

SILVERMAN CONSULTING LLC

Bruce Silverman is one of America's most respected advertising and branding experts.

Prior to forming Silverman Consulting LLC in 2005, Bruce served as EVP/Executive Creative Director at three of America's largest advertising agencies (Ogilvy, Bozell and BBDO), as President of two of the nation's best independently-owned agencies (Asher/Gould and Wong Doody), and as President/CEO of the principal U.S. unit of the world's largest media planning and buying shop (Initiative Worldwide). A long-time member of the Board of Directors of the American Association of Advertising Agencies, he also served as Vice Chairman of the Western Region of the AAAA and Vice President of the Los Angeles Advertising Agency Association.



Bruce provides advice and counsel to companies both in the U.S. and abroad engaged in marketing consumer goods and services. In addition, he works with law firms as an expert witness on cases relating to false and misleading advertising, trademark infringement, consumer confusion, branding, publicity rights, advertising industry custom and practice and media. Bruce has testified numerous times in state and federal courts as well as before the Copyright Royalty Judges of the Library of Congress.

Bruce was the creative mind behind "Don't Leave Home Without It" for American Express, "Bullish on America" (Merrill Lynch), "Something Special in the Air" (American Airlines), "Not made in 'Nooo Yawk Ciddy" (Pace Picante), "The Shell Answer Man" and a dozen other award winning campaigns for such clients as IBM, Hershey's, Baskin-Robbins, Coldwell Banker, Sizzler, Suzuki, Pabst, Sanyo, Mattel, Greyhound and Post. He is particularly proud of the very successful tobacco-use prevention campaign he created and directed for the California Department of Health Services which became the prototype for virtually every anti-tobacco campaign in the world. At Initiative Media, he supervised more than \$10 billion in annual media planning and buying for more than 500 clients including Disney, Electronic Arts, Carl's Jr., Taco Bell, Albertson's, Acura, Bally's Health & Fitness, Six Flags, America Online, the United States Navy and Yahoo!

Bruce has appeared frequently on television and radio and has been interviewed by *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The New Yorker* and many other

SILVERMAN CONSULTING LLC
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newspapers and magazines on subjects relating to advertising and media. He has taught advertising at Pepperdine University and UCLA Extension, and has guest lectured at the UCLA Anderson School of Management, UCLA Fielding School of Public Health, USC, California State University Northridge, California State University San Diego, California State University San Francisco, Rice University, the University of Houston, the University of Texas, the Thunderbird School of Management, NYU, Stanford and the University of Hawaii.

Bruce has also served as a board director and/or advisory board member for a number of media-related companies including Triton Media, 24/6, Inc., NFH, Inc., Adam, Inc., Telecentris, Inc., Big Moving Pictures, Inc., NTB Media, Inc., Bulzi Media, Inc. and Madison Avenue Media, Inc.

A graduate of Adelphi University in New York (where he has been honored as a “Distinguished Alumnus”), Bruce is a confirmed theater, music and arts junkie, voracious reader, sports fan and world traveler. He is also very active in community activities. He was a founding board member of the Los Angeles Children’s Museum and later served as Chairman of the Resource Development Committee of the Starbright Foundation. In addition, he served for six years as a member of the Dean’s Advisory Board of UCLA Extension, for three years as a member of the County of Los Angeles Public Library Strategic Plan Advisory Council and he has been an active member of The Television Academy (the Emmy’s organization) for a quarter-century. Bruce is married to Nancy Cole Silverman, a former radio and publishing executive who is author of the mystery novels *Shadow of Doubt*, *Beyond a Doubt*, *Room For Doubt* and *Without a Doubt*.

SILVERMAN CONSULTING LLC

BRUCE G. SILVERMAN *CURRICULUM VITAE*

May 2005 – Present

SILVERMAN CONSULTING LLC (Los Angeles) **Principal**

Advertising and branding consultant to advertisers and advertising agencies in the U.S., Europe and Asia engaged in marketing consumer goods and services. Consultant and expert witness for law firms throughout the U.S. on cases where false/misleading advertising, trademark infringement, advertising industry custom and practice, publicity rights and/or media are at issue.

January 2004 – April, 2005

WONG DOODY ADVERTISING (Los Angeles) **President and Partner**

Privately-owned, award-winning advertising agency with offices in Los Angeles and Seattle. Clients included Alaska Airlines, Alpine Electronics, Autodesk, Clif Bar, Inc., Los Angeles Dodgers, MGM Home Entertainment, Sony Pictures, UCLA/Anderson School of Management.

