

**ALAN D. ROCKWOOD**

VICE PRESIDENT

Microeconomic Consulting & Research Associates, Inc. (MiCRA)  
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**CURRICULUM VITÆ****Education****1980 Ph.D., Economics, Washington University at St. Louis****1972 M.S.B.A., Economics, University of Denver****1969 B.S.B.A., Economics and Finance, University of Denver****Experience**

Dr. Rockwood began consulting with MiCRA in 1999 and joined the firm as a Senior Associate in March 2000. He specializes in antitrust economics, regulation and technology licensing. He has studied a wide range of industries including energy, mining, plastics, and chemicals and has extensive experience in leasing mineral and energy resources. His recent consulting experience includes:

- Estimate the impact of the BP Amoco - ARCO merger on production, royalty and leasing revenues for the State of Alaska.
- Analyze the competitive effects of an exclusive patent license between the University of California and Vysis, Inc. and the license's impact on the development of new cytogenetic diagnostic tests.
- Conduct market definition and investigate the competitive effects of a merger between two international suppliers of the health and beauty aid market.
- Analyze the competitive effects and the impact concentration on the capacity expansion decisions in the tissue paper industry related to the merger of Georgia-Pacific and Ft. James.
- Investigate the presences and effects of alleged predatory pricing in the sports and athletic field construction industry.
- Conduct market definition analysis and assess the potential competitive effects of a merger between sand and gravel suppliers in the northern New Jersey and southern New York areas.

- Estimate lost profits and reasonable royalty damages from patent infringement for a product in the artificial turf market.
- Establish a reasonable royalty and estimates from patent infringement for a product in the power MOSFET/semiconductor market.

Immediately prior to joining MiCRA Dr. Rockwood served for 10 years as Assistant Vice Chancellor and Adjunct Professor of Economics at the University of Denver where, among other duties, he was responsible for the licensing of their intellectual property. Previously, Dr. Rockwood was Corporate Economist for Public Service Company of Colorado and consulted and conducted contract research with Battelle-Pacific Northwest Laboratory, Radian Corporation and the Council of Energy Resource Tribes. In addition, he served as Senior Policy Analyst for the Texas Energy and Natural Resource Advisory Council specializing in natural gas regulation.

## **Professional Activities**

Eisenhower Fellow - Hungary, Eisenhower Exchange Fellowships, Emerging European Democracies Program, March - June 1996.

Seminar, "Enhancing University Resources – The Management of Intellectual Property," presented to National Rectors Conference, Siófok, Hungary, June 20, 1996.)

Member, Colorado Higher Education Policy Initiatives Committee, Colorado Council on Higher Education, 1991 – 1992.

F. B. Earhart Fellowship, outstanding dissertation in applied microeconomics, 1976 - 1977.

American Economics Association  
 Association of University Technology Managers  
 Licensing Executives Society

## **Publications**

"The Impact of Joint Ventures on the Market for OCS Oil and Gas Leases," Journal of Industrial Economics, Vol. 31, No. 4, June 1983, pp. 453-468.

"Natural Gas Demands: A Disaggregated Approach," A Texas Perspective on Energy Issues, Texas Energy and Natural Resources Advisory Council, Austin, Texas, August 1983.

"Joint Bidding for OCS Oil and Gas Leases - Analysis of the Information Asymmetry Hypothesis," Proceedings of the 6th Annual Atlantic Economic Society Conference, Atlantic Economic Journal, Vol. 7, No. 1, 1979.

"Information Externalities and Economies of Scale in Petroleum Exploration,"  
Proceedings of the Third Annual University of Missouri - Rolla Conference on  
Energy, Rolla, Missouri, Volume 3, pp. 532-538, October 1976.

### **Selected Conference, Working, and Discussion Papers**

"Monopsony - A New 'Old Problem' in the Natural Gas Industry," The Third Annual Conference on North American Natural Gas Supply & Markets, presented by The U.S. Institute for Energy Economics, Denver, Colorado, November 1990 (invited paper).

"Alternatives to Leasing for Developing Indian Oil and Gas Resources," American Petroleum Institute/Rocky Mountain Oil and Gas Association Conference, Colorado Springs, Colorado, May 1986 (invited paper).

"An Economic and Materials Balance Model of the U.S. Plastics Industry," prepared for U. S. Environmental Protection Agency, Office of Strategic Analysis and Special Studies, Radian Corporation, Austin, Texas, August 1982.

"An Assessment of Technical and Economic Issues Related to Technology-Based Effluent Limitations and Zero Discharge Requirements," prepared for U. S. Department of Energy, Office of Regulatory Analysis, Radian Corporation, Austin, Texas, April 1982.

"Risk, Uncertainty and the Supply of Petroleum Discoveries," presented to the 56th Annual Western Economic Association Conference, San Francisco, California, July 2, 1981.

"Measuring the Impact of Technological Change on Residential Energy Demand," with R.C. Adams, presented to the 56th Annual Western Economics Association Conference, San Francisco, California, July 2, 1981.

"The Direct Impact of Building Energy Performance Standards on Residential Energy Consumption," with R. C. Adams, presented to the 55th Annual Western Economics Association Conference, San Diego, California, June 15, 1980.

"The Impact of Building Energy Performance Standards on the Residential Construction Market," prepared for the U. S. Department of Energy, Pacific Northwest Laboratory, Richland, Washington, February 1981.

"Determinants of Investment in the U. S. Petroleum Exploration Industry," prepared for the U. S. Department of Energy, Office of Applied Analysis, Pacific Northwest Laboratory, Richland, Washington, June 1980.

"Commercialization of Large Scale Energy Technologies," with T. L. Willke, presented to the Fifth Annual University of Missouri - Rolla Conference on Energy, October 10, 1978.

"Alaska North Slope Royalty Oil: Market, Pricing, and Revenue Analysis," with M. Clements, et al, prepared for the Alaska State Legislature, Battelle, Pacific Northwest Laboratories, Richland, Washington, March 1978.

"Alaska Electric Power: An Analysis of Future Requirements and Supply Alternatives for the Railbelt Region," with W. Swift et al, prepared for the Alaska Division of Energy and Power and the Alaska Power Authority, Battelle, Pacific Northwest Laboratories, Richland, Washington, December 1977.

"A State of the Arts Review of the Effects of Regulation on Technological Innovation in the Chemical and Allied Products Industry," contributing author, NSF Grant No. RDA 74-20086A01, Center for Development Technology, Washington University, St. Louis, Missouri, March 1975.

## **Testimony**

Dr. Rockwood has given deposition testimony in the following matters:

- Grynberg Petroleum v. Transwestern Pipeline Company (1988)
- Tupper Petroleum v. Texas Oil and Gas Corp. (1989)