



Aaron Yeater

Managing Principal

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Education

I.B.A., strategy and international finance, Yale School of Management; B.A., College of Social Studies, Wesleyan University

Summary of Experience

Mr. Yeater specializes in applying financial and economic analyses to complex business litigation. He is an expert on the evaluation of damages in antitrust matters, commercial disputes, and intellectual property (IP) claims. Mr. Yeater is particularly experienced in matters involving the intersection of IP and antitrust, including during merger reviews and litigation. He has also analyzed data to identify relevant volume of commerce for Sherman Act and state antitrust claims, and to inform analyses relevant to the Foreign Trade Antitrust Improvement Act (FTAIA). He has served as an expert witness, supported academic experts, and managed case teams in matters in a variety of industries, including media, high tech consumer products, telecommunications, pharmaceuticals, retail, and financial services.

In litigation matters, Mr. Yeater has provided assistance throughout all phases of pretrial and trial practice. This includes the development of models to analyze damages, critique of analyses produced by opposing experts, and support for preparation of expert testimony.

When advising clients, Mr. Yeater's work includes developing and critiquing analyses of competitive effects and efficiencies in high-profile mergers. He has worked closely with clients to prepare and analyze business data in a variety of circumstances, and has presented economic and financial analyses to state and federal regulators. He has also evaluated business practices for financial services firms and provided strategic support for clients in the pharmaceutical technology and

agribusiness industries.

Provided Expert Testimony

- [LovePop, Inc. vs. Paper Pop Cards, Inc.](#)

Additional Cases

- [Adidas America Inc et al v Skechers USA Inc](#)
- [Analysis Group Team's Pro Bono Analysis of Towing Fees and Their Economic Impact on the Poor](#)
- [Fox Broadcasting Company et al v. DISH Network LLC et al](#)
- [FTC v. Wilhelm Wilhelmsen, et al.](#)
- [Gallus, et al. v. Ameriprise Financial, Inc.](#)
- [In re: TFT-LCD \(Flat Panel\) Antitrust Litigation](#)
- [In the Matter of: Certain Footwear Products, investigation number 337-TA-936](#)
- [Jones v. Harris Associates](#)
- [Lightbourne v. CBS Interactive, et al.](#)
- [Multiple Antitrust Litigations on Behalf of Large Semiconductor Manufacturer](#)
- [Mutual Fund Excessive Fee Case](#)

Selected Publishing

- **European Union – Two-Sided Markets, Platforms and Network Effects**

Global Competition Review, E-Commerce Competition Enforcement Guide, January 2019
2019

White J, Chapsal A, Yeater A

[Antitrust & Competition](#)

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- **The Ability to Achieve Lost Sales as a Consideration in Damages Analyses under Different Legal Frameworks**

Landslide, ABA Section of Intellectual Property Law, November/December 2018
2018

Kirk Fair R, Yeater A

Damages, Intellectual Property

■ **The State of Pharma Class Certification After Asacol**

Law360, December 18, 2018
2018

Yeater A, Darling P, Fink S

Antitrust & Competition, Class Certification, Health Care

■ **The Ability to Achieve Lost Sales as a Consideration in Damages Analyses**

Lost Profits Damages: Principles, Methods, and Applications
2017

Kirk Fair R, Yeater A

Damages, Tax & Accounting, Valuation

■ **Donning And Doffing Damages: Tyson Takeaways For Antitrust**

Law360, May 12, 2016
2016

Yeater A, Lewis M

Antitrust & Competition, Damages, Labor & Employment

■ **Use and Abuse: The Myth of Divided Antitrust Economics**

Concurrences, March 2016
2016

Cremieux P, Yeater A

[Antitrust & Competition](#)

■ **The Fallacy Of Inferring Collusion From Countercyclical Prices**

Antitrust Section of the American Bar Association, Economic Committee Newsletter, Volume 14, Number 1
2015

Rothman D, Yeater A

[Antitrust & Competition](#)

■ **Monday-Morning Quarterbacking and Antitrust Damages**

Law360, January 10, 2014
2014

Shannon K, Yeater A

[Antitrust & Competition](#)

News

July 18, 2019

Analysis Group Team's Pro Bono Analysis of Towing Fees and Their Economic Impact on the Poor

[Data Science & Statistical Modeling, Strategy, Policy & Analytics](#)

March 21, 2019

Managing Principal Aaron Yeater Testifies on Damages Claims in Copyright Infringement Jury Trial

[Damages, Intellectual Property](#)

January 17, 2019

Economics of Online Competition Explored by Analysis Group in New Guide Published by Global Competition Review

[Antitrust & Competition](#)

December 20, 2018

Article by Analysis Group Consultants Explores Class Certification in Pharmaceutical Antitrust Cases

[Antitrust & Competition](#), [Class Certification](#), [Health Care](#)

December 05, 2018

Pursuing Lost Sales in Different Types of Cases Discussed by Analysis Group Experts in ABA's Landslide Digital Magazine

[Damages](#), [Intellectual Property](#)

July 30, 2018

Analysis Group Provides Support in Blocked Marine Company Merger

[Antitrust & Competition](#), [Government & Corporate Investigations](#)

January 03, 2018

Jeffrey Kinrich - Analysis Group Expert - Co-Edits Comprehensive New Book on Lost Profits Damages

[Damages](#), [Tax & Accounting](#), [Valuation](#)

June 28, 2017

Analysis Group Affiliate and Team Assess Claims of Irreparable Harm in Skechers Case Win

Commercial Disputes, Damages, Intellectual Property,

April 22, 2015

Vice President Aaron Yeater's Monday-Morning Quarterbacking Article Nominated for 2015 Antitrust Writing Award

Antitrust & Competition, Damages