Larry Chiagouris
BrandMarketing Services, Ltd.
Lubin School of Business, Pace University (Emeritus)
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High Level Summary of CV:

Dr. Chiagouris is the principal of BrandMarketing Services, Ltd., a marketing consulting firm founded in 1994. He has served as a tenured Full Professor of Marketing at the Lubin School of Business, Pace University, New York for more than 20 years and currently holds the title Professor Emeritus.

For more than 20 years, he has been a leader within the marketing and advertising profession. He served as the Chairman of the Advertising Research Foundation and also as a member of the Board of Directors of the American Marketing Association. He has served as a judge at leading industry annual award competitions, most recently serving as a judge for the Association of National Advertisers at its 2026 annual MarTech Awards. He is regularly quoted in the media on a variety of marketing issues and has been interviewed by a wide variety of media sources including *The Today Show, Fox Business, the New York Times, the Wall Street Journal, CNN, Ad Age, Ad Week* and many other media sources. He regularly lectures on Consumer Behavior and holds a doctorate in Marketing, with a specialization in Consumer Behavior.

At Pace University he has been teaching or counseling undergraduate and graduate students as well as alumni on topics related to marketing and advertising best practices regarding defamation, reputation management, intellectual property and false advertising matters related to brand management.

He is ***one of the few*** experts who combines multiple credentials, having held senior managerial and executive positions at Fortune 500 companies on the one hand and, in addition, having strong academic/scholarly credentials **(few experts possess both sets of credentials)**. As an expert, he has been deposed on more than 100 occasions and has provided testimony in federal court or state court or arbitration hearings on 20 occasions. **His cases have involved defamation of reputation, intellectual property matters, false advertising matters or consumer protection issues (class actions) or brand management issues.** Other cases **involve contract disputes or trade secrets or misappropriation of likeness**.

His survey research credentials:

In terms of his survey research credentials, his credentials are extensive. He has been engaged in survey research on several occasions related to litigation. He previously served as the Chairman of the Advertising Research Foundation and co-authored the chapter in a book on financial damages regarding how to use survey research in litigation.

None of his marketing and advertising opinions have been the basis of a successful Daubert challenge based on his qualifications.

Detailed Summary Statement:

Experience in connection with several federal, state and county courts, multiple arbitration venues, the Trademark Trial and Appeal Board (TTAB) and the Consumer Financial Protection Bureau (CFPB) in the United States. Experience includes Canadian litigation in Ontario Superior Court of Justice. Have provided testimony in the form of trials, hearings and depositions on more than 70 occasions. Testimony and/or reports have been provided to support litigation related to matters pertaining to class actions, social media applications, corrective advertising, consumer fraud, false adverting, materiality and intellectual property matters, defamation, misappropriation of likeness, trade secrets and business disputes, reference pricing, including cases related to legal issues associated with Lanham Act, Truth in Lending, Equal Credit Opportunity Act and Fair Housing Act, the Food and Drug Act, the Telephone Consumer Protection Act., Ohio Consumer Sales Practices Act, Ohio Deceptive Trade Practices Act, Delaware Deceptive Trade Practices, California's Unfair Competition Law and the New Jersey Franchise Practices Act.

A rare combination of an expert who has both substantial experience as an accomplished and highly published academician and as a senior executive. Particular expertise related to marketing and advertising, Internet/eCommerce and direct marketing, contract disputes involving marketing issues, and market/survey research issues. Unique combination of senior expert witness and consultant bringing both senior industry client side and agency executive experiences for Fortune 500 companies and Silicon Valley startups as well academic work at leading graduate schools of business. Called a "branding guru" and "consumer behavior expert" by the media and one of the best and brightest researchers. Combines senior and significant business experience in several industry sectors with the clarity required in explaining difficult concepts and theories to people not familiar with marketing, consumer behavior and media techniques and issues.

Litigation experience summary (details of cases on pages 9 through 51 below)**:**

1. Experience approximately evenly divided between plaintiff and defendant engagements over 100 cases
2. Class action cases for both plaintiffs and defendants
3. Several cases include elements of intellectual property issues
4. Several cases involve branding or brand management issues
5. Majority of cases involve elements of consumer behavior or survey research
6. Majority of cases involve elements of advertising related strategies and tactics
7. Majority of cases involve elements of Internet related tactics
8. Majority of cases involve written opinions and depositions
9. Written and oral testimony in several Federal District Court jurisdictions and arbitration venues
10. Engaged by both large multinational law firms and small boutique firms

EDUCATION

1. CERTIFICATIONS/COURSE COMPLETIONS BEYOND Ph.D:

a. Google Analytics
b. Social Media
c. Social Media Marketing
d. Statistics
e. Programmatic Media
f. Facebook Ads & Marketing

2. Ph.D., – Marketing and Buyer Behavior, The City University of New York
3. M.Phil. – Business, The City University of New York
4. A.P.C., – Marketing, New York University Stern School of Business
5. M.B.A., - Industrial Psychology, Baruch Graduate School of Business, City University of New York
6. B.S., - Economics, Magna Cum Laude, New York University Stern School of Business

WORK EXPERIENCE

Industry Experience

President, BrandMarketing Services, Ltd., 1994 to present, Marketing, branding and advertising consulting firm organized to provide expert witness services to law firms and strategic consultation to Fortune 500 and emerging growth companies. Key litigation support has involved class actions suits representing both plaintiff and defendant. Provision of expert opinion for cases involving Coors Brewing, Avis Rental Car, Sprint and Fruit of the Loom. Key industry consultation has involved Merrill Lynch, McDonald's, Marriott, Prudential, AT&T, JP Morgan Chase, L-3 Communications, Grey Advertising, US Army National Guard, TMP Worldwide and Visa International.

Vice President and Chief Marketing Officer, eCode.com, 2000-2001, responsible for all marketing, business development and marketing communications related initiatives for Silicon Valley startup focused on brand building Internet initiatives.

Vice President and Director of Strategic Planning and Research, Starz Encore Movie Group, 1998-2000, responsible for all strategic development business issues, marketing, and marketing communications related initiatives for international media company.

Executive Vice President of Creamer Dickson Basford Public Relations and President of CDB Research and Consulting, a subsidiary of Creamer Dickson Basford, 1994-1998. Served in the capacity of Executive Vice President and Director of Client Services of top ten public relations firm and also President of its subsidiary, CDB Research & Consulting. In this dual capacity, directed client pr programs in a wide variety of industries and also directed client consulting engagements with Fortune 500 companies. Co-developed the service WebDiagnostics, an approach to assessing Internet marketing programs.

Executive Vice President, Backer Spielvogel Bates (now organized as Bates Worldwide Advertising), 1991 to 1994
Served in the capacity of head of strategic planning and research services for the agency and its clients.

Senior Vice President, Bozell Jacobs Kenyon and Eckhardt Advertising, 1989 to 1991.
Served in the capacity of head of strategic services and research for the agency and its clients.

Vice President, Grey Advertising, 1983 to 1989
Directed group of account planners and market researchers. Served in the capacity of head of strategic services and research for several agency clients.

Manager, AT&T, 1975 to 1983
Hired on the fast track high-risk high reward program, progressing through wide variety of functional assignments, including econometrics, finance, technology planning (working with Bell Labs), manufacturing and marketing planning related to product demand and cross elasticity of demand.

Academic Experience

Professor of Marketing, Lubin School of Business, Pace University in New York City, 2002-Present. Full-time tenured Professor. Courses and lectures include: Advertising Management Best Practices, New Product Development, Survey Research, Advertising and Promotion (Including Intellectual Property and Trademark/Copyright Issues), Media Planning and

Buying, Advanced Marketing Management, and Marketing Strategy and eCommerce at the graduate level.

Adjunct Professor of Marketing, Nova Southeastern University, H. Wayne Huizenga School of Business Doctoral Program, 1991 - 2007

Adjunct Professor of Marketing, New York University Graduate Stern Graduate School of Business, 1989 - 1991

PROFESSIONAL RECOGNITION

1. Currently serving as an expert judge to the American Marketing Association digital marketing awards program
2. Award Recipient from the US State Department: Requested to deliver lectures to business leaders of other countries on "Branding in the New Media Environment"
3. Selected to attend Harvard University Annual AMA Doctoral Consortium
4. Voted by *Agency Magazine* as one of the ten "all stars" in advertising research
5. Current or Previous Editorial Review Boards: Marketing Management, Journal of Advertising Research, Journal of Internet Commerce, Journal of Consumer Marketing, Journal of Segmentation in Marketing
6. Inducted into Beta Gamma Sigma National Honors Society
7. Appointed AMA representative to U.S. Bureau of the Census for Census 2000
8. Former Chairman of the Board of the Advertising Research Foundation
9. Former Member of the Board of Directors of the American Marketing Association and President, New York Chapter
10. Winner of three Effie Awards for advertising effectiveness
11. Appointed industry judge at Public Relations Society of America Silver Anvil Awards
12. Served as faculty member for American Marketing Association's Advanced School of Marketing Research
13. Presenter at numerous proceedings and conferences to include American Psychological Association Consumer Psychology Division, Consumer Electronics Show, Comdex, American Marketing Association, Direct Marketing Association, Public Relations Society of America, Institute for Broadcasting and Technology, Pharmaceutical Marketing Research Association, Advertising Research Foundation

PUBLICATIONS DURING THE PREVIOUS 10 YEARS

Refereed Articles

1. Schapsis, Claudio; Chiagouris, Larry; Wingate, Nikki
Decoding Generation Z's habits: the augmented reality shift from gimmick to utility in omni-digital shopping

