

Pinar Gencer
Senior Associate

PhD in Accounting
The University of Texas at Dallas

MS in Finance
Sabanci University

BS in Finance
Middle East Technical University

Pinar Gencer is an expert specializing in patent infringement, FRAND disputes and preliminary injunctions. She helps clients with licensing and damages assessments before district courts and the International Trade Commission. Dr. Gencer works with both patentholders and implementers on issues related to patent valuation, exclusion orders and the negotiation of non-discriminatory licensing terms.

With an advanced degree in accounting and extensive experience in economic analysis, Dr. Gencer excels at employing innovative methods to use public financial disclosures and other generally accepted accounting principles to extract information about the value of patents and patent portfolios. She has in-depth experience valuing patents and licenses in the telecommunications, semiconductor, satellite, software and pharmaceutical industries, as well as patents essential to cellular, IEEE 802.11 and HEVC standards.

From 2019 to 2022, Dr. Gencer served as a lecturer at the University of Texas at Dallas and taught financial accounting classes. She and her work have been featured in published material in media and trade publications, including:

- [“International IP Enforcement Strategies and Tactics,”](#) IPWatchdog Women’s IP Forum, September 2025.
- [“The Economic Engine of Innovation: How IP Fuels the Global Economy,”](#) IPWatchdog Women’s IP Forum, September 2025.
- [“Damages and Economic Analysis in European Patent Litigation: a U.S. and European Perspective,”](#) Licensing Executives Society, July 2025.
- [“Turkiye’s Patent Report 2024,”](#) PatentEffect, April 2025.
- [“Innovation Through an Accounting Lens,”](#) London School of Economics, March 2025.
- [“Patent Liabilities: Evaluating What Damages are Really at Stake,”](#) IPWatchdog LIVE, March 2025.
- [“Hear from the Experts: How Patent Litigation Funding is Used to Hedge Risk,”](#) with Brad Close and Ratib Ali, IPWatchdog, December 4, 2024.
- [“Hedging IP Risk: The Role of Patent Litigation Funding in Enforcement,”](#) IPWatchdog LIVE, October 2024.
- [“The Nexus Between Patent Valuation and Patent Monetization,”](#) Women’s IP Forum, August 2024.
- [“How Executive Incentive Plans Help Curb Corporate Misconduct,”](#) Harvard Business School, Rising Scholars Conference, 2021.

Dr. Gencer serves on the American Intellectual Property Law Association’s Patent Litigation Committee and Emerging Technologies Committee, as well as Licensing Executives Society’s Valuation and Pricing Committee.

Select Experience (client)

Case	Type	Market	Venue	Docket	Role
<u>Softex v. Absolute Software</u>	Patent	End-point security software	W. District of Texas	1:22-cv-01308	Analyze the defendant's historical licensing practices and the plaintiff's commercial agreements to estimate reasonable royalty damages, incorporating incremental pricing effects and but-for sales projections.
Confidential	Patent	E-commerce and consumer electronics			Estimate patent infringement damages at the pre-filing stage to support financing decisions in cases against a large e-commerce company and a major consumer electronics company.
<u>Bell Northern Research v. Asus, MediaTek, NXP, Laird Connectivity</u>	Patent / Preliminary injunction	Wireless communication devices	International Trade Commission	337-TA-1367	Analyze the patent owner's FRAND duty and the public interest factor regarding an exclusion order across personal device and chipset markets for a portfolio of essential and non-essential IEEE 802.11 patents.
<u>InterDigital v. Lenovo (Germany)</u>	Patent / FRAND	Video codec licensing devices	Germany		Compare royalty payments and contract terms across multiple patent licensing agreements to assess whether the licensor negotiated non-discriminatory terms for a portfolio of essential HEVC patents.
<u>Fraunhofer v. Sirius XM</u>	Patent	Digital satellite radio	D. Delaware	17-184-JFB-SRF	Calculate the re-negotiated value of a lump-sum license 12 years after the original agreement, based on the enterprise value attributable to the asserted patents and the apportionment of the royalty rate from a comparable license.

Select Experience (client)

Case	Type	Market	Venue	Docket	Role
<u>Ferring Pharmaceuticals Inc. and Rebiotix Inc. v. Finch Therapeutics Group, Inc., Finch Therapeutics, Inc., and Finch Therapeutics Holdings, LLC</u>	Patent	Microbiota transplantation	D. Delaware	1:21-cv-01694	Calculate changes in the market-perceived probability of patent success for two pharmaceutical firms seeking FDA approval.
Confidential	Contract dispute	Semiconductor manufacturing			Analyze price discount allocations of a semiconductor manufacturer to assess compliance with the profit-sharing contract.

Past Positions

Competition Dynamics, Salem, Massachusetts. 2022 – 2025

Senior Associate. 2024 – present

Associate. 2022 – 2024

The University of Texas at Dallas, Dallas, Texas

Quantitative Researcher. 2016 – 2022

Course Instructor. 2019 – 2022