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#### Certifications

Certified Valuation Analyst  
(CVA)

#### Education

B.B.A. in Finance,  
University of Texas

#### Consulting History

Echelon Analytics  
2012-Present  
Dallas, Texas

CAP4 Consulting  
2013-2014  
Dallas, Texas

FTI Consulting  
2005-2010  
Dallas, Texas

Ashley Gonzalez has more than fifteen years of experience providing analysis of financial, economic and damage issues in litigation and other business dispute matters. Ms. Gonzalez has experience for both plaintiffs and defendants on matters involving patent infringement, trade secret misappropriation, trademark infringement, breach of contract, breach of fiduciary duty, and valuations, among others. She has performed damage calculations, including lost profits, reasonable royalties and price erosion; delegated and supervised various project tasks; collaborated with team members to deliver expert reports; and assisted with trial preparation. She also has assisted clients in the identification of relevant information, in the review of appropriate financial/damages considerations and in the development of related case strategies.

The matters on which Ms. Gonzalez has consulted have involved companies across a wide variety of industries, including:

- Automotive
- Banking/Financial Services
- Consumer Products
- Entertainment
- Financial Services
- Food and Catering Services
- Healthcare
- Internet/Software
- Medical/Pharmaceutical
- Meetings
- Mobile Phones
- Oil and Gas
- Sporting Equipment
- Telecommunications

### Professional Experience

Some examples of Ms. Gonzalez's case experience include:

#### **Intellectual Property**

##### Copyright Infringement

- Assisted in the analysis of damages for plaintiff's copyright infringement and breach of contract claims related to an original stage play. Analysis included actual damages and non-overlapping infringers' profits.
- Assisted in the analysis of damages for plaintiff against multiple defendants regarding copyrighted homebuilder floor plans. Analysis included quantification of actual damages and review and critique of damages opined by the defendants.
- Assisted in the analysis of damages for defendant regarding asserted copyrighted works for financial planning. Analysis included the review and critique of statutory and actual damages as well as claimed disgorgement opined by the plaintiff.

##### Patent Infringement

- Assisted in the analysis of damages for defendant related to patents covering Voice over Internet Protocol. Analysis included the review and critique of damages opined by the plaintiff.



- Assisted in the analysis of damages for defendants related to patents covering hybrid electric vehicles. Analysis included the review and critique of damages opined by the plaintiff and an alternative reasonable royalty.
- Assisted in the analysis of damages for defendant related to patents in the oil and gas industry. Analysis included operating profit trends and breakeven projections as well as the review and critique of damages opined by the plaintiff.
- Assisted in the analysis of lost profits and price erosion for plaintiff involving the oil and gas industry. Analysis included detailed review of product lines and their associated customers, production, average selling price and margins.
- Assisted in the analysis of damages for defendant related to an asserted standard essential patent covering cellular network technologies. Analysis included the review and critique of damages opined by the plaintiff as well as an alternative reasonable royalty. Analysis also included in-depth research into cellular network technologies and industry standardization.
- Assisted in the analysis of damages for plaintiff against five defendants related to six patents covering network and storage protocols. Analysis included extensive modeling for multiple royalty bases among the defendants and identifying the cost savings provided by patented technology.
- Assisted in the analysis of damages for plaintiff related to five patents covering security systems. Analysis included lost profits and a reasonable royalty.
- Assisted in the analysis of damages for defendant related to patents covering e-commerce. Analysis included the review and critique of damages opined by the plaintiff as well as an alternative reasonable royalty.
- Assisted in the analysis of damages for plaintiff covering skid-picking machines designed for use on pipeline construction sites. Analysis included lost profits and a reasonable royalty as well as assessing price erosion.
- Assisted in the analysis of damages for defendant related to ten patents covering authentication, cameras, CDMA, navigation, notification, power management and ringtones in smartphones, tablets and portable media players. Analysis included the review and critique of damages opined by the plaintiff as well as an alternative reasonable royalty. Analysis also included the review of 150 license agreements and complex royalty base model given the overlapping nature of the asserted technology and the accused products.
- Assisted in the analysis of damages for plaintiff covering graphics in the video game industry. Analysis included the review of license and development agreements and profit apportionment.
- Assisted in the analysis of damages for defendant related to patents covering the automotive infotainment systems. Analysis included the review and critique of damages opined by the plaintiff as well as an alternative



reasonable royalty. Analysis also included the review of the extensive licensing history of the asserted patents.

- Assisted in the analysis of damages for defendant related to semiconductor failure analysis. Analysis included the review and critique of lost profits and reasonable royalty damages opined by the plaintiff as well as an alternative reasonable royalty.
- Assisted in the analysis of damages for defendant related to six patents covering rich media technology within display advertising. Analysis included the review and critique of damages opined by the plaintiff as well as an alternative reasonable royalty. Analysis also included extensive research of online advertising systems.
- Assisted in the analysis of damages for related to a plant patent. Analysis included the review and critique of damages opined by the plaintiff as well as an alternative reasonable royalty. Analysis also included addressing Lanham Act and conversion damages.
- Assisted in the analysis of damages for defendant covering pet housing. Analysis included the review and critique of damages opined by the plaintiff as well as an alternative reasonable royalty. Analysis also included rebutting commissions as royalty rates.
- Assisted in the analysis of damages for defendant related to standard essential patents covering cellular network technologies. Analysis included the review and critique of damages opined by the plaintiff as well as a fair, reasonable, and non-discriminatory (FRAND) licensing analysis. Analysis also included in-depth research of industry standardization and economic challenges related to standardization.
- Assisted in the analysis of damages for defendant covering ballot marking devices. Analysis included the review and critique of lost profits and reasonable royalty damages opined by the plaintiff as well as an alternative reasonable royalty.

