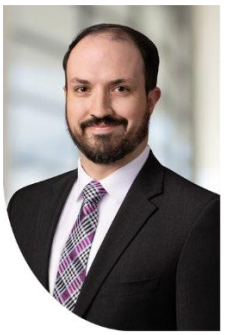
CURRICULUM VITAE



PHILLIP BRIDA

EDUCATION

- Master of Business Administration, University of Texas at Austin
- Bachelor of Business Administration in Finance, University of Texas at Austin

PROFESSIONAL CERTIFICATIONS

- Certified Licensing Professional (CLP)

EXPERIENCE

- Managing Director, Whitley Penn LLP (06/2024 – Present)
- Director, Whitley Penn LLP (10/2021 – 06/2024)
- Senior Associate, Whitley Penn LLP (08/2019 – 09/2021)
- Associate, Whitley Penn LLP (07/2018 – 08/2019)
- Analyst, Whitley Penn LLP (06/2017 – 06/2018)

As a Managing Director at Whitley Penn, Mr. Brida has served as a testifying expert in federal district and state court matters involving patent and trademark infringement, theft of trade secrets, fraud, false advertising, wrongful termination, personal injury, breach of contract, and insolvency. Mr. Brida has been involved in matters dealing with computation of economic damages, including infringement of intellectual property rights and other causes of action. He has performed damage analyses that involve lost profits, reasonable royalties, business valuation, disgorgement/unjust enrichment, and pre- and post-judgment interest, among others. Mr. Brida's experience spans a variety of industries, including transportation, real estate, gaming, entertainment, consumer electronics, consumer products, and computer hardware and software, among others. Mr. Brida has also served as a guest lecturer at the University of Houston Law Center, covering trademark and trade secret damages.

RANGE OF INDUSTRY EXPERIENCE

- Autonomous Vehicles
- Computer Hardware / Software
- Consumer Electronics
- Consumer Products
- Energy
- Entertainment
- Financial Services
- Gaming
- Intellectual Property
- Insurance
- Mining / Extraction
- Oil & Gas
- Oilfield Services
- Online Marketing
- Real Estate
- Restaurants
- Semiconductors
- Software
- Transportation
- Wireless Communication Equipment

RECENT SPEECHES

- "Trade Secret Damages: Mock Trial," University of Houston Law Center, November 2025
- "Overview of Trademark Damages," University of Houston Law Center, April 2023
- "Calculating Economic Damages in Patent Litigation," McKool Smith, December 2021
- "Overview of Trademark Damages," University of Houston Law Center, April 2021
- "Trade Secret Damages," University of Houston Law Center, November 2020

RANGE OF BUSINESS EXPERIENCE (EXAMPLES)

Intellectual Property

- Submitted an expert report in a theft of trade secrets, breach of contract, and trademark infringement matter involving a global energy services company and a competing oilfield services company formed by certain of its former employees. The dispute involved the alleged misappropriation of proprietary engineering drawings, product designs, and related technical know-how for downhole tools used in completion, cementing, intervention, and wireline operations. Analyses included a review of the alleged trade secrets, industry research, an analysis of projects allegedly lost to the competitor, a review of the competitor's sales of the accused products, the evaluation of comparable license agreements, and the calculation of lost profits, unjust enrichment (avoided development costs and disgorgement of profits), and reasonable royalties, as well as an assessment of monetary remedies under the Lanham Act.

- Co-authored and submitted an expert report in a theft of trade secrets and breach of contract matter involving proprietary genomics databases, gene expression data, and related software licensed to a multinational chemical and life sciences company. The dispute involved the alleged continued retention and use of the licensed data following termination of the parties' agreement. Analyses included a review of the alleged trade secrets, the parties' agreement, and historical public filings of the original developer, an analysis of the historical costs incurred to develop the databases and supporting infrastructure, and the calculation of unjust enrichment (avoided development costs) and contractual damages and interest.

- Submitted an expert report on behalf of a patent holder in a patent infringement matter involving handheld and portable backscatter X-ray imaging devices used by law enforcement and security inspection professionals to detect concealed contraband. The dispute involved the alleged infringement of patents covering X-ray chopper wheel assemblies that enable lighter weight, portable scanning devices. Analyses included industry research regarding the market for handheld and portable X-ray devices, an evaluation of the *Panduit* factors, a detailed analysis of the parties' sales, pricing, costs, and profits, the calculation of lost profits (lost sales and price erosion), and the calculation of reasonable royalties under the *Georgia-Pacific* framework. Provided deposition testimony.