Journal of Product & Brand Management, 34(1), 2025

2. Schapsis, Claudio, Chiagouris, Larry; Ngoc Cindy Pham
Are Consumers Ready for Augmented Reality? Factors Influencing Online Footwear Purchasing Intentions Using AR Technology
Journal of Marketing Development and Competitiveness, 15(2), 2021

3. Cerulli, Angela, Chiagouris, Larry
Multitasking in an Age of Multiple Screens: Key Demographic Changes and Differences
Journal of Applied Business & Economics, 22(3), 2020

4. Girardi, Paula, Chiagouris, Larry
The Digital Marketplace: Early Adopters Have Changed
Journal of Marketing Development and Competitiveness, 12(1), 2018

5. Kirk, Colleen, Chiagouris, Larry, Thomas, Jennifer, Lala, Vishal
How Do Digital Natives and Digital Immigrants Respond Differently to Interactivity Online: A Model for Predicting Consumer Attitudes and Intentions to Use Digital Information Products
Journal of Advertising Research, 55(1), 2015

6. Chiagouris, Larry and Williams, Michelle,
If We Build it will they Stay?: User Generated Content and Website Effectiveness
Journal of Marketing Management, 2(3&4), 2014

7. Brusseau, James, Chiagouris, Larry, and Brusseau, Rocio Fernandez
Corporate Social Responsibility: To Yourself Be True
Journal of Global Business and Technology, Vol. 9, No. 1, 2013

8. Kirk, Colleen, Chiagouris, Larry, and Gopalakrishna, Pradeep
Some People Just Want to Read: The Roles of Age, Interactivity, and Perceived Usefulness of Print in the Consumption of Digital Information Products
Journal of Retailing and Consumer Services, Vol. 20, No. 1, 2012

9. Cole, Michael, Long, Mary, Chiagouris, Larry, and Gopalakrishna, Pradeep
Transitioning from Traditional to Digital Content: An Examination of Opinion Leadership and Word-of-Mouth Communication across Various Media Platforms
Journal of Internet Commerce, Vol. 10, No. 1, 2011

10. Chiagouris, Larry, Ray, Ipshita **Customers on the Web are not all Created Equal: The Moderating Role of Internet Shopping Experience**
The International Review of Retail, Distribution and Consumer Research, *Vol. 20, No. 2, 2010*

11. Chiagouris, Larry, Lala, Vishal **Beauty is in the Eye of the Tech Manager: How Technology Orientation and Interactive-Media Knowledge Can Drive (or Stall) Change**
Journal of Advertising Research, *Vol. 49, No. 3, 2009*

12. Lantieri, Tara, Chiagouris Larry **Brand Trust in an Age Without Trust: Expert Opinions**
Journal of Consumer Marketing: Vol. 26, No. 2, 2009

13. Ray Ipshita, Chiagouris Larry **Consumer Retention: Examining the Roles of Store Affect and Store Loyalty as Mediators in the Management of Retail Strategies**
Journal of Strategic Marketing: Vol. 17, No. 1, 2009

14. Chiagouris Larry, Long Mary, Plank Richard **The Consumption of Online News: The Relationship of Attitudes Toward the Site and Credibility**
Journal of Internet Commerce: Vol. 7, No. 4, 2008

15. Moffit Timothy, Chiagouris Larry **What Would Richard Branson Do?**
Marketing Management: May/Jun 2008

16. Chiagouris Larry, Ray Ipshita **Saving the World with Cause Related Marketing**
Marketing Management: July/August 2007

17. Chiagouris Larry, Long Mary **Will Your Online Retailing Be a Site for Sore Eyes**
Marketing Management: March/April 2007

18. Gonzalez Jose, Chiagouris Larry **The Market Orientation of Internet Support Companies**
Journal of Internet Commerce: January 2007

19. Chiagouris Larry **New Media Power**
Marketing Management: November/December 2006

20. Long Mary, Chiagouris Larry **The Role of Credibility in Shaping Attitudes Toward Nonprofit Websites**
International Journal of Nonprofit and Voluntary Sector Marketing: August 2006

21. Johnson William, Chiagouris Larry **So Happy Together (The Link Between Employee and Customer Satisfaction)**
Marketing Management: March/April 2006

22. Gonzalez Jose, Chiagouris Larry **Internet Support Companies: The Impact of Marketing Orientation**
Journal of Internet Banking and Commerce: April 2006, Vol. 11, No. 1

23. Topol Martin, Chiagouris Larry **To Dream the Impossible Dream (Customer Loyalty)**
Marketing Management: November/December 2005

24. Chiagouris Larry **Non-Profit Brands**
Marketing Management: September/October 2005

25. Mohr Iris, Chiagouris Larry **Get the Word Out (SPREADING WORD OF MOUTH)**
Marketing Management: July/August 2005

26. Chiagouris Larry, Mohr Iris **An Evaluation of the Effectiveness of Internet Advertising Tools**
Journal of Internet Commerce: Volume 3, Number 3 2004

27. Chiagouris Larry, Wansley Brant **How To Turn New Companies Into Large Companies at the Speed of Light**
Marketing Management: September/October 2003

28. Chiagouris Larry, Farinelli Jean **Staying Safe in a Dangerous World (GLOBAL MARKETING ISSUES)**
Marketing Management: March/ April 2002; 11, 2

29. Chiagouris Larry, Wansley Brant **Branding On The Internet**
Marketing Management: Summer 2000; 9, 2.

30. Chiagouris Larry, Middleman Ann **Research For Ink: How To Get Opinion-Driving Publicity From Market Research**
Public Relations Quarterly: Winter 1998/1999: 43, 4

31. Plank Richard E., Chiagouris Larry **Perceptions of Quality of Higher Education: An Exploratory Study of High School Guidance Counselors**
Journal of Marketing for Higher Education: Volume 8, Number 1 1997

32. Chiagouris Larry **Advertising Decision Making In The Year 2020**
Journal of Advertising Research: February/March 1990

33. Kahle Lynn R., Chiagouris Larry **Values, Lifestyles and Psychographics**. Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc., Publishers, 1997

34. Chiagouris Larry, Mitchell Leeann E. **The New Materialists**
Values, Lifestyles and Psychographics New Jersey: Lawrence Erlbaum Associates, Inc., Publishers, 1997

Trade Publications and Non-Refereed Articles

35. Chiagouris, L. & Kaplan, L.B. (2023). **Uses of Survey Research in Damages Estimation**. In N. Fannon & J. M. Dunitz (Eds.), *The Comprehensive Guide to Economic Damages* 7th Edition. Portland, OR: BVR.

36. Chiagouris, Larry, **The Secret is in the Data: Delivering What Customers Need & Desire**
The Robin Report, January 2012

37. West Douglas, Chiagouris Larry, Precourt Geoffrey **Editorial: 50 Years of Advertising Research: What Have We Learned?**
Co-editor: *Special 50th Anniversary Issue of the Journal of Advertising Research*, *March 2011*

38. Chiagouris Larry, Verniere Alexis **Marketing Functions on the Internet**
Chapter in the Wiley Encyclopedia of Marketing, December 2011

39. Chiagouris Larry **Comparative Advertising**
Chapter in the Wiley Encyclopedia of Marketing, December 2011

40. Chiagouris Larry, **Survey Research to Support Litigation**
HG Experts, 2009

41. Chiagouris Larry **Viral Communications**
Kitchen & Bath Business, November 2006

42. Chiagouris Larry **Nonprofits Can Take Cues from Biz World**
Marketing News, 6/15/2006, Vol. 40 Issue 12, p20

43. Chiagouris Larry, Nankin Conrad **Strategic Plans Solidify Branding On Net**
Marketing News, 6/1/2004, Vol. 38 Issue 10, p28

44. Chiagouris Larry, Wansley Brant **Teach Your Children**
Adweek: September 27, 1999

45. Chiagouris Larry **Utility Companies' Use of Market Research**
Quirk's marketing research review: February 1999, Vol. XIII, No. 2

46. Chiagouris Larry **Confessions of a Silver Anvil Judge**
Public Relations Strategist: Winter 1998

47. Chiagouris Larry **Wall Street's Wireless Influence**
Wireless Reviews: Dec 1, 1998; 15, 24

48. Chiagouris Larry **Eight Steps To Improved Investor Relations**
Electrical World: September 1998, Vol.212, Iss. 9

49. Farinelli Jean, Chiagouris Larry **Communicating Your Company's Hidden Value**
IR Update: July 1998

50. Chiagouris Larry, Plank Richard **Raising the Bar**
Electric Perspectives: March/April 1998

51. Chiagouris Larry, Plank Richard **Marketing Research In The Utility Industry: The State of the Art**
American Gas: February 1998

52. Chiagouris Larry **Hidden Value Index**
The Annual Report of the Global Public Network: November 15, 1997

53. Chiagouris Larry, Marketing strategy : Chapter titled "Setting the course for the new century" **Marketing Encyclopedia**. Illinois: NTC Business Books, 1996

Book: The Secret to Getting a Job After College: Marketing Tactics to Turn Degrees into Dollars, Brand New World Publishing: New York; June 2010 (first edition); March 2018 (third edition)

LEGAL AND REGULATORY CASES AND TESTIMONY
DATES NOTED ARE DATES THAT ENGAGEMENT WAS INITIATED

Overview of case experience:

Have provided testimony on more than 100 cases at the federal, state, local levels and also arbitration proceedings

Experience approximately evenly divided between plaintiff and defendant engagements in over 100 cases