#### **Trademark Infringement**

- Assisted in the analysis of damages for plaintiff related to trademarks in the information technology market. Analysis included lost profits and increased expenses.
- Assisted in the analysis of damages for plaintiff regarding trademark infringement in connection with food and drink catering services. Analysis included unjust enrichment, unfair competition and lost profits.
- Assisted in the analysis of damages for defendant related to trademarks in the educational materials market. Analysis included the review and critique of damages opined by the plaintiff.

#### **Trade Secret Misappropriation**

- Assisted in the analysis of damages for defendants involving the credit monitoring industry. Analysis included the review of industry statistics and



trends, market share and the parties' historical and projected sales and profitability. Additionally, assisted in defendants' countersuit regarding antitrust claims, which included present and future lost profits.

- Assisted in the analysis of damages for defendants involving cash inventory management in financial institutions. Analysis included the review and critique of unjust enrichment damages opined by the plaintiff and calculation of multiple present value scenarios.
- Assisted in the analysis of damages for plaintiff involving the meetings industry. Analysis included a reasonable royalty.
- Assisted in the analysis of damages for plaintiff involving athletic lockers. Analysis included lost profits.
- Assisted in the analysis of damages for defendant involving synthetic biology. Analysis included the review and critique of damages opined by the plaintiff as well as unjust enrichment through avoided costs by trade secret.
- Assisted in the analysis of damages for defendant involving policy administration systems for life, health, and annuity policies. Analysis included the review and critique of unjust enrichment damages opined by the plaintiff measured by a cost approach and an income approach as well as an alternative reasonable royalty. Analysis also included unjust enrichment through avoided costs by trade secret.

#### **Breach of Contract**

- Assisted in the analysis of damages for plaintiff related to an operating agreement in the secondary-market ticket marketplace. Analysis included lost profits and unjust enrichment.
- Assisted in the analysis of damages for plaintiffs regarding breach of contract, breach of fiduciary duty and unjust enrichment claims, among other claims, involving freestanding emergency rooms. Analysis included numerous categories of damages addressing each of the claims.
- Assisted in the analysis of damages for plaintiff involving enterprise resource planning software for a county government. Analysis included extensive document review and identification of relevant information.
- Assisted in the analysis of damages for plaintiff regarding numerous claims, including breach of contract, breach of fiduciary duty and tortious interference, among others, against both an entity and individuals in the healthcare cost containment industry. Analysis included building substantial financial schedules.
- Assisted in the analysis of damages for plaintiff involving an operating agreement in the telecommunication industry. Analysis included lost profits and unjust enrichment. Additional claims included breach of fiduciary duty, intentional interference with business relationship, conversion and punitive damages.
- Assisted in the analysis of damages for defendant involving employment contracts in the oil and gas industry. Analysis included the review and critique of



damages opined by the plaintiff. Additional claims included breach of fiduciary duty and tortious interference damages.

- Assisted in the analysis of damages for defendant involving sales employees' non-compete and non-solicitation agreements in the medical device industry. Analysis included the review and critique of damages opined by the plaintiff. Additional claims included lost profits and unjust enrichment.
- Assisted in the analysis of damages for plaintiff involving a factoring agreement. Analysis included extensive invoice review and critique of internal audit policies and procedures and sampling practices.
- Assisted in the analysis of damages for defendant involving a letter of intent and an unexecuted acquisition agreement in the restaurant industry. Analysis included the review and critique of expectation and reliance damages opined by the plaintiff.
- Assisted in the analysis of damages for plaintiff involving a patent settlement agreement and assessing irreparable harm.
- Assisted in the analysis of damages for defendant involving a retail lease agreement. Analysis included the review and critique of past and future amounts owed as opined by the plaintiff. Additionally, assisted in defendant's countersuit, which included assessing reliance damages.

#### **Breach of Fiduciary Duty**

- Assisted in the analysis of damages for plaintiff related to an employee's acceptance and solicitation of gifts and gratuities in the automobile financing market. Analysis included quantifying salary, benefits, and stock-based compensation as well as benefits solicited and/or received.

#### **Partnership Disputes**

- Assisted in the valuation of a medical practice.
- Assisted in the valuation of a limited liability company in the oilfield services industry.
- Assisted in the valuation of a general partnership in the electronic cigarette industry.

#### **Tortious Interference**

- Assisted in the analysis of damages for defendant involving a sponsorship contract related to fantasy sports. Analysis included the review and critique of damages opined by the plaintiff.
- Assisted in the analysis of damages for plaintiff involving a purchase and sale agreement in the oil and gas industry. Analysis included economic damages under multiple scenarios.
- Assisted in the analysis of damages for plaintiff involving a client service agreement in the professional employer organization industry. Analysis included lost profits and unjust enrichment.



- Assisted in the analysis of damages for plaintiff involving false allegations that resulted in disruption of sales channels. Analysis included lost profits and unjust enrichment.
- Assisted in the analysis of damages for defendant involving client solicitation in the credit monitoring industry. Analysis included the review and critique of lost profits based on cohort analysis opined by the plaintiff. Additionally, assisted in defendant's countersuit regarding tortious interference with clients and the credit bureaus, which included present and future lost profits.

### **Additional Professional Experience**

Prior to Echelon Analytics, Ms. Gonzalez was employed with FTI Consulting, a global business advisory firm that provides multidisciplinary solutions.