April, 1997 – Dec., 2003

INITIATIVE PARTNERS (Los Angeles) **President/CEO; Member, Initiative Worldwide Board of Directors**

Principal U.S. unit of world's largest (\$22BB+) advertising media planning and buying agency. Clients included Acura, Albertson's, Arco, Carl's Jr/Hardee's, Baskin-Robbins, Chevrolet, Cisco Systems, Intel, Walt Disney Company, E*Trade, The Home Depot, Johnson & Johnson, Kaiser-Permanente, Six Flags, Taco Bell, U.S. Navy Recruiting Command, Unilever, plus more than 100 advertising agencies operating throughout the United States and Canada.

January 86 – March ‘97

**ASHER/GOULD ADVERTISING, INC. (Los Angeles)
President, Chief Creative Officer, Chief Operating
Officer and Partner**

Privately-owned, top 100 advertising agency with offices in Los Angeles and Las Vegas. Clients included American Savings Bank, Avery Dennison, Baskin-Robbins, ITT/Sheraton, The Men’s Wearhouse, Pabst Brewing Company, Pizza Hut, MGM Resorts, Sanyo, Southern California Cable Marketing Council, Suzuki cars and trucks, State of California Department of Health Services, SunAmerica

January 84 – December ‘86

**BBDO/WEST, INC. (Los Angeles, San Francisco)
Executive Vice President, General Manager, Chief
Creative Officer and Director**

West Coast division of Top 10 global advertising agency. Accounts included Apple Computer International, Coldwell Banker, Hughes Supermarkets, Pepsi, PIP Printing, Sanyo/Fisher, Sebastiani Vineyards, Sizzler, Southern California Dodge Dealers, Union Bank

January 81 – December ‘83

**BOZELL & JACOBS, SOUTHWEST, INC. (Dallas)
Executive Vice President, Chief Creative Officer**

Southwest division of Top 10 U.S. advertising agency. Accounts included American Airlines, Armour Foods, Avis, Greyhound, Mary Kay, Pace Foods, Quaker Oats, Southwestern Bell, Symantec, Zale Corporation.

August 67 – December ‘80

**OGILVY & MATHER, INC. (New York)
Senior Vice President, Executive Creative Director,
Member, O&M USA Council of Directors**

Top five global advertising agency. Executive Creative Director and General Manager, O&M Los Angeles (1977-80); Creative Director, O&M Houston (1974-77); Associate Creative Director, O&M London (1974), Associate Creative Director, O&M New York (1972-73).

Accounts included American Express, British Travel Association, Dove, French Tourism, Hershey Foods, IBM, Imperial Margarine, KLM, Korean Airlines, Panasonic, Post cereals, Puerto Rico Tourism, Mattel, Maxwell House, MTV, Mercedes Benz, Merrill Lynch, Nabisco, Nickelodeon, Shell, Smith Barney, Trailways, TWA, Universal Studios

EDUCATION

June 1966 BA, Adelphi University, Garden City, New York

INDUSTRY

Vice Chairman, Western Region – American Association of Advertising Agencies (industry trade association) (1995-2002)

National Board of Directors – American Association of Advertising Agencies (1995-2002)

Vice President – Los Angeles Advertising Agencies Association (1995-2002)

Member, Los Angeles Advertising Club (1978-1980; 1984-2005)

Vice President – Dallas Advertising Club (1981-1983)

Vice President – Houston Advertising Federation (1975-1977)

Member – The Television Academy

Director – Los Angeles Chapter, Forensic Expert Witness Association

TEACHING POSITIONS

Instructor: Pepperdine University, UCLA Extension

Guest Instructor: Arizona State University, California State University Northridge, California State University San Diego, California State University Los Angeles, California State University San Francisco, New York University, Rice University, Southern Methodist University, Stanford University, University of Arizona, University of California (Berkeley), UCLA Anderson School of Management, UCLA Fielding School of Public Health, University of Hawaii, University of Houston, University of Southern California, University of Texas, Thunderbird School of Management; Dean's Board of Advisors, UCLA Extension

OTHER

Author: *How to Create Tobacco-Use Prevention Advertising That Works*; University of Florida Press, 1996

Media Appearances: Frequent “advertising/marketing guest authority” on Bloomberg News, NBC News, ABC 20/20; cited in articles in *Wall Street Journal*, *New York Times*, *Los Angeles Times*, *Washington Post*, *USA Today*, *Advertising Age*, *AdWeek*

AWARDS:

Multiple Clios, One Show “Pencils,” multiple Beldings,
two Gold Lions at Cannes International Advertising
Festival; three “Effie” awards, two David Ogilvy Awards.

