



**Joshua L. Palmer, Ph.D.**

**Contact Information**

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**Education**

Ph. D. Economics, University of California, Berkeley, 2011; specialization in industrial organization and behavioral economics

B.A. Economics and Psychology, University of Michigan, 2000

**Academic Experience**

Instructor at University of California, Berkeley

- Industrial Organization and Public Policy, Department of Economics, U.C. Berkeley, June 2010 - August 2010

Graduate Student Instructor at University of California, Berkeley

- Introduction to Probability and Statistics, Department of Statistics, U.C. Berkeley, January 2007 - May 2007
- Microeconomic Analysis, Department of Economics, U.C. Berkeley, January 2010 - May 2010

**Antitrust and Other Litigation Consulting Work Experience**

**Expert Experience, applEcon, LLC, April 2015–Present**

JILL PATT, D.V.M., and LITTLE CRITTERS VET, LLC v. ANTECH DIAGNOSTICS INC., 2020-Present

*United States District Court, Central District of California*, No. 8:18-cv-01689-JLS-DFM  
Testifying expert for plaintiffs

(Confidential Client) Retained as testifying expert on a proposed class action regarding class certification issues, harm to competition, antitrust injury, and damages in the casino gaming industry, 2021-Present (ongoing)

(Confidential Client) Retained as testifying expert on a Fair Labor Standards Act action seeking lost wages (case settled prior to trial), 2016-2021

- Retained to evaluate scope of impact for potential collective and class action claims
- Retained to develop damages approaches

(Confidential Client) Retained as consulting expert on a Fair Labor Standards Act collective action seeking lost wages (case settled prior to trial), 2016

- Audited and revised counsel's proposed damages methodology

(Confidential Client) Retained as consulting expert on a case regarding lost profits due to negative publicity (case settled prior to trial), 2015

- Developed preliminary causation arguments
- Developed preliminary damages approaches

**Senior Economist Case Experience, applEcon, LLC, June 2011-Present**

Confident client (direct purchaser opt outs), Antitrust analysis in the healthcare industry, 2023-Present

Project Director:

- Competitive effects analysis
- Antitrust injury analysis
- Direct overcharge estimate
- Total damages estimate

Tamara Moore, et al. v. Mars Petcare US, Inc., et al., 2022-Present

*United States District Court Northern District of California*, No. 3:16-cv-7001-MMC

Project Director:

- Common impact to end purchasers
- Direct overcharge methods
- Total end-purchaser damages methods

Vanzant, et al. v. Hill's Pet Nutrition, Inc., and PetSmart, Inc., 2022-Present

*United States District Court Northern District of Illinois Eastern Division*, No. 1:17-cv-2535

Project Director:

- Economic impact to end purchasers
- Direct overcharge estimate
- Total end-purchaser damages estimate

Confidential client (indirect purchaser class action), Antitrust analysis in the automobile industry, 2021 – Present

Project Director:

- Alternative dispute resolution negotiations
- Antitrust injury analysis
- Direct overcharge estimate
- Total damages estimate

Insignia Systems Inc. v. News America Marketing Inc., 2021-Present

*United States District Court, District of Minnesota*, No. 19-cv-1820 MJD/BRT

Senior Economist, antitrust market definition analysis

Confidential client (indirect purchaser class action), Antitrust analysis in the consumer energy industry, 2019 - Present

Project Director:

- Alternative dispute resolution negotiations (settlement reached with one defendant)
- Market definition analysis
- Direct overcharge estimate
- Total damages estimate

Confidential client, Antitrust analysis in the pharmaceutical industry, 2019-Present

Project Director:

- Direct overcharge estimate
- Total damages estimate

Confidential client, Antitrust analysis regarding various cellular phone components, 2019-Present

Project Director:

- Direct overcharge estimate
- Total damages estimate

(Confidential) Named plaintiff in aerospace industry v. aerospace materials supplier (case settled prior to trial), 2019

Project Director:

- Monopolization, attempted monopolization, and tying research
- Lost sales profits damages

In re Malden Transportation, Inc. et al., v. Uber Technologies, Inc., 2018-Present  
*United States District Court, District of Massachusetts*, No. 1:16-cv-12538-NGM

Project Director:

- Potentially unfair competitive acts and economic effects research
- Mediation statement on defendant's at-issue conduct and its effects on plaintiffs' economic position

In re Automotive Parts Antitrust Litigation, 2012-Present

*United States District Court, Eastern District of Michigan Southern Division*, No. 2:12-cv-02311

Project Director (Direct overcharges, volume of indirect purchasers' affected commerce and total damages calculations)

- In re Occupant Safety Systems, No. 2:12-cv-00603
- In re Heater Control Panels, No. 2:12-cv-00403
- In re Anti-Vibrational Rubber Parts, No. 2:13-cv-00803-MOB-MKM
- In re Bearings, No. 2:12-cv-00500
- In re Automotive Wire Harness Systems Antitrust Litigation, No.12-md-00101
- In re Shock Absorbers Cases, No. 2:16-cv-0332, 2015-