Several cases include elements of intellectual property issues
Several cases involve false and misleading advertising issues and class actions
Several cases involve branding or brand management issues
Majority of cases involve elements of consumer behavior or survey research
Majority of cases involve elements of advertising related strategies and tactics
Majority of cases involve elements of Internet related tactics
Majority of cases involve written opinions and depositions
Written and oral testimony in several Federal District Court jurisdictions
Engaged by both large multinational law firms and small boutique firms
Class action cases divided between plaintiffs and defendants

March 2026
SUPERIOR COURT OF THE STATE OF CALIFORNIA
COUNTY OF SANTA BARBARA
ANACAPA DIVISION
Case No.: 24CV05905
THE PEOPLE OF THE STATE OF CALIFORNIA
Plaintiff,
Against
NATIONAL CPR FOUNDATION, LLC, a Nevada Limited Liability Company;
MICHAEL ANGELO PALADINO, an individual and Managing Member of
NATIONAL CPR FOUNDATION, LLC; and Does 1-50
Defendants
Working for Defendants/Deposed and expected to provide testimony at trial
Engaged by: Ponist Law Group
Issues and key words: Digital marketing, Google, keyword search, negative keywords, healthcare, Class Action (as represented by the People of the State of California), CPR, survey research, Consumer Behavior

December 2025
IN THE CIRCUIT COURT OF THE TWENTIETH JUDICIAL CIRCUIT
FOR CHARLOTTE COUNTY FLORIDA CIVIL ACTION
Case No.: 18-CA-678
AIR CRITICAL CARE, LLC
Plaintiff,
Against
WALTER JOHNSON
UNITED MEDTRANS, LLC
MEDICAL TRANSPORT, INC. d/b/a
MEDICAL TRANSPORT SERVICES,
THOMAS R. CHERRY and JEANNINE CHERRY
Defendants
Working for Defendant/Deposed
Engaged by: Quintairos Prieto Wood & Boyer
Issues and key words: Digital marketing, Google, keyword search, negative keywords, healthcare, medical transport, unjust enrichment, theft of trade secrets, Florida Uniform Trade Secrets Act

May 2025
UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF TEXAS
FORT WORTH DIVISION
Case No.: 4:24-cv-0988-P
POINT BRIDGE CAPITAL, LLC and HAL LAMBERT

Plaintiffs,
Against
CHARLES JOHNSON
Defendant
Worked for Plaintiff/Written opinion
Engaged by: Willenken
Issues and key words: Financial services, investors, investments, reputation damage, reputation harm

April 2025
Arbitration
Church & Dwight Co, Inc.
Claimant
Versus
Insurance Underwriters
Worked for Respondents
Issues: compensation, reputation, product recall

March 2025
Arbitration
Church & Dwight Co, Inc.
Claimant
Versus
Insurance Underwriters
Worked for Respondents
Issues: compensation, reputation, product recall

January 2025
UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
OAKLAND DIVISION
Case No.: 4:23-cv-03918-YGR
OPENAI, INC., a Delaware corporation
Plaintiffs,
Against
OPEN ARTIFICIAL INTELLIGENCE, INC.,
a Delaware corporation; and GUY RAVINE,
an individual,
Defendants
Worked for Defendant/Written opinion and deposed
Engaged by: Willenken
Issues and key words: Artificial intelligence, secondary meaning, survey research

OCTOBER 2024

IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF COLUMBIA
Case No. 1:21-cv-00040-CJN-MAU
US DOMINION, INC., DOMINION
VOTING SYSTEMS, INC., and
DOMINION VOTING SYSTEMS
CORPORATION
Plaintiffs,
Against
SIDNEY POWELL, SIDNEY POWELL, P.C. and DEFENDING THE REPUBLIC, INC.
Worked for Defendants/Written opinion and deposed
Engaged by: Kennedys CMK LLP
Issues and key words: Social media, reputation damage, branding, brand equity, survey research, voting, voting machines

OCTOBER 2024
IN THE SUPERIOR COURT
FOR THE STATE OF DELAWARE
Case No.: N21C-08-063 EMD
US DOMINION, INC., DOMINION
VOTING SYSTEMS, INC., and
DOMINION VOTING SYSTEMS
CORPORATION
Plaintiffs,
Against
NEWSMAX MEDIA
Engaged by: Young Conaway Stargatt & Taylor, LLP
Worked for Defendant/Written opinion and deposed
Issues and key words: Social media, reputation damage, branding, brand equity, survey research, voting, voting machines

SEPTEMBER 2024
FOR THE SOUTHERN DISTRICT OF TEXAS
Case No.4:23-cv-2768
PARTNER ASSESSMENT CORPORATION,
Plaintiff,
Against
PCR REAL ESTATE HOLDING COMPANY
Worked for Plaintiff/Written opinion and deposed
Engaged by: Edmonds and Schlather, PLLC
Issues and key words: Likelihood of confusion, likelihood of confusion factors, social media, brand equity, survey research, real estate, commercial real estate

JULY 2024

FOR THE DISTRICT OF DELAWARE
Case No. 20-cv-1501-CJB
eBUDDY TECHNOLOGIES B.V.,
Plaintiff,
Against
LINKEDIN CORPORATION
Engaged by: Edmonds and Schlather, PLLC
Worked for Plaintiff/Written opinion and deposed
Issues and key words: patent, social media, survey research, value and benefits of a patent, fear of missing out (FOMO), consumer behavior, consumer psychology

June 2024
UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF TEXAS
Case No. 3:23-cv-00447-K
UWORLD, LLC FKA USMLEWORLD, LLC
on behalf of themselves and all others similarly situated,
Plaintiffs,
Against
USMLE GALAXY, LLC DBA ARCHER REVIEW, AND TART LABS
Working for Plaintiff/Written opinion and expected to provide testimony at trial
Engaged by: Norton Rose Fulbright US LLP
Issues and key words: Trade dress, secondary meaning, trade dress, nursing, licensing, online services survey research, unfair competition, business to business

April 2024
UNITED STATES DISTRICT COURT
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF NEW YORK
Case No.: 2-22-cv-05660-LDH-SIL
CLAUDIA NEWTON and BRANDY LEANDRO,
on behalf of themselves and all others similarly situated,
Plaintiffs,
Against
R.C. BIGELOW, INC., a corporation;
and DOES 1 through 10, inclusive
Working for Defendant/Written opinion and deposed and expected to provide testimony at trial
Engaged by: Gordon Rees Scully Mansukhani
Issues and key words: packaging, labels, materiality, false advertising, beverage industry, survey research, tea, class action, competition, made in American, Made in USA, made in U.S.A.

March 2024
UNITED STATES DISTRICT COURT

FOR THE NORTHERN DISTRICT OF ILLINOIS
WESTERN DIVISION
GROVES INCORPORATED
Case No.: 22-cv-50154
Plaintiff,
Against
R.C. Bremer MARKETING ASSOCIATES INC., JOSEPH FALK, CHRISTOPHER SOUCEK, DAVID LUDWIG, JEFFREY ALEXANDER, LISA FOX, CODY GUNTER, KIMBERLY FALK, JESSICA ROBKE, BRIAN BOND, RENN HOLLANDER, THOMAS MARTIN, JULIANN O'TOOLE CORDES, GREGG LADD, CHRISTOPHER SHEPPARD, and MIKE NOCHEVICH
Working for Plaintiff/Written opinion, deposed and expected to provide testimony at trial
Engaged by: Graff and Silverstein
Issues and key words: Lanham Act, secondary meaning, brand strength, business to business, distribution, fire departments, fire safety, social media

November 2023
SUPERIOR COURT OF THE STATE OF DELAWARE
Case No. N21C-11-028 EMD
SMARTMATIC USA CORP. SMARTMATIC INTERNATIONAL HOLDING B.V., And SGO CORPORATION LIMITED
Against
NEWSMAX MEDIA, INC.,
Worked for Defendant/Written opinion and deposed
Engaged by: Todd & Weld, LLP, Troutman Pepper
Issues and key words: Defamation, reputation management, media industry, news industry, elections, government procurement, politics, survey research, social media, consumer behavior

July 2023
IN THE FOURTH JUDICIAL DISTRICT COURT
FOR THE STATE OF MINNESOTA, HENNEPIN COUNTY
CASE NO. 27-cv-22-10389
BARRY SEWALL, SHAMIKA GREGORY, JEROME GREGORY, et al.,
Against
HOME PARTNERS HOLDING LLC, SFR ACQUISITIONS I LLC, and OPVHHJV LLC, d/b/a PATHLIGHT PROPERTY MANAGEMENT,
Worked for Defendants/Written opinion and deposed
Engaged by: Faegre Drinker Biddle & Reath, LLP
Issues and key words: Consumer behavior, renting or leasing homes, misrepresentation, touchpoints, competition, real estate

February 2023
DISTRICT COURT, COUNTY OF ARAPAHOE, STATE OF COLORADO

CASE NO. 2021CV32097
CHRISTIAN LIVING NEIGHBORHOODS, a
Colorado nonprofit corporation
Against
MORNINGSTAR SENIOR MANAGEMENT, LLC, a Colorado limited liability company; EDGEMARK MS HOLLY PARK, LLC, a Delaware limited liability company; and HOLLY PARK DEVELOPER, LLC, a Colorado limited
Liability company
Worked for Plaintiff/Written opinion, deposed and provided testimony at trial
Engaged by: Kutak Rock
Issues and key words: Secondary meaning, strength of the brand, likelihood of confusion, survey research, consumer behavior, assisted living, marketing to seniors, competition