ADVERTISING/BRANDING CLIENTS SERVED (BY CATEGORY)

(Partial List; 1968-2017)

Apparel/Fashion

C& R Clothiers (Asher/Gould)
Cherokee Apparel (Asher/Gould)
The Men's Wearhouse (Asher/Gould)
Harris & Frank Clothiers (Asher/Gould)
Kennedy's Clothiers (Asher/Gould)
Mervyn's (Wong Doody)
Nordstrom (Wong Doody)

Automotive

Acura (Initiative)
Chevrolet (Initiative)
Dodge and Dodge Dealer Associations (BBDO)
Kia (Initiative)
Jaguar (Bozell)
Mercedes-Benz (Ogilvy)
Peugeot (Ogilvy)
Suzuki (Asher/Gould)

Beverages

Ballantine Ale (Asher/Gould)
Brew 102 Beer (Asher/Gould)
Country Club Malt Liquor (Asher/Gould)
Country Time Lemonade (Ogilvy)
Falstaff Beer (Ogilvy; Asher/Gould)
Hamm's Beer (Asher/Gould)
Mountain Dew (Ogilvy)
M. LaMont Vineyards (Ogilvy)
Old Crow Bourbon Whisky (Ogilvy)
Olde English 800 Malt Liquor (Asher/Gould)
Olympia Beer (Asher/Gould)
Pabst Blue Ribbon Beer (Asher/Gould)
Pearl Beer (Asher/Gould)
Pepsi Light (Ogilvy)
Private Stock Malt Liquor by Haffenreffer (Asher/Gould)
Schaeffer Beer (Ogilvy)
Sebastiani Vineyards (BBDO)
Stolichnaya Vodka (Ogilvy)

	Van Gogh Vodka (Wong Doody)
	Vitel Mineral Water (BBDO)
Corporate	Autodesk (Wong Doody)
	Avery Dennison (Asher/Gould)
	Cessna Citation (Ogilvy)
	Church of Jesus Christ of Latter Day Saints (Initiative)
	City Investing (Ogilvy)
	Cooper Industries (Ogilvy)
	Dresser Industries (Ogilvy)
	IBM (Ogilvy)
	International Nickel (Ogilvy)
	International Paper (Ogilvy)
	Owens-Corning Fiberglas (Ogilvy)
	Rail LA (Silverman LLC)
	Shell Oil Company (Ogilvy)
	Worldwide Church of God (BBDO)
Consumer Electronics	Alpine Electronics (Wong Doody)
	Concord Electronics (BBDO)
	Fisher (BBDO)
	Panasonic (Ogilvy)
	Sanyo (Asher/Gould)
Direct Response	American Express cards (Ogilvy)
	Associates Financial (Bozell)
	Bally's Health and Fitness (Initiative)
	Bryman College (Asher/Gould)
	HBO (Asher/Gould)
	Intercept Program (Asher/Gould)
	Jenny Craig (Initiative)
	Kaiser/Permanente (Initiative)
	Law Offices of Larry H. Parker (Asher/Gould; Silverman LLC)
	Mobile Dynamics (Wong Doody)
	National Education Centers (Asher/Gould)
	Paintrol Clinics (Asher/Gould)
	Southern California Cable Marketing Council (Asher/Gould)
	UCLA Anderson School of Management (Wong Doody)

Education

Bryman College (Asher/Gould)
Geisinger Commonwealth School of Medicine (Silverman LLC)
Mobile Dynamics (Wong Doody)
National Education Centers (Asher/Gould)
National University (Initiative)
UCLA Anderson School of Management (Wong Doody)

