ROYA GHAFELE

Professor

OxFirst

1 & 3 Kings Meadow
Osney Mead
OX20DP
Oxford UK

roya.ghafele@oxfirst.com

Professor Roya Ghafele is Director of law and economics consultancy OxFirst, http://www.oxfirst.com. OxFirst has won the 'Best IP Valuation Firm in the UK' award by Global 100 and and was also named 'Best IP Valuation Firm' by the Magazine 'International Lawyer', among many other accolades. SME News recognized OxFirst as the 'Best IP Law and Economics consultancy'.

OxFirst assists clients with valuing and assessing the economic potential of intellectual property and also advises on competition economics. OxFirst's economic analysis has been instrumental for the determination of licensing rates, sales prices, damage awards and access to finance. OxFirst economic analysis has also been used in support of policy formulation in the area of competition and IP law.

Roya Ghafele is a visiting Professor in IP Law with the School of Law of Brunel University. She has a large number of academic papers to her name, has advised the EU on IP valuation and was an expert to INTA's Brand Valuation Committee (International Trademark Association), CIPA's IP Management Committee (Chartered Institute of Patent Attorneys) and the UKIPO (UK Intellectual Property Office) Research Excellence Committee. She has been a Senior Member of St Cross College of Oxford University since 2008.

Dr Ghafele held an Assistant Professorship in IP law with the University of Edinburgh, a Department Lectureship in International Political Economy with Oxford University and a Research Fellowship with the Haas School of Business, University of California at Berkeley.

In 2002 she was selected as the only Austrian in several years to represent the Republic of Austria within the United Nations. Subsequently she worked as an Economist with the U.N.'s World Intellectual Property Organization (WIPO), where she moved from the OECD (the Organization for Economic Cooperation and Development). In this role she offered strategic advice on Intellectual Property and Competition to Governments in Europe and Asia. In 2000 she started her career with the management consulting firm McKinsey, after working for five years as a ballet dancer.

Her Ph.D. was awarded the Theodor Koerner Research Prize by the President of the Republic of Austria. Dr. Ghafele was trained at Johns Hopkins University, School of Advanced International Studies, the Sorbonne and Vienna University. During the course of her studies she was four times awarded the Vienna University Grant for Excellence in Studies. She is native in German and fluent in English, French and Italian.