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## HAL S. VAN GIESON

ECONOMIST

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### CURRICULUM VITAE

#### Biography

Dr. Van Gieson has been employed at MiCRA since 1992 and a principal since 1997. He has extensive experience in the economic analysis related to antitrust issues (including mergers, monopolization cases, class certification, commercial damages, and false advertising). Dr. Van Gieson has prepared and supervised complex economic analysis in a number of industries including agriculture (livestock feed, dog food), raw materials (bauxite, sulfuric acid, staple fiber), transportation (air and marine cargo, air freight forwarding, parcel tankers), pharmaceuticals (patent infringement by generic drugs, average wholesale price reimbursement), retailing (eyeglasses, bookstores, office supplies, fast food), distribution (beer, liquor), telecommunications (depreciation rates for LECCs), equipment manufacturing (pressure cylinders, pressure sprayers, outboard motors), high technology (CPUs, memory chips, LCD panels), tobacco (cigarette manufacturer mergers and retailer contracts), and newspapers.

#### Education

- 1993 Ph.D., Economics, Yale University
- 1987 M.A., Economics, Yale University
- 1985 University of California--Santa Barbara

#### Selected Assignments by Industry

##### Agriculture

Report on the effects of alleged false advertising on the sales of a branded dog food. The Iams Company v. Kal Kan Foods, Inc.(1999).

Report on the effect of alleged Lysine conspiracy on the price of animal feed (1996).

### Raw Materials

Economic analysis of alleged price fixing conspiracy in refractory grade bauxite. Resco Products, Inc. v. Bosai Minerals Group Co. LTD (2014).

Economic analysis of effects of alleged conspiracy to increase price of sulfuric acid. Marsulex. Inc. v. Trelleborg Corporation and Trelleborg AB (2007).

Economic analysis of alleged price fixing by staple fiber manufacturers (2004).

Economic analysis presented to FTC of LaFarge's acquisition of Blue Circle's cement assets in the US (2001).

### Transportation

Economic analysis of overcharges by alleged conspiracy of car carriers (2014)

Reports opposing class certification in air cargo litigation. In RE: Air Cargo Shipping Services Antitrust Litigation (2012).

Preparation of DOJ presentation on economic issues related to alleged price fixing conspiracy by Japanese air cargo forwarders (2010).

Economic analysis of alleged agreement to reduce gate capacity at Love Airfield. Love Terminal Partners, et al. v. The City of Dallas (2007)

Economic analysis of alleged conspiracy by parcel tanker carriers for arbitration proceeding in the US and before EU Commission (2006).

### Pharmaceuticals

Report on economic damages from patent infringement involving Vytarin. Schering Corporation and MSP Sinapore Corporation LLC v. Mylan Pharmaceuticals, Inc (2011)

Report on economic damages from patent infringement involving manufacturers of patented, brand-name drugs used to treat high cholesterol. Ethypharm S.A. France V. Abbott Laboratories (2011).

Preparation of reports on overcharges due to Average Wholesale Price Reimbursement of Branded Drugs in Pennsylvania. Commonwealth of Pennsylvania v. Bristol Myers Squibb Corporation (2010).

### Retailing

Preparation of FTC presentation regarding Luxottica Group's acquisition of D.O.C. Optics retail stores (2006).

Preparation of FTC presentation regarding Luxottica Group's acquisition of Cole National's retail optical stores (2004).

Co-authored a report (with Ken Baseman and Robert Willig) submitted to the FTC on the effects of Barnes & Noble's proposed acquisition of Ingram (1998).

Preparation of economic analysis and expert reports in the FTC's challenge of Staples-Office Depot merger (1996).

### Distribution

Economic analysis of alleged price fixing by NJ liquor distributors. Jerry Enterprises of Gloucester County Inc. et al. v. F&A Distributing Co., Inc. (1999).

### Telecommunications

Preparation of a report (co-authored with Ken Baseman) on the appropriate depreciation for local exchange carriers (1995).

### Manufacturing

Preparation of expert report analyzing class certification and damages issues in photochromatic lenses. In Re: Photochromic Lens Antitrust Litigation (2012).

Economic analysis of price effects from prior acquisitions by Graco. Graco Inc and Graco Minnesota Inc. v. PMC Global, Inc et. Al (2011).

Preparation of report on market power and exclusionary practices (bundled discounts) in sale of transparent tape. LePage's v. Minnesota Mining and Manufacturing (1999).

Economic analysis of market share discounts offered by Brunswick Corporation. Concord Boad Co. et al v. Brunswick Corporation (1998).

Economic analysis of high pressure cylinder competition. Themadyne Industries, Inc and Coyne Cylinder Co. v. K.C. Cylinder et al. (1993).

### High Technology/Software

Economic analysis of overcharges, pass-through rates, and damages due to LCD price fixing conspiracy (2013).

Preparation of economic analysis and expert report in the FTC's challenge to the H&R Block/Tax Act merger. US. V. H&R Block Inc.; 2SS Holdings, Inc, and TA IX LP (2011).

Estimation of overcharges and damages due to anticompetitive behavior in CPU industry. State of New York, by Attorney General Andrew M. Cuomo v. Intel Corporation (2011).

Economic analysis of effects of anticompetitive licensing practices by Microsoft on competing office suite software. In Re: Microsoft Corporation Antitrust Litigation (2009) (Novell).

Estimation of overcharges due to DRAM price fixing conspiracy (2004).

Economic analysis and trial testimony regarding monopolization of CPU market. Cyrix Corporation v. Intel Corporation (1993).

### Tobacco

Performed economic analysis and merger simulations for R.J. Reynolds proposed acquisition of Lorillard (2014).

Performed economic analysis and merger simulations for R. J. Reynolds Tobacco Corp.'s acquisition of Brown and Williamson Tobacco (2004).

Economic analysis of anticompetitive effects of Phillip Morris' Leaders retail shelf space contracts. R.J. Reynolds Tobacco Corporation v. Philip Morris, Inc. (1999)

### Newspapers

Prepared reports analyzing acquisition of weekly or community newspapers by daily newspapers in Detroit, Baltimore, and North New Jersey.

### Papers

"Depreciation Policy in the Telecommunications Industry: Implications for Cost Recovery by the Local Exchange Carriers," co-authored with Ken Baseman, December 1995.