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ATTORNEYS & COUNSELORS

Gauri Prakash-Canjels *Consulting Director*

Gauri Prakash-Canjels serves as a consulting director (non-attorney) in Brewer, Attorneys & Counselors' New York office.

Dr. Prakash-Canjels, who holds a doctorate in economics, has more than 17 years of economic consulting experience. She has consulted in litigation matters regarding intellectual property (IP) damages, antitrust analysis, business appraisal and IP valuation, conjoint and other types of surveys, breach of contract damages, and bankruptcy matters.

She has considerable experience in IP matters and the analysis of market forces in antitrust, specifically, the economic analysis of markets, product market definitions, entry conditions, and product substitutability in numerous industries. Dr. Prakash-Canjels has been qualified as an expert witness and provided testimony on economic damages in Court.

Dr. Prakash-Canjels is the Assistant Treasurer for the Licensing Executives Society, USA and Canada (LES), and is the past Chair of the Valuation and Taxation Committee, LES. She is a Certified Licensing Professional (CLP) and a Certified Valuation Analyst (CVA). She also teaches courses on intellectual asset management, including on the valuation of patents, for the Licensing Executives Society and the Certified Licensing Professionals.

Prior to joining the firm, Dr. Prakash-Canjels was a Managing Director with GreatBridge Consulting, Inc. and was previously a Principal at the Kenrich Group.

Dr. Prakash-Canjels has taught courses at the graduate and undergraduate levels. She was a Visiting Professor at Milano Graduate School of Management and Urban Policy, New School University, and taught courses in Quantitative Methods – statistics, survey and econometrics for MBAs. She was a Lecturer at Northwestern University, and taught courses in econometrics, and the principles of economics. She was also an Assistant Professor at Delhi University, India.

Dr. Prakash-Canjels taught courses in mathematics and economics as a Teaching Assistant at Northwestern University in the Departments of Mathematics and Economics, and in the Kellogg School of Management at Northwestern in the Executive MBA Program.

Dr. Prakash-Canjels has economic consulting experience with the Standard Chartered Bank and the National Council for Applied Economic Research, a not-for-profit research institute. She conducted survey-based market studies and comparative advantage studies in these positions.

Gauri Prakash-Canjels received a Ph.D. in Economics from Northwestern University. Dr. Prakash-Canjels' doctoral dissertation provides an econometric test for defining an economic market using time series properties of data in various geographic and product markets. It has been published under the title "Pace of Market Integration."

She received a Master of Arts degree in Economics, and a Bachelor of Arts degree in Economics and Mathematics, from Delhi University. She was twice awarded the prestigious Central Advanced Research Scholarship by the Government of India, and received a University Fellowship from Northwestern University.

Publications

"The Role of Education in Technology Commercialization," *IAM Magazine*, Issue 66, July/August 2014.

"Proving Damages in Trademark Cases" (Joint with Stanley P. Stephenson), *Business Valuation Update Volume 18*, Number 10, October 2012.

"Computing Lost Profits in Business Interruption Litigation: A General Model" (Joint with Stanley Stephenson and David Macpherson), *Journal of Business Valuation and Economic Loss Analysis Volume 7*, Issue 1, Pages –, ISSN (Online) 1932-9156, DOI: 10.1515/1932-9156.1118, May 2012.

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"Pace of Market Integration," Ph.D. Dissertation, Northwestern University, April 1997.

Education

Ph.D. in economics, Northwestern University, 1997

M.A. in economics, Delhi University, 1990

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