November 2022
SUPERIOR COURT OF THE STATE OF DELAWARE
Case No. N21C-03-257 EMD
US DOMINION, INC., DOMINION VOTING SYSTEMS, INC., and DOMINION VOTING SYSTEMS CORPORATION,
Against
FOX NEWS NETWORK, LLC,
FOX CORPORATION and FOX BROADCASTING COMPANY, LLC,
Worked for Defendants/Written opinion and deposed
Engaged by: Winston & Strawn
Issues and key words: Defamation, reputation management, media industry, news industry, elections, government procurement, politics, survey research, social media, consumer behavior

September 2022
STATE OF WISCONSIN CIRCUIT COURT
MILWAUKEE COUNTY
Case Codes: 30106, 30701
ROBERT REIMAN
Against
JOSHUA DELANEY
Worked for Plaintiff/Written opinion
Engaged by: Hansen Reynolds, LLC
Issues and key words: marijuana, cannabis, CBD, startup business, social media, marketing mix

August 2022
CIVIL COURT OF THE THIRTEENTH JUDICIAL CIRCUIT
HILLSBOROUGH COUNTY, FLORIDA
CIVIL DIVISION
Claim No. 177852/CASE No: 16-CA-7765
Tammy Rivero and Marylin Mazza individually and
individually and on behalf of all others similarly situated,
Plaintiff,
against
The Lung Institute

Worked for Defendants/Written opinion and deposed
Engaged by: Cole, Scott & Kissane, P.A.
Working for Defendant/Deposed and expected to provide testimony at trial
Issues and key words: Class action, healthcare, stem cells, pulmonary and lung health, consumer behavior, false advertising, survey research

July 2022
UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF CALIFORNIA
Case No. 5:20-cv-2101-BLF
PRESCOTT et al., individually and on behalf of all others similarly situated,
Against
RECKITT BENCKISER LLC
Worked for Plaintiffs/Written opinion and deposed.
Engaged by: Cohen Milstein Sellers & Toll PLLC
Issues and key words: Class Action, California Class, New York Class, Washington Class, Massachusetts Class, Materiality, false and misleading advertising, survey research, California Unfair Competition Law, California Consumers Legal Remedies Act, New York General Bus. Law, Washington Consumer Protection Act, competition

June 2022
STATE OF NEW MEXICO
BERNALILLO COUNTY
SECOND JUDICIAL DISTRICT COURT
D-202-CV-2019-07293
RITA BUSCEMA,
individually and on behalf of all others similarly situated,
Plaintiff,
against
WAL-MART STORES EAST LP, WAL-MART STORES,
SPECTRUM BRANDS, INC. and
THE BLACK & DECKER CORPORATION,
Worked for Defendants/Deposed
Engaged by: Modrall Sperling
Issues and key words: Internet, pricing, online marketing, Walmart, coffee makers, class action, kitchen appliances, made in America, licensing of a brand, consumer behavior, false advertising, New Mexico Unfair Practices Act.

May 2022
UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA
Case No.: 2-20-cv-06208-DDP (RAOx)
KIMBERLY BANKS AND CAROL CANTWELL,
on behalf of themselves and all others similarly situated,
Plaintiffs,

Against
R.C. BIGELOW, INC., a corporation;
and DOES 1 through 10, inclusive
Worked for Defendant/Written opinion and deposed
Engaged by: Gordon Rees Scully Mansukhani
Issues and key words: packaging, labels, materiality, false advertising, beverage industry, survey research, tea, class action, competition

May 2022
UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF DELAWARE
CASE NO. 4:21-CV-00271-JAJ-HCA
COUG & COMPANY, INC.,
Plaintiff,
Against
COUGAR PAWS, INC.,
Worked for Plaintiff/Written opinion and deposed
Engaged by: Dentons Davis Brown PC
Issues and key words: Lanham Act, Likelihood of Confusion, survey research, boots, footwear, competition

March 2022
UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF DELAWARE
Case No. 1:20-cv-00662-RGA
Peloton,
Against
ICON Fitness (NordicTrack)
Worked for Defendant/Written opinion
Engaged by: Foley & Lardner LLP, Kirkland & Ellis co-counsel
Issues and key words: Materiality, false and misleading advertising, reference pricing, survey research, Delaware Deceptive Trade Practices, California's Unfair Competition Law, Lanham Act, competition

March 2022
UNITED STATES DISTRICT COURT
FOR THE CENTRAL DISTRICT OF CALIFORNIA
Case No. 8:19-cv-01298-JLS-KES
Sonneveldt et al and others similarly situated,
Against
Mazda Motor of America,
Worked for Defendants/Written opinion and deposed
Engaged by: Shook Hardy & Bacon
Issues and key words: Virginia Consumer Protection Act, class action, consumer fraud, automotive industry, false advertising, survey research

February 2022
IN THE COURT OF CHANCERY OF THE STATE OF DELAWARE
C.A. No. 2020-0953-SG
ABBVIE ENDOCRINE INC.,
Plaintiff
Against
TAKEDA PHARMACEUTICAL,
Worked for Plaintiff/Consultation
Engaged by: Willenken LLP
Issues and key words: Supply chain, Lupron, prostate cancer, survey research, pharmaceutical, pharma

January 2022
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF OHIO
CASE NO. 2:19-cv-04262.
JOHN EWALT, on behalf of himself and all others similarly situated, *et al.,*
Plaintiffs
Against
GATEHOUSE MEDIA OHIO HOLDINGS II, INC., d/b/a THE COLUMBUS DISPATCH,
Worked for Defendants/Written opinion and deposed
Engaged by: Taft Stettinius & Hollister LLP
Issues and key words: Class action, benefit of the bargain, newspapers, subscriptions, survey research, consumer sales practices, deceptive trade practices

December 2021
UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA
Case No.: 2:20-cv-09770-MWF-SK
D&D GREEK RESTAURANT, INC.,
d/b/a THE GREAT GREEK, a California
Corporation
Plaintiff
Against
GREAT GREEK FRANCHISING, LLC, a Florida limited liability
company and DOES 1 THROUGH 10.
Worked for Plaintiff/Written opinion, deposed and provided testimony at trial
Engaged by: Lewitt Hackman
Issues and key words: Lanham Act, restaurants, trademark infringement, secondary meaning, strength of the brand and trademark, likelihood of confusion, competition

November 2021
UNITED STATES DISTRICT COURT
FOR THE SOUTHERN DISTRICT OF CALIFORNIA

Case No. 3:20-cv-00719-LAB (DEB)
GRANDESIGN ADVERTISING FIRM, INC.,
Plaintiff,
Against
TALON US (GRANDESIGN) LLC and
TALON OUTDOOR, LTD
Worked for Defendant/Written opinion
Engaged by: Stubbs Alderton & Markiles, LLP
Issues and key words: media, advertising and media agency business practices, trademark infringement, Lanham Act, outdoor advertising industry, out of home advertising industry, experiential marketing, likelihood of confusion, fair use

September 2021
UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF DELAWARE
Case: 1:21-cv-00705-LPS
SPARK THERAPEUTICS, INC.,
Plaintiff,
Against
BLUEBIRD BIO, INC.,
Worked for Defendant/Written opinion which served as testimony at preliminary injunction hearing
Engaged by: Hamilton Brook Smith Reynolds
Issues and key words: trademark infringement, Lanham Act, pharmaceutical industry, survey research, Lapp Factors, likelihood of confusion, blood disorders, sickle cell disease, competition

September 2021
UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF ILLINOIS
Case No. 1:20-cv-07404
TIREBOOTS BY UNIVERSAL CANVAS
Plaintiff,
Against
TIRESOCKS, INC., et al.
Worked for Plaintiff/Written opinion, deposed and expected to provide testimony at trial
Engaged by: Hibbs Law, LLC
Issues and key words: trademark infringement, Lanham Act, business to business, warehouse, covers for heavy equipment, construction, secondary meaning, strength of the brand, competition

August 2021
UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF DELAWARE
C.A. No. 20-701-RGA
S&P GLOBAL INC. and STANDARD &
POOR'S FINANCIAL SERVICES LLC,
Plaintiffs,
Against

S&P DATA LLC, S&P DATA OHIO LLC,
S&P DATA MICHIGAN LLC and
S&P DATA NEW MEXICO LLC,
Worked for Defendants/Written opinion and deposed
Engaged by: Richards Layton & Finger
Issues and key words: trademark infringement, Lanham Act, Trademark Dilution Revision Act, indices and ratings within financial services, survey research, Lapp Factors, likelihood of confusion, brand fame and awareness, call center, contact center, direct marketing

July 2021
UNITED STATES DISTRICT COURT
MIDDLE DISTRICT OF FLORIDA
TAMPA DIVISION
Case No.: 8:20-cv-02274
REBOTIX REPAIR LLC,
Plaintiff,
Against
INTUITIVE SURGICAL, INC.,
Worked for Defendant/Written opinion and deposed
Engaged by: Dovel and Luner
Issues and key words: marketing, false advertising, Lanham Act, survey research, sales practices, medical equipment, robotics systems, marketing to hospitals

February 2021
AMERICAN ARBITRATION ASSOCIATION
Biologics, Inc. D/B/A Biologics by
McKesson Corporation,
Versus
RESPONDENT: Pharmacy Benefit Manager (confidential)
Worked for Claimant/Written report and provided testimony at hearing
Engaged by: Frier Levitt
Issues and key word: survey research

