

Kenneth C. Wilbur

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Litigation Consulting: Expertise and Constraints

- Primarily interested in advertising, marketing and platforms.
- I have published over 20 papers on various advertising topics, including in platform settings. I am a leading researcher in areas including advertising effect estimation, advertising fraud, consumer attention and evaluation of advertising, data-driven advertiser strategies, and multi-sided platform markets.
- Please do not contact me if you seek to dictate an opinion to an expert. I will need to read the complaint and response before I can agree to participate in a case. I will only express opinions that I have substantial basis to believe are true.
- I will not work on more than 1 or 2 cases at a time. I prefer to work with a support firm.

Litigation Consulting Experience

- U.S. v. Google, Case No. 1:23-cv-00108, US District Court for the Eastern District of Virginia (2024)
 - Wrote 113-page expert rebuttal report, provided 7 hours of deposition testimony
 - I was named on the witness list as trial and asked to prepare to testify. However, the other side did not call expert I rebutted, so client rested without rebuttal.
 - References available upon request
- Ford v. Sinclair Broadcast Group, et al., Case No. 1:18-cv-02372-TDC, US District Court for the District of Maryland (2018)
 - References available upon request
- United States of America v. AT&T Inc., DirecTV Group Holdings, LLC, and Time Warner, Inc., Case No. 1:17-cv-02511 United States District Court for the District of Columbia (2017)
 - Contributed to expert reports and rebuttals
 - Reference: Jeff Marowits, Keystone Strategy
- Quicken Loans Inc. v. RE/MAX, LLC, Case No. 2:16-cv-13233-DML-RSW U.S. District Court, Eastern District of Michigan (2016)
 - Named expert witness, wrote expert report. Case settled prior to deposition.
 - Reference: Ben Strawn, Davis Graham & Stubbs LLP
- Oral testimony provided to Consumer Financial Protection Bureau investigation hearing (2014)
 - Reference: Jay Varon, Foley & Lardner LLP

- Patty Tomlinson v. FitnessIQ, LLC, Case No. CV-11-239-7, Washington County, AK (2012)
 - Named expert witness, wrote expert report. Case settled prior to deposition.
 - Reference: Tamany Vinson Bentz, Venable LLP
- Mark Berger v. Property ID Corporation et al., Case No. 2:2005cv05373, US District Court for the Central District of California (2008)
 - Named expert witness, wrote expert report. Case settled prior to deposition.
 - Reference: Ken O'Brien, Sheppard Mullin LLP