- Submitted an expert report in an arbitration involving alleged breach of a software license agreement, theft of trade secrets, and copyright infringement related to a proprietary commercial roof asset management software platform. The dispute involved a licensee's alleged use of the licensed platform and related confidential information to develop a competing derivative platform. Analyses included a review of the alleged trade secrets and copyrighted works, industry research regarding the commercial roofing industry, a review of the parties' license agreement, and the calculation of expectation damages (lost profits and lost licensing fees), restitution and unjust enrichment (avoided development costs), the infringer's income attributable to the copyrighted works, and a prospective reasonable royalty. Provided deposition and arbitration hearing testimony.

- Submitted an expert report in a patent infringement matter involving passive mechanical closure devices used to protect underground ventilation openings in a major metropolitan transit system from flooding. Analyses included a review of the patent holder's business and the accused

installation projects, an analysis of the accused infringer's cost savings and the patent holder's forgone profits, an evaluation of the *Georgia-Pacific* factors, and the calculation of a lump-sum reasonable royalty.

- Submitted an expert report in a patent infringement matter involving the configuration and use of various AUTOSAR-compliant electronic control units installed in a variety of automobiles. The dispute involved the alleged infringement of patents covering distributed control and monitoring systems and the sharing of information in a distributed framework within an automobile. Analyses included a review of the patent holder's past licenses, third-party licenses, design-around alternatives, an analysis of accused vehicle sales, and the calculation of reasonable royalties, as well as responses to plaintiff's expert's analysis of reasonable royalty damages. Provided deposition testimony.

- Submitted an expert report in a copyright infringement matter pertaining to the alleged misappropriation and use of various artistic works and installations by a well-established furniture retailer in connection with the promotion and sale of furniture. Analyses included a review of the retailer's profit and loss statements, purchase order history, invoices, and promotional materials, and the calculation of revenues, costs, and profits subject to disgorgement. Provided deposition testimony.

- Submitted an expert report in a trade dress infringement matter involving two ice cream companies. Analyses included a review of the trade dress, the market for ice cream products, and an analysis of the revenues, costs, and profits realized by the alleged infringer from the improper use of the trade dress. Provided deposition and trial testimony.

- Submitted an expert report in a theft of trade secrets matter involving mobile vehicle service providers. The dispute involved the alleged theft of certain confidential information and trade secrets contained in an investor pitch deck. Analyses included a review of the alleged trade secrets, a review of the companies' sales and profits, and responses to plaintiff's expert's analysis of the alleged lost profits sustained by plaintiff.

- Assisted in a series of patent infringement matters involving each of the three largest wireless carriers in the U.S. The disputes involved the alleged infringement of a patent covering the seamless transition of voice and video calls between Wi-Fi and cellular networks based on quality-of-service parameters, as implemented in the carriers' Wi-Fi calling services. Analyses included industry research regarding the U.S. wireless telecommunications industry and cellular network architecture, a review of the carriers' license and settlement agreements, an evaluation of the network capacity and infrastructure cost savings associated with Wi-Fi calling, and the calculation of reasonable royalties.

- Assisted in a series of patent infringement matters involving multiple manufacturers of fitness tracking devices. The disputes involved the alleged infringement of patents covering the transfer of data between a data capture device (e.g., a smartwatch) and a web-based data hosting server, via a Bluetooth-enabled mobile device. Analyses included a review of the companies' licenses, third-party licenses, design-around alternatives, a detailed analysis of accused sales, costs, and profits, and the calculation of reasonable royalties.

- Assisted in a patent infringement matter involving a large smartphone manufacturer alleged to have infringed patents covering certain technologies relating to mobile device security. Analyses included a review of the companies' licenses, design-around alternatives, consumer surveys, a detailed analysis of the manufacturer's sales, costs, and profits, and the calculation of reasonable royalties.

