Michael A. Einhorn, Ph. D. is an economic consultant and expert witness active in the areas of intellectual property, media, entertainment, damage valuation, licensing, antitrust, personal injury, and commercial losses. He received a Ph. D. in economics from Yale University. He is the author of the book *Media, Technology, and Copyright: Integrating Law and Economics* (Edward Elgar Publishers) and a former professor of economics at Rutgers University. He has published over seventy professional and academic articles in economics and law, and has lectured in Great Britain, France, Holland, Germany, Italy, Sri Lanka, China, and Japan.

Dr. Einhorn has provided valuation services in the following areas as a consultant or expert witness:

**Music:** Recording artists (Katy Perry, Led Zeppelin, U2, Madonna, 50 Cent, Usher, Rascal Flatts, LMFAO, Rick Ross, Aimee Mann, Nappy Roots, Justin Moore, Xzibit, Nelly Furtado, George Clinton, Notorious B.I.G., D.L. Byron), record labels (Sony Music Holdings, Universal Music Group, Disney Music, Atlantic Records, Rhino Entertainment), producers (P. Diddy, Timbaland, Dr. Dre), publishers (Major Bob Publishing, Universal Music Publishing, Bridgeport Music, Hamstein Music, Chrysalis Music, Kobalt Music), performing rights organizations (SESAC), radio stations (WPNT in Pittsburgh), live venues (World Wrestling Entertainment), and estates (Bill Graham Archives, Tasha Tudor, Bernard Lewis).

**Movies and Television:** Movies (Paramount/DreamWorks, Bold Films), cable programs (NBCUniversal), musicals (Zorro Productions) product placement (Paxson Productions), treatments (Burnnett Productions), soundtrack (Warner Bros. Entertainment), TV programs (Televicentro of Puerto Rico), satellite programming (Golden Channels Company of Israel), DVD videos (Steve Harvey), commercials (Gray Television Group), and cable operations (AT&T).


**Design, Apparel, and Photography:** Apparel (Target Stores, Carol Anderson, .Forever 21, Crew Knitwear, Joyce Leslie, Anthropologie), architecture (Sprint PCS, Home Design LLC, Murray Engineering, Turnkey Associates), medical illustrations (Pearson Education
Services), *photography* (Harris Publications, Neil Zlozower, Dana Ruth Lixenberg), *sculpture* (Marco Domo), *cartoons* (A.V. Phibes, Melissa Flock), *toys* (Jakks Pacific), and *commercial marketing* (Kaufman Global).

**Publicity Rights and Estate Valuations:** *Names and likenesses* (Reese Witherspoon, Steve Harvey, Woody Allen, Rosa Parks, Arnold Schwarzenegger, Sandra Bullock, Cameron Diaz, Diane Keaton, Zooey Deschanel, Yogi Berra), *estate valuations* (Tasha Tudor, Marlon Brando, Bernard Lewis).


**Antitrust and Commercial Losses:** *Antitrust*, *breach of contract*, and *commercial injury* in actions (Los Angeles Rams, AT&T, American Home Realty Network, California Scents, Safmor, Inc., Golden Channels Company of Israel, St. Joseph’s Regional Hospital (College Station, Texas)).

Dr. Einhorn can be reached at 973-618-1212.

**Recent Articles on Intellectual Property**

- [Financial Remedies in Music Copyright, revision 2019](#), first published in *Entertainment and Sports Lawyer*, Spring, 2004
- [Reasonable Royalties in Patent Litigation: Methods, Evidence, and Experts](#), presented to the Knowledge Group Webinar, March 22, 2017
- [Copyright, Causality, and the Courts](#), Journal of the Copyright Society, Winter, 2015
- [Settlement Strategies from a Damages Expert](#), Entertainment and Sports Lawyer, October, 2007
- [Trademarks and Financial Remedies: What Damage Experts Should Know](#)
- [Trademark Valuation and Market Analysis: Using Empirical Data](#)
- [Pharmaceuticals and Compulsory Licensing](#), (with Bruce Lehman)
- [Music Copyright in the Entrepreneurial Age: Transactions and Litigation](#)

**Books**

- [Media, Technology, and Copyright: Integrating Law and Economics](#) (Edward Elgar, 2004) — click here to go to the publisher's website to see the Table of Contents and Selected Chapters.
Other Articles on Entertainment and Antitrust

- Swords Into Plowshares: A Convergence of Interests in P2P
- Tying, Patents, and Refusal to Deal: Economics at the Summit, Economics Committee Newsletter of the American Bar Association 1, 2002.
- Art as Innovation: “The Wind Done Gone” Case

Search and Destroy: How to Tame a Spider, IPL Newsletter 1, 2001.

“Biting the Hand that Feeds”, Century City Lawyer, November, 2001, with Duncan Cameron.


Market Imperfections and Failed Governance: The Case of Music Performance Rights
Information Transfer in Cyberspace: Popups, Keying, and Privacy
Establishing Indirect Profits Resulting from Copyright Infringement
Indirect Profits, Causality, and Punitive Damages
Copyright Settlement Strategies from a Damages Expert

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