Entertainment

Albuquerque Studios (Silverman LLC)
Big Moving Pictures (Silverman LLC)
Buena Vista Pictures (Initiative)
Center Theatre Group/Ahmanson Theatre; Mark Taper Forum (Initiative)
Circus World (Ogilvy)
Disney Home Video (Initiative)
Dynasty Visual Effects and Animation (Silverman LLC)
Grand Ol' Opry (Ogilvy)
HBO (BBDO and Asher/Gould)
Houston Grand Opera (Ogilvy)
Los Angeles Dodgers (Wong Doody)
MGM Home Video (Wong Doody)
MTV (Ogilvy)
Nickelodeon (Ogilvy)
Opryland USA (Ogilvy)
Pacific Ventures (Silverman LLC)
Ringling Brothers Barnum & Bailey Circus (Ogilvy)
Six Flags (Ogilvy and Initiative)
Sony Pictures Digital Entertainment (Wong Doody)
Southern California Cable Marketing Council (Asher/Gould)
The Walt Disney Company (Initiative)
Touchstone Pictures (Initiative)
UCLA Athletics (Silverman LLC)
UPN (United Paramount Network) (Initiative)
Walt Disney Pictures (Initiative)
Warner Brothers (Initiative)
World Poker Tour (Wong Doody)

Financial Services

Allied Bank of Texas (Bozell)
American Express Credit Cards (Ogilvy)
American Express International Bank (Ogilvy)
American Savings Bank (Asher/Gould)
Associates Financial (Bozell)
Bowery Savings Bank (Ogilvy)
E*Trade (Initiative)
Gibraltar Savings & Loan of California (Ogilvy)
Gibraltar Savings & Loan of Texas (Ogilvy)
Merrill Lynch (Ogilvy)
J. P. Morgan & Co. (Ogilvy)
Nationwide Insurance (Ogilvy)
Plastic Cash International (Wong Doody)
Republic Bank of Texas (Bozell)
Smith Barney (Ogilvy)
SunAmerica (Asher/Gould)
Union Bank of California (BBDO)
U.S. Trust (Ogilvy)
Valley National Bank – AZ (Bozell)
Wei Dong Investment Holdings Ltd. (Silverman LLC)

Gaming

Augustine Casino (Wong Doody)
Bellagio Hotel & Casino (Initiative)
California Lottery (Initiative)
Desert Inn Hotel & Casino (Asher/Gould)
Las Vegas Convention and Visitor's Authority (Initiative)
MGM Grand Hotel & Casino (Asher/Gould)
Mirage Hotel & Casino (Initiative)
New York New York Hotel & Casino (Asher/Gould)
Treasure Island Hotel & Casino (Initiative)

**Grocery Products (includes.
Packaged Goods)**

Armour Foods (Bozell)
Balance Bar (Initiative)
Beijing Zhong Gao International HR Co. Ltd. (Silverman LLC)
California Avocados (Asher/Gould)
California Eggs (Asher/Gould)
Clif Bar (Wong Doody)
Conagra Foods (Bozell)

Gaines (Ogilvy)
Dove Liquid (Ogilvy)
Heath Bars (Bozell)
Hershey (Ogilvy)
Imperial Margarine (Ogilvy)
Luna Bar (Wong Doody)
Nabisco Double Stuf (Ogilvy)
Nabisco Krazy Glazy (Ogilvy)
Nabisco Saltine Crackers (Ogilvy)
Nabisco Sooper Kookies (Ogilvy)
Pace Picante Sauce (Bozell)
Pepperidge Farm (Ogilvy)
Post Alpha-Bits (Ogilvy)
Post Cocoa Pebbles (Ogilvy)
Post Fruity Pebbles (Ogilvy)
Purina dog chows (Ogilvy)
Post Super Sugar Crisp (Ogilvy)
Ralston-Purina cereals (Ogilvy)
Reese's Peanut Butter Cups (Ogilvy)
Quaker Oats (Bozell)
Swanson Frozen Dinners (Ogilvy)

Health & Beauty Aids

Avon Cosmetics (Ogilvy)
Contac (Ogilvy)
Dove Beauty Bar (Ogilvy)
Kinerase (Wong Doody)
Mary Kay Cosmetics (Bozell)
Mead-Johnson Enfamil (Ogilvy)
Mead-Johnson Metrecal (Ogilvy)
Pears Soap (Ogilvy)
Rembrandt Whitening Toothpaste (Wong Doody)
Twice as Nice shampoo (Ogilvy)

Healthcare

Century Aesthetics (Silverman LLC)
Century City Doctors Hospital (Silverman LLC)
Doctor Campbell Credit Dentists (Asher/Gould)
Geisinger Health (Silverman LLC)
Intercept Program (Asher/Gould)

