

## Curriculum Vitae

Ramsi Woodcock  
University of Kentucky Rosenberg College of Law  
Law Building, 620 South Limestone  
Lexington, Kentucky 40506-0048  
+1-859-257-1253  
ramsi.woodcock@uky.edu

### Work Experience

University of Kentucky Rosenberg College of Law.

Assistant Professor of Law. June 2018 – Present.

Secondary Appointment as Assistant Professor of Management, University of Kentucky  
Gatton College of Business and Economics. August 2018 – Present.

*Courses:* Antitrust; Business Associations; Contracts II.

*Committees:* Diversity; Speakers; Scholarships.

University of Mannheim Faculty of Law.

Guest Professor. May 2018 – June 2018.

*Course:* Comparative Competition Law.

Georgia State University Robinson College of Business.

Assistant Professor of Legal Studies, Department of Risk Management and Insurance.  
June 2014 – May 2018.

Secondary Appointment, Georgia State University College of Law. August 2016 – May  
2018.

*Courses:* Antitrust (in the College of Law); Legal Environment of Business; Law &  
Policy of Risk Regulation.

*Committees:* Library (University Senate); Sustainability (University Senate); Student Life  
(University Senate); Hiring (RMI Department).

Stetson University College of Law.

Bruce R. Jacob Visiting Assistant Professor of Law. August 2012 – May 2014.

*Courses:* Antitrust; Property; Intellectual Property; Remedies.

Wilmer Cutler Pickering Hale and Dorr LLP, Washington, DC.

Associate. May 2011 – August 2011.

Howrey LLP, Washington, DC.

Associate. October 2009 – March 2011.

United States Court of Appeals for the Third Circuit, Wilmington, DE.

Law Clerk to Judge Thomas L. Ambro. September 2008 – August 2009.

Debevoise & Plimpton LLP, New York City.

Associate. November 2006 – June 2007.

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United States Department of Justice, Washington, DC.  
Summer Legal Intern. Civil Division, Appellate Staff. May 2005 – June 2005.

New York State Office of the Attorney General, New York City.  
Summer Legal Intern. Bureau of Appeals and Opinions. June 2004 – August 2004.

## **Education**

London School of Economics, M.Sc. in Finance and Economics. 2008.

Harvard Law School, J.D. *magna cum laude*. 2006.

Yale College, B.A. *summa cum laude* with Distinction in Philosophy. 2000.  
Phi Beta Kappa (junior year).  
Richard U. Light Fellowship for Language Study in East Asia (China).  
East Asia Travel Grant (China).

## **Publications: Journal Articles**

[\*The Hidden Rules of a Modest Antitrust\*](#), 105 MINN. L. REV. \_\_\_\_ (2021) (forthcoming).

[\*The Antitrust Case for Consumer Primacy in Corporate Governance\*](#), 10 UC IRVINE L. REV. 1395 (2020).

[\*The Efficient Queue and the Case against Dynamic Pricing\*](#), 105 IOWA L. REV. 1759 (2020).

[\*Personalized Pricing as Monopolization\*](#), 51 CONN. L. REV. 311 (2019).

[\*The Obsolescence of Advertising in the Information Age\*](#), 127 YALE L.J. 2270 (2018).

[\*The Antitrust Duty to Charge Low Prices\*](#), 39 CARDOZO L. REV. 1741 (2018).

[\*Big Data, Price Discrimination, and Antitrust\*](#), 68 HASTINGS L.J. 1371 (2017).

[\*Innovation and Reverse Payments\*](#), 44 F.S.U. L. REV. 773 (2017).

[\*Uncertainty and Reverse Payments\*](#), 84 TENN. L. REV. 99 (2016).

[\*Inconsistency in Antitrust\*](#), 68 U. MIAMI L. REV. 105 (2013).

## **Publications: Book Chapters**

*Antitrust by Interior Means*, in THE INTERSECTIONS BETWEEN COMPETITION LAW AND CORPORATE LAW AND FINANCE (Cambridge Univ. Press 2021) (forthcoming).

[\*Property, Efficiency, the Commons, and Theft\*](#), in RESEARCH HANDBOOK ON POLITICAL ECONOMY AND LAW (Edward Elgar 2015).

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*Antitrust & International Commerce*, in ABA Section of Antitrust Law, 2010 Annual Review of Antitrust Law Developments (2011) (primary author).