Alarm Detection Systems, Inc. v. Orland Fire Protection District, et al., 2016-2019

*United States District Court, Northern District of Illinois, Eastern Division*, No. 14-cv-00876

Project Director:

- Monopoly and attempted monopolization liability research
- Direct overcharge estimate
- Volume of affected commerce and total damages calculations
- Defendants' Motion to Strike (Defendants' motion denied)
- Trial (bench) preparation

In re Korean Ramen Antitrust Litigation, 2015-2019

*United States District Court, Northern District of California, San Francisco Division*, No. 13-cv-04115-WHO

Project Director:

- Indirect Purchaser Plaintiffs' Motion for Class Certification (Plaintiffs' motion granted)
- Opposition to Defendants' Motion to Strike (Defendants' motion denied)
- Cartelization liability research
- Direct overcharge estimate
- Pass-through estimate
- Volume of affected commerce and total damages calculations

Confidential client, Antitrust analysis regarding various cellular phone components, 2017-2018

Project Director:

- Direct overcharge estimate
- Total damages estimate

In re Cathode Ray Tube (CRT) Antitrust Litigation, 2012

*United States District Court, Northern District of California, San Francisco Division, No. CV-07-5944-SC*

Project Director:

- Opposition to Defendants' Motion to Strike (Defendants' motion denied)
- Direct overcharge estimate
- Volume of affected commerce and total damages calculations

Assisted Plaintiff Counsel at Class Certification Hearing (class certification granted)

Assisted Plaintiff Counsel with settlement voucher valuations

Confidential engagement, 2012

Regulatory proceeding regarding efficient pricing of asymmetric digital subscriber line (ADSL) services

LCD Cartel Indirect Purchaser Class Action, 2011

In re TFT-LCD (Flat Panel) Antitrust Litigation

*United States District Court, Northern District of California, San Francisco Division, No. M:07-cv-01827*

Project Director:

- Depositions of opposing expert witnesses
- Opposition to Defendants' Motion to Strike (Defendants' motion denied)

LCD Cartel States Case, 2011

In re TFT-LCD (Flat Panel) (State of Missouri et al. v. AU Optronics et al. and State of Florida et al. v. AU Optronics et al.)

*United States District Court for the Northern District of California, San Francisco Division, No. 3:07-MD-1827 SI*

Project Director:

- Direct overcharge estimate
- Volume of affected commerce and total damages calculation

Indirect Purchaser Class Action Against News America Marketing Inc., 2011

*United States District Court Southern District of New York, No. 13-CV-06802 (WHP)*

Project Director:

- Data management
- Econometric pricing model estimation

**Staff Analyst Case Experience, applEcon, LLC, May 2002 – July 2005**

Class Action Cases Against Microsoft

- Lingo et al. v. Microsoft (California)
- Joe Comes et al. v. Microsoft (Iowa)
- Daniel Gordon et al. v. Microsoft (Minnesota)
- In re New Mexico Indirect Purchaser Microsoft Corp. Antitrust Litigation

Compuware v. IBM

*United States District Court for the Eastern District of Michigan, No. 02-70906*

Class Action Against NCAA (Student-Athletes)

Jason White et al. v. NCAA

*United States District Court Central District of California, No. CV 06-0999 RGK (MANx)*

Morelock Enterprises, Inc. v. Weyerhaeuser Co.

*United States District Court District of Oregon, No. 3:04-cv-00583-PA*

Class Action Against Unocal

In re Reformulated Gasoline (RFG) Antitrust and Patent Litigation

*United States District Court for the Central District of California*, No. 05-1671 CAS VBK

**Federal Trade Commission, Bureau of Economics, Intern, June 2009 – August 2009**

Conducted empirical research on the competitive effects of reverse-payment patent settlements in the pharmaceutical industry.

- Received 2009 Janet Steiger Award (with David Schmidt, Ph.D. and Elizabeth Schneirov, Ph.D.)

**Published Articles**

Josh Palmer, *IT'S HIGH TIDE AGAIN IN INTERNET MARKETS*, 30 Competition: J. Anti., UCL & Privacy Sec. Cal. L. Assoc. 70 (2020).

**Referee**

Journal of Sports Economics

**Invited Speaking Engagements**

- Panelist, The Knowledge Group, Trends and Developments in Antitrust Class Certification: Best Strategies in Light of Recent Court Rulings, April 2020
- Panelist, California Law Association, Antitrust Economics: Fundamental Concepts Practitioners Need to Know, Webinar, January 2020
- University of Michigan Econ 108, Economics at Work, Winter 2012 and Winter 2014
- University of Michigan Public Policy 564, Government Regulation of Industry and the Environment (Masters in Public Policy), Fall 2011