- Assisted in a patent infringement matter involving one of the largest computer manufacturers in the world. The dispute involved the alleged infringement of patents covering various aspects of the transmittal of data packets in a cloud-based network and certain related efficiency gains associated with virtual machine density. Analyses included a review of the companies' licenses, third-party licenses, design-around alternatives, a detailed analysis of the manufacturer's sales, costs, and profits, an analysis of the increase in paid virtual machine hours attributable to the patented invention, and the calculation of reasonable royalties.

- Assisted in a series of patent infringement matters involving the configuration and use of certain technologies in enterprise VoIP systems. The disputes involved the alleged infringement of patents covering VoIP quality of service and voicemail technologies. Analyses included a review of the patent holder's past licenses involving the patents, third-party licenses, design-around alternatives, consumer surveys, a detailed analysis of the alleged infringer's extent of use of the accused VoIP systems, and the calculation of reasonable royalties.

- Assisted in a theft of trade secrets matter involving the origination and marketing of certain death benefit riders in variable annuity contracts. Analyses included a review of the alleged trade secrets, a review of the companies' incremental sales and profits attributable to the death benefit products allegedly embodying the trade secrets, and the calculation of lost profits and unjust enrichment.

- Assisted in a theft of trade secrets matter involving the manufacture and supply of custom precision fluid control valves used in orbital maneuvering and attitude control engines. The dispute involved the alleged theft of certain trade secrets, including proprietary research and development information, prototypes, sketches, and product designs, by a large manufacturer of aerospace propulsion systems. Analyses included a review of the alleged trade secrets, a review of the companies' statement of work contracts, a detailed analysis of the plaintiff's expected revenues and profits from the sale of valves allegedly embodying the trade secrets, and the calculation of lost profits, the value of the trade secrets, and unjust enrichment (avoided development costs).

- Assisted in a trademark infringement matter involving the use of a federally registered mark in connection with the branding and promotion of a nationally broadcast reality television show. Analyses included a review of the trademark, an analysis of the revenues, costs, and profits realized by both the network and production companies from the improper use of the mark (unjust enrichment), and the calculation of reasonable royalties and corrective advertising costs.

Breach of Contract and Commercial Disputes

- Submitted an expert report in a conversion and unjust enrichment matter involving a decentralized finance (DeFi) project and its native cryptocurrency token. The dispute involved a former founding partner's alleged diversion of digital assets held in project-controlled wallets. Analyses included a review of blockchain transaction records and wallet activity, the determination of the fair market

value of the allegedly converted digital assets as of the dates of conversion, and an evaluation of the alleged unjust enrichment, including compensation drawn in excess of contracted amounts and transfers of treasury assets. Provided deposition testimony.

- Co-authored and submitted a rebuttal expert report in a breach of contract, theft of trade secrets, and tortious interference matter involving one of the largest independent title insurance companies in the U.S. and a competing title agency that hired certain of its former employees. Analyses included an evaluation of the opposing expert's causation analysis, benchmarking and regression analyses, and damages period, a review of the relevant real estate and title insurance markets, and an alternative calculation of lost profits based on customers serviced by both companies.

- Assisted in a contract dispute in a Chapter 11 bankruptcy proceeding involving over 35 debtors in the gaming industry. Analyses included an evaluation of the casino industry throughout the U.S. and the casino operations of the debtors with properties in Atlantic City, Indiana, and Nevada.

- Assisted in a shareholder dispute related to several tribal gaming casinos located in Washington and Oregon. Analyses included an assessment of the Washington and Oregon gaming industry and the valuation of multiple casino properties and the interests of certain shareholders.

- Assisted in a breach of a master services contract related to the manufacture and delivery of surface controlled subsurface safety valves for use in offshore drilling. The dispute involved the failure of allegedly non-conforming valves after installation in offshore wells, requiring well intervention and downtime. Analyses included industry research, a detailed review of the agreements between the parties, a detailed analysis of lost production, and a review of the well operator's workover costs related to the retrieval and replacement of the allegedly non-conforming valves.

- Assisted in a breach of contract matter related to the creation and delivery of media content (television show). Analyses included industry research, a detailed review of television/production agreements, and an analysis of the revenues, expenses, and profits of the subject media content.