### **Publications: Essays, Comments, or Responses**

“[Toward a Per Se Rule against Price Gouging](#),” CPI ANTITRUST CHRON., September 2020, at 49.

“Digital Monopoly without Regret,” CONCURRENCES, no. 1, 2020.

“[Advertising as Monopolization in the Information Age](#),” CPI ANTITRUST CHRON., April 2019, at 50.

Response, [Legal Realism: Unfinished Business](#), 107 KY. L.J. ONLINE (2019).

“[The Bargaining Robot](#),” CPI ANTITRUST CHRON., May 2017, at 40.

### **Working Papers**

*Ruinous Competition in News, The Postal Internet, and the Three Laws of Techno-Legal Change.*

*How Antitrust Really Works: A Theory of Input Control and Discriminatory Supply.*

*Unifying Antitrust and Consumer Law.*

[The Contrasting Approaches to Power of the Modern State and the Antitrust Laws.](#)

[The Market as a Learning Algorithm: Consequences for Regulation and Antitrust.](#)

[Personalizing Prices to Redistribute Wealth.](#)

[Using Price Regulation Instead of Competition to Reduce Prices after Patents Expire.](#)

[Liability for Exposure to Risk without Actual Harm.](#)

[Optimal Patent Life and Settlements that Delay Entry.](#)

### **Publications: Journalism**

“[Google and Shifting Conceptions of What It Means to Improve a Product](#),” TRUTH ON THE MARKET: SCHOLARLY COMMENTARY ON LAW, ECONOMICS, AND MORE, December 16, 2020.

“[The Hidden Shortages of the Market Economy](#),” LAW AND POLITICAL ECONOMY BLOG, June 3, 2020.

“[The Economics of Shortages](#),” LAW AND POLITICAL ECONOMY BLOG, June 2, 2020.

“[The Virulence of Free Trade](#),” TRUTH ON THE MARKET: SCHOLARLY COMMENTARY ON LAW, ECONOMICS, AND MORE, March 31, 2020.

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[“Big Ink v. Bigger Tech,”](#) TRUTH ON THE MARKET: SCHOLARLY COMMENTARY ON LAW, ECONOMICS, AND MORE, December 30, 2019.

[“Congestion Pricing Is Class Warfare. Here’s a Better Idea,”](#) OZY, March 31, 2019.

[“The Elephant in the Market Power Debate,”](#) PRO-MARKET: THE BLOG OF THE STIGLER CENTER AT THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS, January 16, 2019.

[“Advertising Is Obsolete – Here’s Why It’s Time to End It,”](#) THE CONVERSATION, August 20, 2018.

[“Ohio v. Amex, Supply Chain Fairness, and the Inadequacy of Antitrust’s Consumer Welfare Standard,”](#) PRO-MARKET: THE BLOG OF THE STIGLER CENTER AT THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS, July 2, 2018.

[“Antitrust as Corporate Governance: Why a Firm’s Mission Is to Earn No Profit,”](#) THE CLS BLUE SKY BLOG, March 28, 2018.

[“Irma Price Gouging Highlights Sad Truth: Consumer Fleecing Is the New Normal,”](#) THE CONVERSATION, September 13, 2017.

[“Amazon’s Whole Foods Deal Could Still Be Reversed Thanks to Forgotten Antitrust Case,”](#) THE CONVERSATION, August 27, 2017.

[“EU’s Antitrust ‘War’ on Google and Facebook Uses Abandoned American Playbook,”](#) THE CONVERSATION, July 13, 2017.

### **Briefs, Public Comments, or Other Government Filings**

[“How Algorithmic and Data-Driven Pricing Exacerbate The Consumer Harm Associated with Market Power and Give the FTC a Mandate to More Vigorously Enforce the Antitrust Laws,”](#) Comment on the Sixth and Seventh of the Federal Trade Commission’s Hearings on Competition and Consumer Protection in the 21<sup>st</sup> Century. Comment No. FTC-2018-0101-d-0007-163726, January 7, 2019.

[“The Irrelevance of Concentration Levels to the Question Whether the FTC Should More Aggressively Enforce the Antitrust Laws,”](#) Comment on the First of the Federal Trade Commission’s Hearings on Competition and Consumer Protection in the 21<sup>st</sup> Century. Comment No. FTC-2018-0074-d-0068-155993, October 14, 2018.

### **Grants**

Knight Foundation. Applying New Legal Theories to Internet Policy. \$100,000. January 2020 – May 2021.