June 2021
UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF COLORADO
CIVIL ACTION NO. 06-cv-00605-PAB-KMT
(Consolidated with Civil Action No. 16-cv-02004-PAB-KMT)
U.S.A. DAWGS, INC. et al.,
Plaintiff,
Against
CROCS, INC.
Worked for Defendant/Written opinion and deposed
Engaged by: Arnold & Porter Kaye Scholer LLP
Issues and key words: Shoes, apparel, fashion, patents, survey research, social media, branding, ingredient branding, false advertising, Internet marketing, corrective advertising

May 2021
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
CIVIL ACTION NO. 1:19-cv-01262-LGS
SOLID 21, INC.,
Plaintiff,
Against
RICHEMONT NORTH AMERICA, INC.'
RICHIMONT INTERNATIONAL S.A., and
MONTBLANC-SIMPLO GMBH,
Worked for Defendant/Written opinion and deposed
Engaged by: Fross Zelnick Lehrman and Zissu, P.C.
Issues and key words: Lanham Act, trademark, jewelry, survey research, retail, digital marketing, likelihood of confusion

January 2021
UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF FLORIDA
PANAMA CITY DIVISION
Case No. 5:19- cv-00257
MGFB PROPERTIES, INC., *et al.*
Plaintiff,
Against
VIACOMCBS INC., *et al.*
Worked for Defendant/Written opinion and deposed
Engaged by: Jenner & Block
Issues and key words: television programming, restaurant, bar, entertainment, trademark, Florida, corrective advertising, likelihood of confusion, social media, digital media

January 2021
UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF FLORIDA
PANAMA CITY DIVISION
Case No. 5:19- cv-00257
MGFB PROPERTIES, INC., *et al.*
Plaintiff,
Against
VIACOMCBS INC., *et al.*
Worked for Defendant/Written opinion and deposed
Engaged by: Jenner & Block
Issues and key words: television programming, restaurant, bar, entertainment, trademark, Florida, corrective advertising, likelihood of confusion, social media, digital media

January 2021
Biologics, Inc. D/B/A Biologics by McKesson Corporation v. OptumRx, Inc., AAA Case No. 01-20-0007-3159 (American Arbitration Association).
Worked for Claimant - Platiniff/Written opinion and deposed and provided testimony at a hearing
Issues: compensation, net promoter score

December 2020
UNITED STATES DISTRICT COURT
FOR THE SOUTHERN DISTRICT OF TEXAS
HOUSTON DIVISION
CIVIL ACTION NO. 4:20-cv-01981
ZELMA M. LOEB-DEFEVER, *et al.,*
Plaintiffs,
Against
STRATEGIC CONSTRUCTION, LTD.
d/b/a FCI MULTI-FAMILY, *et al*.,
Worked for Defendants/Written opinion and deposed
Engaged by: Edmonds & Schlather PLLC
Issues and key words: real estate, construction industry, assisted living, copyright, floor plans, architectural drawings, senior residences, consumer behavior, consumer preference, survey research

December 2020
UNITED STATES DISTRICT COURT
FOR THE MIDDLE DISTRICT OF FLORIDA
JACKSONVILLE DIVISION
Civil Action No.: 3:19-CV-1449-TJC-MCR
IMPLANT DENTISTRY ASSOCIATES OF ORLANDO-MAITLAND, P.A., and
CLEARCHOICE MANAGEMENT SERVICES, LLC,
Plaintiffs,
Against
JOEL A. DAVID & ASSOCIATES, P.A., DR. JOEL A. DAVID, DMD,
DR. DANIEL R. NOORTHOEK, DMD, MS,
FULL ARCH DENTAL SOLUTIONS, LLC, and
DAVID & ASSOCIATES SPECIALISTS, LLC,
Worked for Defendants/Written opinion
Engaged by: Marks Gray P.A. and The O'Hara Law Firm
Issues and key words: dental services, false and misleading advertising, Lanham Act, materiality, survey research, healthcare

November 2020

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
DZ Reserve and Cain Maxwell (d/b/a Max Martialis)
individually and on behalf of others similarly situated,
Case No.: 3:18-cv-04978
Plaintiff,
Against
Facebook, Inc.
Working for Plaintiff/Written opinion/deposed and expected to provide testimony at trial
Engaged by: Cohen Milstein Sellers & Toll PLLC
Issues and key words: Facebook, media, media terms, reach, potential reach, class action, California Unfair Competition Law, fraudulent misrepresentation, false advertising

November 2020
UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA
Case No. 5:18- cv-1882
MONSTER ENERGY COMPANY, a
Delaware corporation,
Plaintiff,
Against
VITAL PHARMACEUTICALS, INC.,
d/b/a VPX Sports, a Florida corporation;
and JOHN H. OWOC a.k.a JACK OWOC,
an individual,
Workedfor Defendant/Written opinion, deposed and provided testimony at trial
Engaged by: Quarles & Brady and initially by Gordon Rees Scully Mansukhani
Issues and key words: Materiality, false advertising, beverage industry, energy drink, survey research, healthcare

October 2020
United State Patent and Trademark Office
U.S. Registration No. 5,643,377, class 010
Arthrosurface
Applicant
Worked for Respondent/Written Opinion
Engaged by: Grossman Tucker Perreault & Pfleger PLLC
Issues and key words: Trademark, functioning as a trademark, healthcare, medical equipment, orthopedic products

October 2020
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
Civ. Action No. 19-cv-581
ENCHANTE ACCESSORIES, INC.,

Plaintiff,
Against
TURKO TEXTILE, LLC, d/b/a Enchante Home
Worked for Plaintiff/Written opinion and deposed
Engaged by: Notaro, Michalos & Zaccaria P.C.
Issues and key words: Lanham Act, trademark, home goods, jewelry, textiles, pillows, towels, sheets, home décor, mirrors, survey research, awareness

August 2020
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF OHIO
Case No.: 2-20-CV-01055-ALM-KAJ
LUCID HEALTH
Plaintiff,
Against
PREMIER IMAGING VENTURES, LLC,
Worked for Defendant/Written opinion
Engaged by: Taft Stettinius & Hollister LLP
Issues and key words: Reputation, trademark, Lanham Act, branding, consumer behavior, healthcare, market research, likelihood of confusion, radiology

May 2020
Lyft versus series of Claimants over several cases
Worked for Respondent - Written opinions and expected to provided testimony at a hearing
Issues: Marketing, survey research

April 2020
UNITED STATES DISTRICT COURT
DISTRICT OF MINNESOTA
Case No. 15-cv-2688 (DSD/BRT)
WATKINS INCORPORATED
Plaintiff,
Against
McCORMICK AND COMPANY, INCORPORATED.,
Worked for Plaintiff/Written opinion, deposed and provided testimony at trial
Engaged by: Maslon
Issues and key words: Lanham Act, false and misleading packaging, packaging, black pepper, survey research, deception, materiality, slack-fill, competition

April 2020
UNITED STATES DISTRICT COURT
FOR THE SOUTHERN DISTRICT OF IOWA
Civil Action No. 4:19-CV-00166 SMR-HCA
TASTY TACOS, INC.,
Plaintiff,

Against
MORE THAN GOURMET, INC.,
Worked for Plaintiff/Written opinion
Engaged by: Nyemaster Goode, P.C.
Issues and key words: Trademark, restaurant chain, Mexican food, packaged goods

March 2020
UNITED STATES DISTRICT COURT
CENTRAL DISTRIC OF CALIFORNIA
Civil Action No.: 2:18-CV-6043-GW-AFM
BILL SCHEPLER and AMRIAN GARCIA,
On Behalf of Themselves and All Others
Similarly Situated,
Plaintiffs,
Against
AMERICAN HONDA MOTOR CO., INC.
Worked for Defendant/Written opinion/deposed
Engaged by: Shook Hardy and Bacon L.L.P.
Issues and key words: Class action, false advertising, automotive, survey research

February 2020
United State Patent and Trademark Office
U.S. Serial No. 88289625
EARTH ANIMAL
Applicant
Worked for Applicant/Written Opinion
Engaged by: Grossman Tucker Perreault & Pfleger PLLC
Issues and key words: Trademark, appeal, pet food

December 2019
SUPREME COURT OF THE STATE OF NEW YORK
COUNTY OF NEW YORK
Index No. 653424/2013
MAESA
Plaintiff,
Against
London Luxury
Worked for Plaintiff/Written Opinion
Engaged by: Kamerman, Uncyk, Soniker & Klein, P.C.
Issues and key words: Households goods, branding, candles, merchandising, survey research, Bed Bath & Beyond, damaged goods, packaging, retailing

September 2019
THE CIRCUIT COURT FOR BALTIMORE COUNTY
No. 03-C-19-000289 OC
MERIDIAN HOME MORTGAGE CORPORATION,

Plaintiffs,
Against
MARK MANZO, et al.,
Worked for Plaintiff/Written opinion
Engaged by: Tucker Arensberg, P.C.
Issues and key words: Copyright, trade secret, direct mail, home mortgages

August 2019
SUPERIOR COURT FOR THE STATE OF CALIFORNIA
COUNTY OF SAN DIEGO
Case No.: 37-2018-00031854-CU-MM-CTL
TODD HOWARD AND RANDYE HOWARD
Plaintiffs,
Against
DREW E. COLLINS, N.D., KAITY COLLINS, N.D. DAVID HOWE, M.D., SAN DIEGO CLINIC OF INTEGRATIVE MEDICINE, and DOES 1 through 20, Inclusive
Worked for Defendant/Consultation
Engaged by: G&P Schick, P.C.
Issues and key words: Fraud, misrepresentation, false advertising, medical, healthcare, PRP, social media

