

KRISTA F. HOLT

Managing Director

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Krista Holt is a Managing Director at Econ One Research, Inc. (“Econ One”). Econ One is a national research and consulting firm with experience in a wide variety of practice areas, including antitrust, damages, employment, energy, health care, intellectual property, international arbitration, statistical analysis, and valuation.

Ms. Holt testifies as an economic damages expert, marketing expert, survey expert, and licensing expert. She provides consulting and expert witness testimony for issues related to patent, trademark, trade secret, antitrust, copyright, class action, breach of contract, and false advertising, including strategic consulting, valuation, marketing, licensing, surveys, liability, class certification, and analysis of damages claimed in litigation and other issues, including lost profits, reasonable royalties, price erosion, accounting of defendant’s profits, restitution, domestic industry, injury, bonding, corrective advertising, discounting, and diminution in asset and enterprise value.

In addition to her damages testimony, Ms. Holt has been providing survey services for patent and Lanham Act surveys for over fifteen years. She has a professional background in market research, and was one of the first professionals to introduce the use of surveys for damages in patent cases. Ms. Holt has designed, analyzed and rebutted patent surveys including conjoint, usage and demand, and trademark surveys including confusion, dilution, secondary meaning, fame and false advertising.

Ms. Holt draws on her real-world experience in accounting, finance, and marketing as well as her experience in intellectual property, damages, surveys, valuations, and licensing, which enhance the quality and credibility of her forensic analyses. She has provided services including expert testimony for economic damages, surveys, marketing, valuation, licensing, and consulting in over two hundred intellectual property cases.

Prior to becoming a Managing Director at Econ One, Ms. Holt served as the President and CEO of GreatBridge Consulting, Inc. Founded by Ms. Holt in 2012, GreatBridge was a national consulting firm specializing in economic damages, surveys, marketing, valuation, licensing, and litigation support services for intellectual property, antitrust, commercial damages, class action, and business consulting. Prior to founding GreatBridge Consulting, Ms. Holt founded and managed the Intellectual Property practice for The Kenrich Group and was a Vice President for the firm. Prior to becoming a Vice President for The Kenrich Group, Ms. Holt was a Managing Director for Ocean Tomo and founded and led the firm’s Washington DC Expert Testimony Practice and the firm’s national Survey Practice. Prior to its acquisition by Ocean Tomo, Ms. Holt was a Senior Consultant for Tait Advisory Services’ Intellectual Property Practice and founded and led their Survey Practice.

Before becoming an intellectual property consultant in 2001, Ms. Holt worked for eleven years in industry accounting and marketing management for companies including Western Express, Inc., Salvucci Engineers, Inc., and InterMedia Marketing. She served as the most senior financial personnel (Controller) for two companies and as Director of Marketing for a third. Ms. Holt is an active member of the American Bar Association, International Trademark Association, National Association of Certified Valuators and Analysts, and Licensing Executives Society. She was the Chair of the LES Valuation and Taxation Committee. Ms. Holt is also a Certified Licensing Professional and an Accredited Valuation Analyst, and is an instructor for the Certified Licensing Professional program. She has lectured on a variety of intellectual property topics for the American Bar Association, Licensing

Executives Society, IPI, DRI, Harvard Law, George Washington Law, and various other organization and universities.

Ms. Holt has provided services including expert testimony, marketing, surveys, valuation, and consulting, as well as other services for a wide range of industries, including evaporative condensers, refrigeration and HVAC, medical devices, pharmaceuticals, casinos, online gaming, radio frequency spectrum, RFID, digital radio, automotive manufacturing, food packaging, beverage containers, advertising, social media platforms, toys, athletic equipment, social media, computer software, cloud services, designer goods, computer servers, medical laboratory equipment, smart chips, sinkhole equipment, automotive additives, gateways, network switches, surgical equipment, drug stores, office supplies, online advertising, DVD equipment, oil additives, biotechnology, tobacco, construction equipment for excavation, internet technology, voice transcription, clothing, trucking, waste collection, financial services, insurance, farming, telecommunications, semi-conductors, blood banks, real estate, industrial products, space exploration, chemical coatings, athletic apparel, investment banking, hospitality, stents, navigation systems, medical supplies, sporting equipment, televisions, aircraft parts, quick serve restaurants, engineering, packaged food, renewable biofuels, automotive aftermarket, professional services, bar code technology, cell phone technology, mattresses, fabrics, computer technology, voice recognition, visual arts, banking, produced TV episodes, sporting goods, garden ornaments, plastic packaging materials, retail and wholesale consumer products, distilled spirits, washroom accessories, educational products, agriculture, consumer electronics, religious organizations, broadcasting, terrestrial engineering, enterprise content management, national defense, auction houses, cosmetics, farm equipment, physical therapy equipment, and power tools. She has testified on issues informing economic damages, valuation, marketing, licensing, lost profits, reasonable royalties, competition, discounting, most favored nation clauses, price fixing, domestic industry, bonding, industry trends, surveys for intellectual property, antitrust and competition, commercial damages and complex litigation, class action, and management practices.