## **Awards**

Finalist, Holmes-Cardozo Award. Academy of Legal Studies in Business Annual Meeting, Savannah, Georgia. August 2017. Paper: “The Antitrust Duty to Charge Low Prices.”

American Business Law Journal Invited Scholars Colloquium. Academy of Legal Studies in Business Annual Meeting, Savannah, Georgia. August 2017. Paper: “The Obsolescence of Marketing in the Information Age.”

Outstanding New Reviewer Award. Academy of Legal Studies in Business Annual Meeting. San Juan, Puerto Rico. August 2016.

American Business Law Journal Invited Scholars Colloquium. Academy of Legal Studies in Business Annual Meeting, San Juan, Puerto Rico. August 2016. Paper: “Big Data, Price Discrimination, and Antitrust” (selected, but not presented due to schedule conflict).

## **Presentations at Government Meetings**

“The Apotheosis of Rent: Personalized Pricing as an Income Tax Alternative,” Workshop on the Law and Economics of Big Data and Artificial Intelligence, Communications Authority of Italy (AGCOM) and the European Journal of Law and Economics, Rome. December 2018.

[“How Algorithmic and Data-Driven Pricing Exacerbate The Consumer Harm Associated with Market Power and Give the FTC a Mandate to More Vigorously Enforce the Antitrust Laws,”](#) Sixth Hearing on Competition and Consumer Protection in the 21<sup>st</sup> Century: The Intersection of Big Data, Privacy, and Competition, U.S. Federal Trade Commission, Washington, DC. November 2018.

“Personalized Pricing and Other Redistributive Technologies,” Academy Session, United Kingdom’s Competition and Markets Authority, London. May 2018.

## **Presentations at Professional Meetings**

“Ruinous Information Competition, AI-Generated Speech, and the Postal Internet,” Machine Lawyering Conference 2021, The Chinese University of Hong Kong (online). January 2021.

“The Market as a Machine Learning Algorithm: Consequences for Regulation and Antitrust,” 37th Annual Meeting of the European Association of Law and Economics, University of Paris II Panthéon-Assas (online). September 2020.

“The Contrasting Approaches to Power of the Modern State and the Antitrust Laws,” 15<sup>th</sup> Academic Society for Competition Law (Virtual) Conference. June 2020.

“The Contrasting Approaches to Power of the Modern State and the Antitrust Laws,” National Business Law Scholars Conference, University of Tennessee College of Law (online). June 2020.

- “Unifying Antitrust and Consumer Law,” National Business Law Scholars Conference, The University of Tennessee College of Law (online). June 2020.
- “Algorithmic Personalized Pricing as an Income Tax Alternative,” 2nd UC Irvine/Lavar Taylor Tax Symposium on Machine Intelligence and the Changing Nature of Tax Practice, UC Irvine School of Law. February 2020.
- “Data-Driven Pricing and the Second Dimension of Market Power, 6<sup>th</sup> Competition Law and Policy Conference, University of Zagreb, Croatia. December 2019.
- “The Second Dimension of Market Power.” Canadian Bar Association Competition Law Fall Conference, Ottawa, Canada. October 2019.
- “Personalized Price Regulation as an Income Tax Alternative.” Tax Law at the Crossroads, Southeastern Association of Law Schools Annual Meeting, Boca Raton, Florida. August 2019.
- “Doubt and Action in Antitrust,” National Business Law Scholars Conference, UC Berkeley School of Law. June 2019.
- “The Indispensability of Per Se Rules in Budget-Constrained Antitrust Adjudication,” National Business Law Scholars Conference, UC Berkeley School of Law. June 2019.
- “Personalized Price Regulation as an Income Tax Alternative,” Yale/Stanford/Harvard Junior Faculty Forum, Yale Law School. June 2019.
- “Personalized Price Regulation as an Income Tax Alternative,” RadicalxChange, A. Alfred Taubman Center for Design Education, College for Creative Studies, Detroit. March 2019.
- “Personalized Price Regulation as Consumer Protection,” Inaugural Consumer Law Scholars Conference, UC Berkeley School of Law. February 2019.
- “Per Se in Itself: How Bans Reduce Error in Antitrust,” 35<sup>th</sup> Annual Meeting of the European Association of Law and Economics, University of Milano-Bicocca. September 2018.
- “Antitrust as Corporate Governance,” Corporate Law and Finance Meets Antitrust Policy: Old and New Questions Conference, Lund Faculty of Law, Sweden. June 2018.
- “The Efficient Queue: The Case against Dynamic Pricing,” 13<sup>th</sup> Academic Society for Competition Law Conference, New York University School of Law. June 2018.
- “Antitrust as Corporate Governance,” National Business Law Scholars Conference, University of Georgia. June 2018.
- “The Efficient Queue and the Case against Dynamic Pricing,” Mannheim Competition Policy Forum, University of Mannheim, Germany. May 2018.