April 2019
UNITED STATES DISTRICT COURT
FOR THE DISTICT OF NEW JERSEY
Case No.: 2:15-cv-08009 (MCA) (LDW)
DAVID AFZAL and ANDY DECHARTIVONG, on behalf of themselves and all others similarly situated
Plaintiff,
against
BMW OF NORTH AMERICA, LLC
Worked for Defendant/Written opinion/deposed
Engaged by: Buchanan Ingersoll & Rooney PC
Issues and key words: Class action, false advertising, automotive

February 2019
UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF MISSOURI
AT KANSAS CITY
Case No.: 4:17-CV-01069-SRB
GDM ENTERPRISES, LLC, a Missouri limited
liability company, d/b/a The Lano Company,
Plaintiff,
against
ASTRAL HEALTH & BEAUTY, INC.,
a Pennsylvania corporation registered in Georgia,
and ASTRAL BRANDS, INC., a Delaware

corporation registered in Georgia,
Worked for Defendants/Written opinion/deposed
Engaged by: Barnes & Thornburg LLP
Issues and key words: Lanham Act, trademark, cosmetics, beauty, social media

January 2019
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF TENNESSEE
Knoxville Division
Case No.: 3:18-CV-379-JRG-DCP
HOME FEDERAL BANK OF TENNESSEE
Plaintiff,
Against
HOME FEDERAL BANK CORPORATION
Worked for Plaintiff/Written opinion
Engaged by: Egerton, McAfee, Armistead & Davis, P.C.
Issues and key words: Trademark, Lanham Act, banking, mortgages, secondary meaning, strength of the brand, likelihood of confusion, survey research, competition

November 2018
UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA
Case No.: 2:16-CV-07619
NESTLE USA, INC.,
Plaintiff,
Against
CREST FOODS, INC.,
Worked for Defendant/Written opinion/deposed
Engaged by: Locke Lord, LLP
Issue and key words: Lanham Act, Trademark, evaluation of survey research, television program

September 2018
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF CALIFORNIA
Case No.: 3:16-cv02816 AJB NLS
SELENA MOORER, individually and on behalf of all others similarly situated
Plaintiff,
against
STEMGENEX MEDICAL GROUP, INC., a California Corporation; STEMGENEX, INC., a California Corporation; STEM CELL RESEARACH CENTRE, INC., a California Corporation; ANDRE P. LALLANDE, DO, an Individual; SCOTT SESSIONS, M.D., an individual; RITA ALEXANDER, an individual; and DOES 1-100,
Worked for Defendant/Written opinion
Engaged by:
Rosenberg, Shpall & Zeigen
Neil, Dymott, Frank, McCabe and Hudson
Farnaes & Lucio

Issues and key words: Lanham Act, false advertising stem cell, healthcare, survey research, Internet, website, social media

July 2018
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF OHIO
Case No. 1:17-cv-00406-TSB
ANNETTE NAVARRO MCCALL and
NAVARRO PHOTOGRAPHY LLC,
Plaintiffs,
against
THE PROCTER & GAMBLE
COMPANY; WALMART INC.) and
DOES1-100,
Worked for Plaintiff/Written opinion
Engaged by: McCool Smith
Issues and key words: Lanham Act, hair care, copyright infringement, photography, photographs, beauty products, packaging

June 2018
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF MICHIGAN
Case No.: 2:17-cv-13109-MOB-MKM
ABIGAIL RATCHFORD, et al.,
Plaintiffs,
Against
YESTOFFLO, LLC d/b/a THE
LANDING STRIP LOUNGE,
Worked for Defendant/Written opinion
Engaged by: Curley and Berkal, P.C.
Issues and key words: Misappropriation of image, survey research, gentleman's club, strip club damage to reputation, defamation, Lanham Act, social media

June 2018
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF MICHIGAN
Case No.: 2:17-cv-14035-PDB-DRG
JENNIFER ZHARINOVA, JAIME EDMONDSON LONGORIA, ARIANNY LOPEZ, CAMILA DAVALOS, MARIANA DAVALOS, MEGAN DANIELS, VIDA GUERRA, URSULA MAYES, and DANIELLE RUIZ,
Plaintiffs,
Against
BOHERED CORPORATION, d/b/a TOY CHEST BAR,
Worked for Defendant/Written opinion
Engaged by: Curley and Berkal, P.C.

Issues and key words: Misappropriation of image, survey research, gentleman's club, strip club damage to reputation, defamation, Lanham Act, social media

June 2018
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF MICHIGAN
Case No.: 2:17-cv-13761-DML-EAS
JESSICA BURCIAGA, BROOKE MARRIN, EVA PEPAJ, CIELO JEAN GIBSON, HILLARY HEPNER, KATARINA VAN DERHAM, CAMILA DAVALOS, MEGAN DANIELS, ROSIE JONES, JOANNA KRUPA, SARA UNDERWOOD, TIFFANY TOTH GRAY, LUCY PINDER, KHLOE TERAE, ROSIE ROFF, DENISE TRLICA, JESSICA HINTON, MARIANA DAVALOS, and RHIAN SUGDEN,
Plaintiffs,
Against
PLAYER'S ENTERPRISES, INC., d/b/a PLAYER'S DETROIT,
Worked for Defendant/Written opinion
Engaged by: Curley and Berkal, P.C.
Issues and key words: Misappropriation of image, survey research, gentleman's club, strip club damage to reputation, defamation, Lanham Act, social media

January 2018
UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD
Application Serial Nos. 86/765,738 and 86/765,750
SANDOZ INC.,
Opposer,
Against
GLAXO GROUP LIMITED,
Worked for Opposer/Written opinion/deposed
Engaged by: Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP,
Issues and key words: Trade dress, DTC, direct to consumer advertising, branding, packaging, pharmaceutical marketing

November 2017
UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD
Docket 4029.1015 TM OPP
iOttie, Inc.,
Respondent,
Against
TCT/ALCATEL,
Worked for Respondent/Written opinion
Engaged by: Lucas & Mercanti, LLP
Issues and key words: Trademark, cell phones,

October 2017
SUPERIOR COURT OF NEW JERSEY
LAW DIVISION: BERGEN COUNTY
Docket No.: BER-L-8093-14
ALAN MARCUS,
Plaintiff,
Against
DENNIS MCNERNEY, ET AL.,
Worked for Defendant/Written opinion/deposed
Engaged by: Methfessel & Werbel, P.C.
Issues and key words: Defamation, reputation, reputation management agency, public relations agency, client losses, anonymous Internet postings, social media

September 2017
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
Case No.: Case No. 16-cv-06593-JSR
FINCH ET AL.,
Plaintiffs,
Against
AMLA (L'OREAL)
Worked for Defendant/Written opinion/deposed
Engaged by: Gordon & Rees
Issues and key words: Class action, false and misleading advertising and packaging, survey research, African American, beauty, hair treatment, packaging

September 2017
DISTRICT COURT
CLARK COUNTY NEVADA
Case No.: A-15-727008-B
SWAROVSKI RETAIL VENTURES LTD., a Rhode Island corporation,
Plaintiffs,
Against
JGB VEGAS RETAIL LESSEE, LLC, a Delaware limited liability company,
Worked for Defendant/Written opinion
Engaged by: Pisanelli Bice, PLLC
Issues and key words: Reputation, trademark, branding, consumer behavior, Las Vegas, travel, jewelry, crystal, real estate, retail, retail traffic

September 2017
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
Case No.: 17-cv-3273-(LGS)
G-CNY GROUP, LLC d/b/a CNY
Plaintiff and Counterclaim Defendant,
Against

CCNY CONSTRUCTION, INC., and CAVAN CORPORATION OF NY,
Worked for Plaintiff/Written Report
Engaged by: Saiber
Issues and key words: Reputation, trademark, likelihood of confusion, construction industry, survey research

August 2017
STATE OF NEW MEXICO
BERNALILLO COUNTY
SECOND JUDICIAL DISTRICT COURT
Case No.: D-202-CV-2013-06321
BRUCE PUMA and KATHLEEN PUMA,
for themselves and all others similarly situated,
Plaintiffs,
against
WAL-MART STORES, INC., APPLICA
CONSUMER PRODUCTS, INC. and
THE BLACK & DECKER CORPORATION,
Worked for Defendants/Provided testimony at trial
Engaged by: Mitchell Silberberg & Knupp LLP
Issues and key words: Internet, pricing, online marketing, Walmart, coffee makers, class action, appliances, licensing of a brand

July 2017
UNITED STATES DISTRICT COURT
DISTRICT OF ARIZONA
Case No.: 4:14-CV-02025-TUC-CKJ
Joshua David Mellberg, LLC, d/b/a J.D.
Mellberg Financial, an Arizona limited
liability company; and Joshua David
Mellberg, an individual.
Plaintiffs
against
Jovan Will, an individual. Tree Fine, an
individual. The Impact Partnership, LLC, a
Georgia limited liability company, John
Steve Arceo and Jane Doe Arceo, husband
and wife, Fernando Godinez and Jane Doe
Godinez, husband and wife, Patricia Latham
and John Doe Latham, husband and wife,
Carly Uretz and John Doe Uretz, husband
and wife,
Worked for Plaintiffs/Written opinion/deposed
Engaged by: Dickinson Wright
Issues and keywords: Trade secrets, Internet marketing, financial services, financial planning, direct marketing