Kaiser Permanente (Initiative)
Modern Diagnostics (Silverman LLC)
Paintrol Clinics (Asher/Gould)
Private Health Management (Silverman LLC)
Salus Surgical Centers (Silverman LLC)
UCLA Health System (Silverman LLC)
United Health Plan (Asher/Gould)
Virginia Mason Medical Center (Wong Doody)

Hi-Tech

Apple Computers/International (BBDO)
Autodesk (Wong Doody)
Cadforce (Silverman LLC)
Cisco (Initiative)
Compaq (Ogilvy)
Gateway (Initiative)
IBM (Ogilvy)
Intel (Initiative)
Symantec (Bozell)

Industrial

Cessna (Ogilvy; Bozell)
International Nickel (Ogilvy)
International Paper (Ogilvy)
Dresser Industries (Ogilvy)
Falcon Waterfree (Silverman LLC)
Owens-Corning Fiberglas (Ogilvy)
Shell Farm Chemicals (Ogilvy)
Shell Industrial Chemicals (Ogilvy)
Shell Plastics and Resins (Ogilvy)
Shell Synthetic Rubber (Ogilvy)

Internet

America On-Line (Initiative)
E-Trade On-Line (Initiative)
Event 411.com (Initiative)
Petstore.com (Initiative)
PlasticCash.com (Wong Doody)
Yahoo! (Initiative)

**Marketing Communications
Agencies**

Ayzenberg (Silverman LLC)
Beijing Reach-All Investment Company Ltd. (Silverman LLC)
BH Direct (Silverman LLC)
Bright Strategic Design (Silverman LLC)
Bullpen Integrated Marketing (Silverman LLC)
Eclipse Studio, Beijing (Silverman LLC)
Glyphix (Silverman LLC)
Horizon Media (Silverman LLC)
M Creative Group (Silverman LLC)
Nice Advertising (Silverman LLC)
The Phelps Group (Silverman LLC)
Radarworks (Silverman LLC)
Rogers & Associates (Silverman LLC)
Schiller LLC (Silverman LLC)
U.S. International Media (Silverman LLC)
The Woo Agency (Silverman LLC)

Media/Publishing

24/6 Media dba Pocket Billboards (Silverman LLC)
Bulzi (Silverman LLC)
Frontiers Media LLC (Silverman LLC)
HBO (BBDO and Asher/Gould)
KCAL 9 Television (Initiative)
Sirius XM (Silverman LLC)
Southern California Cable Marketing Council (Asher/Gould)
Triton Media (Silverman LLC)
UPN (United Paramount Network) (Initiative)

Miscellaneous Products

Paragon Luggage (Wong Doody)
Steuben Glass (Ogilvy)
Zippo (Ogilvy)

Office Products

Avery Dennison (Asher/Gould)
Intuit – QuickBooks (Wong Doody)

Petroleum Products

Arco (Initiative)
Shell Fire & Ice Motor Oil (Ogilvy)
Shell Gasoline (Ogilvy)

Professional Services

Cadforce (Silverman LLC)
CFO911 (Silverman LLC)
Law Offices of Larry H. Parker (Asher/Gould; Silverman LLC)

Real Estate

Coldwell Banker (BBDO)
Esprit (Silverman LLC)
Move.com (Silverman LLC)
Pacifica Ventures (Silverman LLC)
Relocation.com (Silverman LLC)
Waterwood (Ogilvy)
The Woodlands (Ogilvy)

Restaurants

Acapulco (Asher/Gould)
Baskin-Robbins (Ogilvy; Asher/Gould)
Bennigan's (Bozell)
Burger Chef (Ogilvy)
Carl's Jr. (Initiative)
Der Weinerschnitzel (Initiative)
Godfather's Pizza (Bozell)
Hardee's (Initiative)
KFC (Initiative)
Packard's Grill (Asher/Gould)
Pioneer Chicken (Asher/Gould)
Pizza Hut (Asher/Gould)
Sizzler (BBDO)
Steak & Ale (Bozell)
Taco Bell (Initiative)
Togo's (Initiative)
Tom Sawyer's Old Fashioned Fried Chicken (Ogilvy)

Retail

Aaron Brothers Art Marts (Asher/Gould)
Albertson's Supermarkets (Initiative)
Arco (Initiative)
Bailey Banks & Biddle Jewelers (Bozell)
Big Lots (Initiative)
C&R Clothiers (Asher/Gould)
Checker Auto Parts (Bozell)
Circle K (Initiative)
Factory2You Stores (Asher/Gould)