- “Antitrust as Corporate Governance,” 28<sup>th</sup> Annual Meeting of the American Law and Economics Association, Boston University School of Law. May 2018.
- “Price Discrimination as a Violation of the Sherman Act.” 18th Annual Loyola Antitrust Colloquium, Loyola University Chicago School of Law. April 2018.
- “Price Discrimination as Monopolization,” Visiting Faculty Speaker Series, University of Kentucky College of Law. March 2018.
- “Price Discrimination as Monopolization.” Mannheim Centre for Competition and Innovation Annual Conference, University of Mannheim, Germany. March 2018.
- “Antitrust as Corporate Governance.” 2018 Next Generation of Antitrust Scholars Conference, New York University School of Law and the American Bar Association. January 2018.
- “Antitrust as Corporate Governance.” Southeastern Academy of Legal Studies in Business Annual Meeting, Atlanta. November 2017.
- “Liability for Exposure to Risk without Actual Harm.” 34th Annual Meeting of the European Association of Law and Economics, University of Liverpool, London. September 2017.
- “The Antitrust Duty to Charge Low Prices.” Academy of Legal Studies in Business Annual Meeting, Savannah, Georgia. August 2017.
- “Price Discrimination as a Violation of the Sherman Act.” Academy of Legal Studies in Business Annual Meeting, Savannah, Georgia. August 2017.
- “Per Se in Itself: How Bans Reduce Error in Antitrust.” Academy of Legal Studies in Business Annual Meeting, Savannah, Georgia. August 2017.
- “The Obsolescence of Marketing in the Information Age.” 4th Tilburg Law and Economics Center (TILEC) Workshop on Competition Policy and Regulation in Media and Telecommunications: Bridging Law and Economics, Tilburg University, The Netherlands. June 2017.
- “Big Data, Price Discrimination, and Antitrust.” Mannheim Centre for Competition and Innovation Annual Conference, University of Mannheim, Germany. March 2017.
- “Big Data, Price Discrimination, and Antitrust.” Southeastern Academy of Legal Studies in Business Annual Meeting, Durham, North Carolina. November 2016.
- “Innovation, Litigation, and New Drugs.” 33rd Annual Meeting of the European Association of Law and Economics, Bologna Business School, Italy. September 2016.
- “Uncertainty, Innovation, and Reverse Payments.” 2016 Next Generation of Antitrust Scholars Conference, New York University School of Law and the American Bar Association. January 2016.

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“Innovation and Reverse Payments.” Southeastern Academy of Legal Studies in Business Annual Meeting, Atlanta. November 2015.

“Innovation, Litigation, and New Drugs.” 15<sup>th</sup> Annual Roundtable for Engineering Entrepreneurship Research (REER) Conference, Scheller College of Business, Georgia Tech, Atlanta. November 2015.

“The Efficiency of Property and Intellectual Property in the Tragedy of the Commons and the Parable of Theft.” Academy of Legal Studies in Business Annual Meeting, Philadelphia. August 2015.

“The Efficiency of the Rule Against Any Amount of Pay-for-Delay in Pharmaceutical Patent Settlements.” Southeastern Academy of Legal Studies in Business Annual Meeting, Savannah, Georgia. November 2014.

“[The Antitrust Exemption for Property-Based Exclusion](#).” Speaker Seminar Series, International & Comparative Law Center, Mississippi College School of Law, Jackson, Mississippi. September 2013.

“Antitrust and IP: Consequences for IP of the Demise of the Right to Refuse to Deal.” New Scholars Colloquium on IP, Southeastern Association of Law Schools Annual Meeting, Palm Beach, Florida. August 2013.

“The Symmetry of Patent and Antitrust.” Eleventh Circuit Legal Scholarship Forum, Stetson University College of Law. St. Petersburg, Florida. November 2012.