July 2017
UNITED STATES DISTRICT COURT
DISTRICT OF CALIFORNIA, CENTRAL DIVISION
Case No.: 2:16-cv-7395-AFM
REFLEX MEDIA INC., a Nevada corporation; and CLOVER8
INVESTMENTS PTE. LTD., A
Singapore corporation
Plaintiffs,
against
GLADIUM LIMITED, a Cyprus company d/b/a Arrangement.com,
Arrangements.com and Arrangement.net; and Does 1-10, inclusive
Worked for Defendant/Consultation and development of opinions
Engaged by: Smith Correll, LLP
Issues and key words: Lanham Act, trademark, branding, consumer behavior, media industry, websites and Internet marketing, logo, social media, Sugar Daddy industry

March 2017
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
Case No.: 1:16-cv-01267-AT
CODENAME ENTERPRISES, INC. (d/b/a BUZZR),
Plaintiff,
against
FREMANTLEMEDIA, NORTH AMERICA, INC., USDC
Worked for Defendant/Written opinion/deposed
Engaged by: ShephardMullin
Issues and key words: Lanham Act, trademark, branding, consumer behavior, media industry, websites and Internet marketing, logo, social media, YouTube, Twitter, Facebook, television programming

January 2017
SUPERIOR COURT OF THE STATE OF CALIFORNIA
COUNTY OF LOS ANGELES, CENTRAL DISTRICT
LASC Case No.: BC 569584
BEHINDTHECHAIR.COM,
Plaintiff
against
DEAN CHRISTAL, an individual; OLAPLEX LLC, a California limited liability company;
LIQWD, Inc., a California corporation; and DOES 1-10, INCLUSIVE
Worked for Defendant/Written opinion/deposed
Engaged by: Quinn Emanuel; (originally by McKool, Smith Hennigan, P.C.)
Issues and key words: Internet marketing, advertising and promotion, publicity, branding, consumer behavior, business dispute, contract, hair coloring and hair stylists, social media, Instagram, Twitter, Facebook, YouTube, magazines, direct marketing, social media, beauty

December 2016
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
Case No.: 16-CV-2716
NOAH BANK, a banking institution chartered under the laws of the Commonwealth of Pennsylvania, Plaintiff
against
NOA BANK, a banking institution chartered under the laws of the State of Georgia, JUNG HO KIM, a citizen of the State of Georgia, DAVID SUH (Byung Chan Suh), a citizen of the Commonwealth of Pennsylvania and DOES I through X, inclusive,
Worked for Plaintiff/Written opinion/deposed
Engaged by: Stevens & Lee
Issues and key words: Lanham Act, trademark, branding, consumer behavior, banking industry, Korean American market, business loans, social media, YouTube, Twitter, Facebook, logo, social media

September 2016
SUPERIOR COURT OF CALIFORNIA
IN AND FOR THE COUNTY OF ALAMEDA
CASE NO. RG15770490
THE PEOPLE OF THE STATE OF CALIFORNIA
Plaintiff,
against
NATIONWIDE BIWEEKLY ADMINISTRATION, INC., an Ohio Corporation; LOAN PAYMENT ADMINISTRATION LLC, an Ohio limited liability company; DANIEL LIPSKY, an individual; and DOES 1 through 25, inclusive,
Worked for Defendant/Written opinion/deposed
Engaged by: Law Offices of Sean Ponist P.C
Issues and keywords: False and misleading advertising, fraud, direct marketing, direct mail, Internet, consumer behavior, survey research, mortgages

September 2016
UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF ILLINIOS
Case No.: 12-cv-04069
BIRCHMEIER ET AL.
Plaintiffs,
Against
CARIBBEAN CRUISE LINE, INC. ET AL.
Worked for Plaintiff/Written opinion/survey research report submitted to court
Engaged by: Edelson PC
Issues and key words: Class action, Telephone Consumer Protection Act (TCPA), travel, survey research, cruise industry

September 2016
UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
Civil Action: 3:15-cv-02106-RS
CONSUMER FINANCIAL PROTECTION BUREAU
Plaintiff,
against
NATIONWIDE BIWEEKLY ADMINISTRATION, INC., LOAN PAYMENT ADMINISTRATION LLC, AND DANIEL S. LIPSKY,
Worked for Defendant/Written opinion, deposed and provided testimony at trial
Engaged by: Law Offices of Sean Ponist P.C.
Issues and keywords: False and misleading advertising, fraud, direct marketing, direct mail, Internet, consumer behavior, survey research, mortgages, financial services

April 2016
UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF ILLINOIS
EASTERN DIVISION
Case No. 1:14-cv-00206
TOYO TIRE & RUBBER CO., LTD., a Japanese corporation,
and TOYO TIRE U.S.A. CORP., a California corporation,
Plaintiffs,
against
ATTURO TIRE CORPORATION, et al.
Worked for Plaintiff/Written opinion/deposed
Engaged by: Foley & Lardner LLP
Issues and keywords: Trade dress, patent, Lanham Act, tires, print advertising, social media, YouTube, design, consumer behavior, survey research, tire industry

April 2016
UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA
SOUTHERN DIVISION
Case 8:15-sac-00246-DOC(Dam)
TOYO TIRE & RUBBER CO., LTD., a Japanese corporation,
and TOYO TIRE U.S.A. CORP., a California corporation,
Plaintiffs,
against
CIA WHEEL GROUP, a California Corporation,
DOUBLESTAR DONG FENG TYRE CO., LTD., a Chinese corporation,
QINGDAO DOUBLESTAR TIRE INDUSTRIAL CO, LTD., a Chinese corporation,
DOUBLESTAR GROUP CORP., a Chinese corporation,
HONG KONG TRI-ACE TIRE CO., LTD., a Chinese corporation;
and JINLIN MA, an individual.
Worked for Plaintiff/Written opinion and deposed
Engaged by: Foley & Lardner LLP

Issues and keywords: Trade dress, patent, Lanham Act, tires, print advertising, social media, YouTube, design, consumer behavior, survey research, tire industry

January 2016
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF VIRGINIA
ALEXANDRIA DIVISION
CIVIL ACTION No. 1:15-cv-01177-GBL-TCB
CUSTOMINK, LLC
Plaintiff
against
PRINTFLY d/b/a RushOrderTees.com
Worked for Defendant/Written opinion
Engaged by: Franklin & Prokopik
Issues and keywords: Trade secrets, copyright, trademark, fashion, apparel, t-shirts

November 2015
UNITED STATES DISTRICT COURT
DISTRICT OF OREGON
PORTLAND DIVISION
Case 3:14-cv-00254-HZ
JOHN MARTIN KEARNEY, an Oregon resident; ROBIN A. BECK, a Colorado resident; CARLY LaFOREST, a Michigan resident; SHANE ALLPORT, a Michigan resident; ALYSIA ROWE, a Michigan resident; RICHARD SCHEMPP, a California resident; and, JEFFREY PAUL GILPIN, JR., a Washington resident; each on behalf of themselves and all similarly situated persons,
Plaintiffs,
against
EQUILON ENTERPRISES, LLC, a Delaware corporation dba SHELL OIL PRODUCTS US,
Worked for Defendant/Written opinion
Engaged by: Greensfelder, Hemker & Gale, P.C.
Issues and keywords: Consumer fraud, class action, advertising, disclosures, sales promotions, gasoline stations, false advertising, ski industry

October 2015
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA
Case No.: 9:14-cv-81241-KAM
COMPASS ITECH, LLC,

Plaintiff
against
EVESTMENT ALLIANCE, LLC,
Worked for Defendant/Written opinion and deposed
Engaged by: Akerman, LLP
Issues and keywords: Trade secrets, database marketing, financial services, investors and fund managers, direct marketing

September 2015
UNITED STATES DISTRICT COURT
EASTERN DISTRIC OF NEW YORK
MARGARITA DELGADO AND WILLIAM SHEPPARD, *et al.*
Case No.: 1:13-cv-04427 (NGG) (RML)
Plaintiffs
Against
OCWEN LOAN SERVICING, LLC, *et al.*
Worked for Defendant/Written opinion
Engaged by: Morrison Foerster (originally by Weiner Brodsky Kider PC)
Issues and keywords: Consumer fraud, class action, mortgages, financial services, direct marketing, direct mail, appliance warranties, financial services

September 2015
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA
WEST PALM BEACH DIVISION
Case 9:15-cv-80463-RLR
INFINITY SALES GROUP, LLC a Florida
limited liability company,
Plaintiff
against
VALASSIS COMMUNICATION, INC., a
Delaware corporation, and VALASSIS DIRECT
MAIL, INC. a Delaware corporation
Worked for Plaintiff/Written opinion and deposed
Engaged by: Baker & McKenzie LLP
Issues and keywords: Print advertising, bundled mail, direct mail, shared mail, color, printing, Internet marketing, satellite television, consumer behavior

August 2015
UNITED STATES DISTRICT COURT
DISTRICT OF NEW JERSEY
Civ. Action No. 2:11-cv-06537
JOSE MENDEZ, individually, and on behalf of all others similarly situated,
Plaintiff
against

AVIS BUDGET GROUP, INC. D/B/A BUDGET RENT A CAR SYSTEM, INC. and AVIS RENT A CAR SYSTEM, LLC; AND HIGHWAY TOLL ADMINISTRATION, LLC
Worked for Defendants/Written opinion, deposed and expected to provide testimony at trial
Engaged by: Day Pitney
Issues and keywords: Consumer fraud, Internet marketing, advertising, rental car industry, consumer behavior

July 2015
MOTOR VEHICLE REVIEW BOARD
STATE OF ILLINOIS
MVRB 278-15
Grossinger Autoplex, INC., Plaintiff
against
GENERAL MOTORS, LLC
Worked for Defendant/Written opinion, deposed and provided testimony at hearing
Engaged by: Jones Day
Issues and key words: Trademark, branding, media, consumer behavior, media, automotive