- Assisted in a contract dispute in a Chapter 11 bankruptcy proceeding arising from the rejection of several gas processing agreements entered into between an oil and gas exploration company (debtor) operating in the Greater Green River Basin and a natural gas midstream servicer (creditor). Analyses included industry research, a detailed review of the gas processing agreements entered into between the parties, an analysis of the volume of natural gas expected to be retrieved and collected during the contract periods, and an evaluation of the creditor's lost profits resulting from the rejection of the contracts.

Investigations of Fraud

- Assisted in the investigation of a non-practicing entity's alleged misrepresentations and mismanagement pertaining to a patent monetization agreement. Analyses included a detailed review of financial statements, expert reports from the litigation underlying the patent monetization agreement, and internal correspondence among the alleged wrongdoers.

- Assisted in the investigation of a cash advance business related to multiple concurrent alleged asset misappropriation schemes perpetrated by its employees. Analyses included interviews of company

representatives and a detailed review of bank statements, loan documents, checkbook stubs and receipts, and other financial records.

Valuation

- Submitted a rebuttal expert report in a marital dissolution proceeding addressing the valuation of certain intellectual property assets.

- Assisted in the valuation of electronic gaming equipment and systems technologies. Analyses included an assessment of market trends relating to the manufacture and adoption rates of the subject gaming technology.

- Assisted in the valuation of a portfolio of 52 patents related to, among other things, access control and bandwidth management technologies. The valuation analysis involved the identification and analysis of the potential use of the subject technologies in the hospitality, airline, hotspot, and WLAN markets, and focused on the potential profits realized through a monetization strategy involving the licensing and/or enforcement of the subject patents. Analyses included a detailed review of potential licensees, an analysis of potential royalties realized from licensing and/or enforcement of the patents, the potential for required enforcement and resulting awards, and litigation costs for such an enforcement strategy.

- Assisted in the valuation/solvency analysis of an oil and gas exploration/investment company using the asset and market approaches. Analyses included a detailed review of the company's balance sheet and off-balance sheet items, sales, costs, and profits, industry benchmarks, and recent industry acquisitions.

Business Interruption

- Assisted in several business interruption claims related to damages sustained from Hurricane Harvey. Analyses included reviewing the company's sales, costs and profits, industry benchmarks, product profitability, recent industry events, economic/industry conditions, trend analysis, and the calculation of business interruption damages.

Personal Injury / Wrongful Death / Wrongful Termination

- Submitted expert reports in numerous personal injury and wrongful death matters in state and federal courts in Texas, New Mexico, and Oklahoma, including matters arising from oilfield and industrial workplace incidents, commercial trucking accidents, and claims against healthcare providers involving injuries to minors. Analyses included a review of historical earnings and employment records, the calculation of lost earning capacity, fringe benefits, household services, and life care plan costs, consideration of work life expectancy, personal consumption, and applicable taxes, and the reduction of future losses to present value. Provided deposition and trial testimony.

- Submitted rebuttal expert reports on behalf of employers in several wrongful termination and employment discrimination matters involving companies in the energy, drilling, and construction industries. Analyses included a review of the claimant's historical earnings and benefits, an

evaluation of mitigation and alternative employment opportunities, and responses to the claimant's expert's calculation of economic losses.

- Assisted in a wrongful termination matter involving an automotive body shop manager for a large auto dealership in the Houston, Texas area. Analyses included a review of the claimant's historical earnings, demonstrated alternative earnings post-termination, availability of alternative opportunities, and the determination of the claimant's economic losses resulting from his termination.

- Assisted in a wrongful termination matter involving two former employees of a large pharmaceutical manufacturer. Analyses included a detailed review of historical earnings, advancement potential, and a projection of future earnings at the pharmaceutical manufacturer, as well as an investigation of the employees' earnings in subsequent positions to calculate any economic loss resulting from the alleged wrongful termination.

- Assisted in a personal injury matter in which a local physician was in an accident, causing long-term physical damage and financial loss. Analyses included a review of the financial performance of her practice, a detailed investigation of time lost due to medical appointments related to the accident, lost patients/revenue, saved expenses, patient utilization, work life expectancy, and the calculation of economic losses sustained by the physician as a result of the accident.

- Assisted in a personal injury matter in which a volunteer firefighter was in an accident while en route to a fire. Analyses included a review of historical salary, an investigation of time lost related to the accident, future work options, work life expectancy, and the calculation of economic losses sustained as a result of the accident.