Family Bargain Center Stores (Asher/Gould)
Harris & Frank Clothiers (Asher/Gould)
Hughes Supermarkets (BBDO)
Kennedy's Clothiers (Asher/Gould)
Men's Wearhouse (Asher/Gould)
Mervyn's (Wong Doody)
Nordstrom (Wong Doody)
Puppy Palace (Ogilvy)
PIP Printers (BBDO)
Ralphs Supermarkets (Initiative)
Safeway Supermarkets (Initiative)
Sainsbury (Silverman LLC)
Sears (Ogilvy)
Sit 'n Sleep (Silverman LLC)
Stater Brothers Supermarkets (Initiative)
Steuben Glass (Ogilvy)
The Home Depot (Initiative)
Tesco (Silverman LLC)
Vons Supermarkets (Initiative)
Wherehouse Records & Tapes (Asher/Gould)
Zale Jewelers (Bozell)

Social Marketing

California Dept. of Boating and Waterways (Boating Safety)
(Initiative)
California Department of Health Services – BabyCal (Asher/Gould)
California Department of Health Services – First5 (Asher/Gould)
California Department of Health Services – HIV Prevention
(Asher/Gould)
California Department of Health Services – Tobacco-Use Prevention
(Asher/Gould)
Los Angeles County Department of Public Health – Tobacco-Use
Prevention (Asher/Gould)
Oregon Health Department – Tobacco-Use Prevention (Asher/Gould)
United States Department of Commerce, Census 2000 (Initiative)
United States Government; Centers for Disease Control – Tobacco-
Use Prevention (Initiative)
White House office of National Drug Control Policy – Drug-use
Prevention (Initiative)

Telecommunications	Nextel (Initiative) Telcentris (Silverman LLC) Southwestern Bell (Bozell) VoxOx (Silverman LLC)
Tobacco	Tijuana Smalls (Ogilvy)
Tires/Batteries/Accessories	Arco (Initiative) Goodyear (Ogilvy) Shell (Ogilvy)
Toys/Games	Electronic Arts (Initiative) Mattel Electronics (Ogilvy) Mattel Toys and Games (Ogilvy)
Travel/Tourism	Alaska Airlines (Wong Doody) Alaska Tourism (Initiative) ALM Royal Dutch Airlines (Ogilvy) American Airlines (Bozell; Initiative) American Express Travel Service (Ogilvy) Avis Rent-a-Car (Bozell) Bellagio Hotel & Casino (Initiative) British Tourist Authority (Ogilvy) Cunard Lines (Ogilvy) Desert Inn Hotel & Casino (Asher/Gould) Disney Cruise Lines (Initiative) Disneyland and Walt Disney World (Initiative) French Government Tourist Office (Ogilvy) Greyhound Lines (Bozell) Hyatt Regency Maui (Ogilvy) Hyatt Regency Waikiki (Ogilvy) KLM Royal Dutch Airlines (Ogilvy) Korean Airlines (Ogilvy) Las Vegas Convention & Visitors Bureau (Initiative) Loreto Bay (Wong Doody) Marriott (Ogilvy) MGM Grand Hotel & Casino (Asher/Gould) Mirage Hotel & Casino (Initiative) New York New York Hotel & Casino (Asher/Gould)

Opryland USA (Ogilvy)
Six Flags (Ogilvy and Initiative)
Trailways Bus Lines (Ogilvy)
Treasure Island Hotel & Casino (Initiative)
TWA (Ogilvy)
United States Travel Authority (Ogilvy)
Universal Studios Hollywood (Ogilvy)
Yosemite National Park and the Curry Company (Ogilvy)

Utilities

Houston Lighting & Power (Ogilvy)
Nextel (Initiative)
Salt River Project (Bozell)
Southwestern Bell (Bozell)

EXPERT WITNESS EXPERIENCE

DEPOSITION, ARBITRATION AND/OR TRIAL TESTIMONY

2013-2017

(Underscore indicates client)

HARBOR BREEZE CORPORATION *et al* v. NEWPORT LANDING, INC., *et al.*
United States District Court, Central District of California, Southern Division
Case No. 8:2017cv01613
Deposed 10/9/2017

VIP PRODUCTS, LLC v. JACK DANIEL'S PROPERTIES, INC.
United States District Court, District of Arizona
Case No. 2:14-cv-02057-DGC
Deposed 8/12/2015; Trial testimony 10/5/2017