**PRINCIPAL
EXPERIENCE**

Econ One Research, Inc.
Managing Director, 2017 to Present

GreatBridge Consulting, Inc.
President & CEO, 2012 to 2017

The Kenrich Group, LLC
Vice President, 2009 to 2012

Ocean Tomo, LLC
Managing Director, 2008 to 2009
Director, 2004 to 2008
Associate, 2003 to 2004

Tait Advisory Services, LLC
Senior Consultant, 2002
Consultant, 2001 to 2002

Western Express, Inc.
Controller, 2001

Salvucci Engineers, Inc.
Controller, 1999 to 2000

Gold, Khourey & Turak, LLC
Office Manager and Accountant, 1994 to 1997

Fitzpatrick Floor Coverings
Marketing Consultant, 1993

InterMedia Marketing
Director of Marketing, 1991
Senior Account Executive, 1990
Account Executive, 1989

Sara Lee
Cost Analyst, 1988

EDUCATION

University of Louisville, Master of Business Administration. Graduated 2004.
Beta Gamma Sigma

Wake Forest University, Bachelor of Arts in Psychology. Graduated 1989.
Cum Laude

ACTIVE MEMBERSHIPS

Licensing Executives Society
American Bar Association
Certified Licensing Professionals
National Association of Certified Valuators and Analysts
International Trademark Association
Intellectual Property Owners Association
International Trade Commission Trial Lawyers Association

EXPERT TESTIMONY LAST 5 YEARS

GDM Enterprises, LLC d/b/a The Lano Company v. Astral Brands, Inc.
U.S. District Court, Western District of Missouri at Kansas City
Deposition

AWGI, LLC., Atlas Logistics Inc., Atlas Van Lines v Atlas Trucking et al.
U.S. District Court, Eastern District of Michigan, Southern Division
Trial

Monahan Products, LLC d/b/a UPPAbaby v. Sam's East, Inc. and Sam's West, Inc.
U.S. District Court, District of Massachusetts
Deposition

GC2 Incorporated v. IGT
U.S. District Court, Northern District of Illinois, Eastern Division
Deposition

In Re ARRIS Cable Modem Consumer Litigation
U.S. District Court, Northern District of California
Deposition

Plastic Omnium Advanced Innovation and Research v. Donghee America, Inc. and Donghee Alabama, LLC
U.S. District Court, District of Delaware
Deposition

Farmers Edge Inc., Farmers Edge (US) Inc., and Farmers Edge (US) LLC v. Farmobile LLC, Jason G. Tatge, Heath Garrett Gerlock, and Randall Thomas Nuss v. Clarke Gerlock
U.S. District Court, District of Nebraska
Deposition

AVCO Corporation v. Turn and Bank Holdings, Inc. and Precision Airmotive, LLC v. AVStar Fuel Systems, Inc.
U.S. District Court, Middle District of Pennsylvania
Deposition

FastShip, LLC v. United States Of America
U. S. Court of Federal Claims
Trial

Norvax, LLC d/b/a GoHealth v. Access Clinical Partners, LLC d/b/a GoHealth Urgent Care
U.S. District Court, Southern District of New York
Deposition

Arrowpoint Capital Corp. v. Arrowpoint Asset Management, LLC et al.
U.S. District Court, District of Delaware
Deposition

Louisville Marketing, Inc. v. Jewelry Candles, LLC
U.S. District Court, Western District of Kentucky, Louisville Division
Deposition

Bell Helicopter Textron Inc. v. Eurocopter
U.S. District Court, District of Columbia
Deposition and Hearing

OpenRisk, LLC v. Microstrategy Services Corporation
U.S. District Court, Eastern District of Virginia, Alexandria Division
Deposition

PUBLICATIONS

“What’s It Worth? Principles of Patent Valuation,” *ABA-IPA Landslide Magazine*, Volume 8, Number 1, September/October 2015, Thomas B. Herman, Brian P. O’Shaughnessy, co-authors