### **Panels**

“[The Accelerated Shift to Online Retail Under Covid-19, and Risks Associated with Underlying Dynamic Pricing Technologies](#),” Stanford Cyber Policy Center. June 2020.

“[What You Should Know About 2020 Disinformation and the Election](#),” R Street Hill Briefing, Washington, DC. February 2020.

“[Designing a Better Media Ecosystem without Ads](#),” South by Southwest (SXSW), Austin, Texas. March 2019.

### **Media Appearances or Coverage**

[This Week in Google 557](#), at 1:01:16, April 29, 2020.

“[Rebels against Advertising](#),” Backlight, VPRO, April 26, 2020.

Matt Levine, “[Never Mind, Tesla’s Not Going Private: Also Activists, Blockchain Acronyms and Advertising](#),” BLOOMBERG OPINION, August 27, 2018.



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## **Service Activities**

### *Referee*

International Journal of Industrial Organization. 2018.

Journal of Law, Technology & Policy. 2017.

European Journal of Law and Economics. September 2016 – Present.

American Business Law Journal. April 2015 – May 2018.

### *Discussant*

Maurice Stucke & Ariel Ezrachi, "[Competition Overdose](#)," 20th Annual Loyola Antitrust Colloquium, Loyola University Chicago School of Law. April 2020 (online).

Luke Herrine, "The Political Economy of a Moral Economy: A Reconstruction of 'Unfair Acts and Practices,'" The 2<sup>nd</sup> Annual Consumer Law Scholars Conference, UC Berkeley School of Law. March 2020.

William E. Kovacic, "The Institutional Blind Side: The Federal Trade Commission's Attempted Reorientation of Competition Policy in the 1970s," Mannheim Centre for Competition and Innovation Annual Conference, University of Mannheim, Germany. March 2018.

Ronen Perry and Elena Kantorowicz-Reznichenko, "Income-Dependent Punitive Damages," 34th Annual Meeting of the European Association of Law and Economics, University of Liverpool, London. September 2017.

Barak Orbach, "Interstate Circuit and (Other) Antitrust Myths," 17th Annual Loyola Antitrust Colloquium, Loyola University Chicago School of Law. April 2017.

Elias Deutscher, "The Role of Personal Data and Privacy in Merger Analysis — A Critical Reassessment of the EU Commission's Facebook/WhatsApp Decision," Mannheim Centre for Competition and Innovation Annual Conference, University of Mannheim, Germany. March 2017.

Enrico Böhme, Jonas Severin Frank, and Wolfgang Kerber, "Optimal Incentives for Patent Challenges in the Pharmaceutical Industry," 33rd Annual Meeting of the European Association of Law and Economics, Bologna Business School, Italy. September 2016.

### *Panel Moderator*

"Taxation IV," 29th Annual Meeting of the American Law and Economics Association, New York University School of Law. May 2019.

### *Editor*

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Senior Editor. Harvard International Law Journal. May 2005 – April 2006.

### **Teaching Experience**

Antitrust Law. Spring 2013, Spring 2018, Fall 2018, Fall 2019, Fall 2020.

Business Associations. Spring 2019, Spring 2020.

Contract Law II. Spring 2019, Spring 2020 (two sections), Spring 2021.

Comparative Competition Law (with Prof. Dr. Jens-Uwe Franck). Spring 2018.

Law and Policy of Risk Regulation. Fall 2015, Fall 2016, Fall 2017.

Legal Environment of Business. Fall 2014, Spring 2015 (two sections), Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017.

Intellectual Property Law. Fall 2013.

Property Law. Spring 2014.

Remedies. Fall 2012, Spring 2014.

### **Bar Admissions**

Licensed to Practice Law. Washington, DC. 2010 – Present.

Licensed to Practice Law. New York State. 2008 – Present.

### **Career Timeline**

2018 – University of Kentucky (Assistant Professor)  
2014 – 18 Georgia State University (Assistant Professor)  
2012 – 14 Stetson Law (Visiting Assistant Professor)  
2011 – 12 American University (Ph.D. student in Economics)  
2009 – 11 Howrey and WilmerHale (Antitrust Associate)  
2008 – 09 U.S. Court of Appeals for the Third Circuit (Clerk)  
2007 – 08 London School of Economics (M.Sc. student in Finance and Economics)  
2006 – 07 Debevoise & Plimpton (Bankruptcy and M&A Associate)  
2003 – 06 Harvard Law School (J.D. student)