LIBERTY MEDIA GROUP, LLC, *et al.* v. CINECAUSE, LLC, *et al*
Superior Court of the State of California, Los Angeles
Case No. BC606196
Deposed 9/19/2017

STRATEGIC PARTNERS, INC. vs. VESTAGEN PROTECTIVE TECHNOLOGIES, INC.
The United States District Court, Central District of California
Case No. 2:16-CV-5900-RGK (PLA)
Deposed 8/17/2017

XIOMARA MARTINEZ ARROYO *et al* vs. THE NEMOURS FOUNDATION d/b/a
NEMOURS CHILDREN'S HOSPITAL, ORLANDO
Circuit Court of the Ninth Judicial Circuit in and for Orange County, Florida
Case No: 2015-CA-004791-O
Deposed 2/23/2017

AERO RUBBER COMPANY, INC. vs. UNITED STATES
In The Court of International Trade
Court No. 15-00174
Deposed 8/24/2016

KENNETH HOBBS, *et. al.* v. BROTHER INTERNATIONAL CORPORATION
United States District Court, Central District of California
Case No. 2:15-cv-01866-PSG-VBK
Deposed 8/10/2016

CHRISTOPHER LEWERT et. al. v. BOIRON, INC. et. al.
United States District Court, Central District of California
Case No. 2:11-cv-10803-SVW-SH
Deposed 11/19/2015; Trial testimony 6/10/2016, 6/13/2016

ONE HOUR AIR CONDITIONING FRANCHISING, L.L.C. v. DALLAS UNIQUE COMFORT, LTD.
United States District Court, Middle District of Florida, Tampa
Case No. 8:13-cv-3278
Deposed 6/18/2015; Trial testimony 11/2/2015

MERIDIAN CREATIVE ALLIANCE, LLC v. O'REILLY AUTOMOTIVE, INC.
In the Circuit Court of Greene County, Missouri
Case No. 0931-CV08770
Deposed 4/28/2015; Trial testimony 6/11/2015

INFORM VENTURES LLC v. TOYOTA MOTOR SALES U.S.A., INC.,
Judicial Arbitration and Mediation Services (JAMS)
Arbitration No. 1220048952
Deposed 5/8/2015; Arbitration testimony 5/20/2015

J.R. MATS, INC. v. INTERNETSHOPSINC.COM d/b/a/ D.W. QUAIL GOLF
United States District Court for the Eastern District of Pennsylvania
Case No.: 2:14-cv-03427-TJS
Deposed 4/1/2015

SCOTT EHREDT v. MEDIEVAL TIMES et. al.
Judicial Arbitration and Mediation Services (JAMS)
Arbitration No. 1220047549
Deposed 2/27/2015; Arbitration testimony 3/10/2015

GLENNON MARRERO v. MICHAEL RAY NGUYEN-STEVENSON; UNIVERSAL MUSIC GROUP, INC.; TILLY'S, INC.; SHIEKH SHOES; AND DOE CORPORATION
United States District Court, Central District of California, Western Division
Case No. 13-Cv-09291-Cbm-Pjw
Deposed 11/7/2014

POQUITO MAS LICENSING CORPORATION v. TACO BELL CORP
United States District Court, Central District of California
Case No. 8:13-Cv-01933-Doc-Jpr
Deposed 10/16/2014

PRIME MEDIA GROUP LLC v. ACER AMERICA CORPORATION

United States District Court
Northern District of California, San Jose Division
Case No. 5:12-cv-05020-EJD
Deposed 9/11/2014

BASIC RESEARCH, LLC v. JASPER PRODUCTS, LLC

In the Third Judicial District Court in and for Salt Lake County, State of Utah
Case No. 110903662
Deposed 7/16/2014

ZENON KESIK v. NATIONAL TV SPOTS, INC.

The Arbitration Tribunals of the American Arbitration Association
AAA No. 72 147770 12 S1M
Arbitration testimony 11/25/2013

YU HSIANG M. ALEXANDER and CAROL A. WETTERLING-FOOS v. L'OREAL U.S.A. INC.

Superior Court of the State of California, County of Los Angeles
Case No: BC 431491
Deposed 10/21/2013

IN RE: POM WONDERFUL LLC MARKETING AND SALES PRACTICES LITIGATION
(Retained by Plaintiffs)

United States District Court, Central District of California
Master File No. 2:10-ml 2199-DDP (RZx) [MDL No. 2199]
Deposed 5/29/2012 and 8/23/2013