analysis,” and “Appendix III.F: Advanced Econometric Methods: Mergers in the Presence of Price Discrimination,” in Econometrics: Legal, Practical, and Technical Issues, ABA Section of Antitrust Law, Econometrics (2005)

"Impact of Changes in the U.S. Employment Structure on Income Distribution and Unemployment," Massachusetts Institute of Technology, Ph.D. Thesis, 1987.

PRESENTATIONS

“Limitations on a Firm’s Ability to Protect Its Competitive Advantage,” Guest Lecture, Competitive Tactics & Policy (BE 581), Stephen M. Ross School of Business, University of Michigan, October 5, 2010.

“Demand System Modeling in Merger Analysis,” Seminar at Gardner, Carton & Douglas, Chicago, October 2000.

"The Economics of Restricted Distribution," The American Law Institute - American Bar Association, Phoenix, AZ, March 1990.

ACADEMIC HONORS AND FELLOWSHIPS

Graduate Academic Fellowship, Massachusetts Institute of Technology, 1983 - 1984

Summa Cum Laude, Tufts University, 1981

Phi Beta Kappa, 1981

PROFESSIONAL AFFILIATIONS

American Economic Association

American Bar Association, Associate Member