



## **KRISTA F. HOLT**

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### **Intellectual Property**

Krista F. Holt provides expert services for the financial aspects of complex commercial litigation involving claims of patent, trademark, trade secret, copyright, false advertising, breach of contract, unfair competition, and failure to pay royalties. She offers testimony on patent and Lanham Act matters including likelihood of confusion, secondary meaning, genericism, and fame. She also provides economic, financial, accounting, statistical, marketing, and survey consulting on a wide range of intellectual property matters, including the valuation and licensing of patents, trade secrets, trademarks, and copyrights.

Krista Holt's experience includes analyzing business operations, financial conditions, and the strategic environment to determine appropriate economic damages and valuation theories. She assesses lost profits, reasonable royalties, price erosion, accounting of defendant's profits, corrective advertising, and diminution of intellectual property asset value and enterprise value. She takes a practical approach to testimony that stems from her experience in valuation, licensing, surveys, and corporate management, which assures that her methodologies are based on established industry practices.

Ms. Holt helps you with all aspects of your case from pre-filing or initial response to judgment and appeal. She provides early case assessments, discovery planning and support, expert reports, damages, marketing and survey testimony, and assistance in settlement negotiations.

Krista Holt testifies on intellectual property and other commercial matters in federal and state courts, and works on cases representing both plaintiffs and defendants. She has testified before the International Trade Commission (ITC) regarding patent infringement, domestic industry, bonding, commercial success, and public interest issues. She also presents in alternative dispute resolution forums and in mediations.

Ms. Holt is a recognized resource on the topic of damages in intellectual property disputes. She has lectured on a variety of intellectual property topics for the American Bar Association, Licensing Executives Society, DRI, Harvard Law, Intellectual Property Institute and various other organizations and universities. Among the topics she has covered include "Apportionment of Patent and Copyright Damages", "Addressing Trade Secret Misappropriation in the International Context" and "Beyond Injunctions: Exploring Damages and Other Options for Relief in Trademark Litigation". She has also been published in ABA-IPA Landslide Magazine, The Trademark Reporter, ABA Intellectual Property Law Newsletter, and Patent Strategy & Management.

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