“Chasing Moseley’s Ghost”, *The Trademark Reporter*, Volume 98, Number 6, November - December 2008, Scot Duvall, co-author

“What Patent Lawyers Can Learn from Trademark Law: The New Use of Surveys in Patent Litigation”, IPL Newsletter, A Publication of the ABA Section of Intellectual Property Law, Volume 24, Number 3, Spring 2006, Michael Milani, John Mallonee, co-authors

“Surveys in Patent Infringement Litigation: The Next Frontier”, Patent Strategy & Management, Volume 6, Number 12, May 2006, Michael Milani, John Mallonee, co-authors

**SELECTED
PRESENTATIONS**

Presentation: International Trademark Association Litigators Local Counsel, “Fresh Thinking on Intricate Issues in Trademark Damages and Surveys”
May 21, 2019, Boston, MA

Presentation: Litigation Counsel of America, Intellectual Property Institute (IPI), “Apportionment for Patent, Trademark, and Copyright Damages and Surveys for Patent Cases”
September 28, 2018, Chicago, IL

Presentation: Litigation Counsel of America, Intellectual Property Institute (IPI), “Apportionment of Patent and Copyright Damages”
September 14, 2017, Louisville, KY

Presentation: WIIT, “Addressing Trade Secret Misappropriation in the International Context”
September 13, 2016, Washington, DC

Presentation: Tech Transfer Central, “Proper Calculation of Apportionment and Entire Market Value in University Patent Licenses”
February 25, 2016, Webinar

Presentation: ABA Center for Professional Development, “What’s it Worth? Principles of Patent Valuation”
October 20, 2015, Washington, DC

Presentation: Litigation Counsel of America, Intellectual Property Institute (IPI), “Apportionment of Defendant’s Profits for Trademark and Copyright Damages”
January 23, 2015, Key Largo, FL

Presentation: Litigation Counsel of America, Intellectual Property Institute (IPI), “The Role of Surveys in Damages Calculations for Intellectual Property”
May 3, 2014, Los Angeles, CA

Presentation: “Patent Infringement: Proving Royalty Damages, Leveraging EMVR, Apportionment, Alternatives to the 25 Percent Rule, and Royalty Stacking”
May 23, 2013, Washington, DC

Presentation: 28th Annual Intellectual Property Law Conference, “Hot Topics in Patent Damages: Deconstructing Apple v. Motorola Should The Federal Circuit Revisit Its Precedents on Past Damages?”
April 3, 2013, Washington, DC

Presentation: ABA -Section of Litigation, IP Litigation Committee, Trademark and Copyright Subcommittees, “Confused About Damages and Trademark or Copyright Claims?”
November 15, 2012, Webinar

Presentation: Licensing Executives Society, “Patent Damages: Recent Cases, Use of Surveys and Antitrust Issues”
October 10, 2012, Webinar

Presentation: Licensing Executives Society, “LES Valuation and Damages Course”
June 23, 2011, Washington, DC

Presentation: American Bar Association – Intellectual Property Law Section, “Beyond Injunctions: Exploring Damages and Other Options for Relief in Trademark Litigation”
June 10, 2011, Washington, DC

Presentation: Licensing Executives Society, “A New Look At Patent Damages After Uniloc, Lucent and i4i”
March 2, 2011, Washington, DC

Presentation: DC Patent Lawyers Club, “A New Look At Patent Damages”
December 1, 2010, Washington, DC

Presentation: IP Summit 2010, “Effective Use Of Damage Experts”
October 2010, Mountain View, CA

Lecture: Harvard Law School, “Lanham Act, Trade Secret, and Copyright Damages”
September 2009, Cambridge, MA

Lecture: Kent College of Law, “Lanham Act, Trade Secret, and Copyright Damages”
November 10, 2008, Chicago, IL

Lecture: Harvard Law School, “Lanham Act, Trade Secret, and Copyright Damages”
October 30, 2008, Cambridge, MA

Presentation: DRI, “Playing the Blues – Consumer Surveys in False Advertising Claims”
October 24, 2008, New Orleans, LA

Presentation: Licensing Executives Society, "Licensing Practices Relevant to Antitrust"
October 21, 2008, Orlando, FL

Presentation: DC Bar Association, "Intellectual Property as an Investible Asset: The Future of Buying and Selling Intellectual Property"
October 14, 2008, Washington, DC

Presentation: The Dayton Intellectual Property Law Association, "Trends in Patent Litigation: Keeping Current on Damage Issues and Refocusing Discovery Efforts"
September 12, 2008, Dayton, OH

CONTACT

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