June 2015
STATE OF MINNESOTA DIVISION
COUNTY OF HENNEPIN
Case No.: 27-CV-14-12558
State of Minnesota by its Attorney General, Lori Swanson,
Plaintiff
against
Minnesota School of Business, Inc. d/b/a Minnesota School of Business and Globe University, Inc. d/b/a Globe University,
Worked for Defendants/Written opinion and provided testimony at trial
Engaged by: Anthony Ostlund Baer & Louwagie P.A.
Issues and keywords: Consumer fraud, education industry, Internet marketing

April 2015
JUDICIAL ARBITRATION AND MEDIATION SERVICES (JAMS)
Inform Ventures, LLC Claimant
against
Toyota Motor Services, Respondent
Worked for Respondent, deposed and provided testimony at arbitration hearing
Engaged by: Sidley-Austin
Issues and keywords: Advertising and media industry practices, co-op advertising, branding, public relations, event marketing, automotive industry

April 2015
UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF ILLINOIS
EASTERN DIVISION
Case No. 1:14-cv-00119

MOTOR WERKS PARTNERS, LP,
Plaintiff
against
GENERAL MOTORS LLC
Worked for Defendant/Written opinion and deposed
Engaged by: Jones Day
Issues and keywords: Trademark, branding, media, consumer behavior, media, automotive, sales practices

April 2015
UNITED STATES DISTRICT COURT
DISTRICT OF MINNESOTA DIVISION
Court File No. 14-cv-01831 (JRT-SER)
Plasti Dip International, Plaintiff
against
Rust-Oleum
Worked for Plaintiff/Written opinion and deposed
Engaged by: Briggs & Morgan
Issues and keywords: Lanham Act, branding, trademark, trade shows, advertising, media, automobile aftermarket industry, retail and resellers, corrective advertising

April 2015
UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF ILLINIOS
EASTERN DIVISION
Case No. 1:14-cv-00119
Motor Werks Partners, LP, Plaintiff
against
General Motors, LLC, Defendant
Worked for Defendant/Written opinion and deposed
Engaged by: Jones Day
Issues and keywords: dealers, automobile industry, retail and retailing, brands, branding, media, trademark, exclusivity

February 2015
UNITED STATES DISTRICT COURT
DISTRICT OF MINNESOTA
Civil No. 14-cv846 (SRN/BRT)
Mountain Marketing Group, LLC, and John A. Krueger d/b/a Krueger Law Firm, Plaintiffs
against
Heimerl & Lammers, LLC, a Minnesota limited liability company, Defendant
Worked for Plaintiff/Written opinion, deposed and provided testimony at trial
Engaged by: Moss & Barnett
Issues and keywords: Media, advertising, billboards, Lanham Act, brands, branding, trademark, law practice, 1-800 telephone numbers, vanity telephone numbers

February 2015

UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA
Case No.: 2:13-cv-04222-FMO (AGRx)
RUSSELL MINORU ONO, individually and on behalf of other members of the general public similarly situated, Plaintiffs
against
HEAD RACQUET SPORTS USA, Defendant
Worked for Defendant/Written opinion and deposed
Engaged by: Finnegan, Henderson, Farabow, Garrett & Dunner L.L.P.
Issues and keywords: Class action, tennis, false advertising, endorser, spokesperson, media

January 2015
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF WISCONSIN
Case 2:14-cv-00731
The Prestwick Group, Inc., Plaintiff
against
Landmark Studio, Ltd., Defendant
Worked for Plaintiff/Written opinion
Engaged by: Reinhart Boerner Van Deuren s.c
Issues and key words: Lanham Act, trade dress, golf industry, sales, direct marketing, trade shows, hospitality industry, education industry

December 2014
FOURTH JUDICIAL DISTRICT COURT
STATE OF UTAH COUNTY,
PROVO DEPARTMENT
Case No. 120100255
Young Living
against
dōTERRA et al,
Worked for Defendant/Written opinion and deposed
Engaged by: Smith L.C.; and Durham, Jones and Pinegar
Issues and key words: Multi-level marketing, network marketing, direct selling, health and beauty products, marketing mix, social media, pricing, distribution, sales, adverting and promotion, trade secrets

November 2014
UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF NEW JERSEY
Case No. 2:11-cv-06854-SDW-MCA
Orologio, Plaintiff
against
The Swatch Group.
Worked for Defendant/Written opinion

Engaged by: Wuersch & Gering LLP
Issues and key words: Cooperative advertising, media, Internet, branding, retail, survey research, unfair competition, jewelry industry

September 2014
UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA
Civil Action No.: 13-CV-13-01933 DOC (JPR)
POQUITO MAS LICENSING, INC., Plaintiff
against
TACO BELL CORP., California Corporation; and DOES 1-10, inclusive
Worked for Plaintiff/Written opinion
Engaged by Blakely Law Group
Issues and key words: Lanham Act, trademark, Internet, branding, brand equity, goodwill, survey research, reverse confusion, fast food industry, quick service restaurant industry

April 2014
UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA
WESTERN DIVISION
Case No.: CV 12-9942-GAF (AGRx)
LEGALZOOM.COM, INC., Plaintiff
against
ROCKET LAWYER. INC.,
Worked for Plaintiff/Written opinion
Engaged by: Glaser Weil Fink Jacobs Howard Avchen & Shapiro LLP
Issues and key words: Consumer fraud, Internet, search engines, affiliate marketing, direct marketing, false advertising, branding, brand equity, goodwill

March 2014
UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF TEXAS
SAN ANTONIO DIVISION
Civil Action No. 5: 10-cv-966-OLG
INDACON, INC., Plaintiff
against
FACEBOOK, INC.,
Worked for Plaintiff/Written opinion and deposed
Engaged by: Akin Gump Strauss Hauer & Feld LLP
Issues and key words: Internet, social media, Facebook, patent, value and damages, media

February 2014
UNITED STATES DISTRICT COURT
MIDDLE DISTRICT OF FLORIDA
Case No.: 8:12-cv-02897-RAL-TGW

LARRY DIMMITT CADILLAC, INC. et al., Plaintiff
against
GENERAL MOTORS, LLC
Worked for Defendant/Consultation
Engaged by: Jones Day
Issues and key words: Trademark, branding, media, consumer behavior, media, automotive

November 2013
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF NEW YORK
Case No.: CV 11-2122
JEAN ROBERT SAINT-JEAN and EDITH SAINT-JEAN, Plaintiff
against
EMIGRANT MORTGAGE COMPANY,
Worked for Defendant/Written opinion, deposed and provided testimony at trial
Engaged by: Dorsey & Whitney and Proskauer Rose
Issues and key words: Discrimination, media, advertising, banking, mortgages, direct marketing

November 2013
UNITED STATES DISTRICT COURT
MIDDLE DISTRICT OF LOUISIANA
Case No.: 3:12-cv-121
BEST WESTERN INTERNATIONAL, INC., Plaintiff
against
JOSHI S. BHAGIRATH D/B/A WESTERN INN PLUS
Worked for Plaintiff/Written opinion in support of mediation
Engaged by: Frilot L.L.C.
Issues and key words: Lanham Act, trade dress, trademark, branding, Internet, advertising, media, Consumer confusion, consumer fraud, hospitality, travel

November 2013
UNITED STATES DISTRICT COURT
DISTRICT OF NEW JERSEY
Case No.: 11-5504(SDW)(MCA)
IMRAN CHAUDHRI, individually, and on behalf of all others similarly situated, Plaintiffs
against
OSRAM SYLVANIA, INC., and OSRAM SYVANIA PRODUCTS, INC.,
Worked for Plaintiff/Consultation to support mediation
Engaged by: Eichen, Crutchlow, Zaslow & McElroy, LLP
Issues and key words: Consumer confusion, consumer fraud, class action, false advertising, automotive, lighting

October 2013
AMERICAN ARBITRATION ASSOCIATION
Case No.: 13 147 y 00532 13
CA2, LLC and Carlos Ferreynros, Plaintiff

against
A2, LLC, Ariel Eroles and Alejandro Melguizo;
Worked for Defendant/Written opinion
Engaged through: Pearl Cohen Zedek Latzer Baratz LLP
Issues and key words: Trade secrets; brand equity, client theft, agency practices

September 2013
UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF TEXAS
AUSTIN DIVISION
Civil Action No.: A-11-cv-929-LY
DDB Technologies, L.L.C., Plaintiff
against
FOX SPORTS INTERACTIVE MEDIA, LLC
Worked for Plaintiff/Written opinion, deposed and provided testimony at trial
Engaged by: McDonnell Boehnen Hulbert & Berghoff LLP
Issues and key words: Internet, media, value and damages, patent, sports

August 2013
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
Case No.: 1:12-cv-07992-KBF
GUTHRIE HEALTHCARE, INC. et al., Plaintiff
against
CONTEXTMEDIA, INC
Worked for Plaintiff/Written opinion accepted by court as testimony
Engaged by: Stevens & Lee
Issues and key words: Lanham Act, trademark, branding, consumer behavior, media industry, healthcare

June 2013
UNITED STATES DISTRICT COURT
DISTRICT OF NEW JERSEY
CIVIL ACTION NO. 09-5582 (DMC) (JAD)
VINCENT LUPPINO, ET AL., Plaintiff
against
MERCEDES BENZ USA, LLC
Worked for Defendant/Written opinion and deposed
Engaged by: Gibbons, P.C. and also Carroll, Burdick & McDonough LLP
Issues and key words: class action, false advertising, automotive industry, media, consumer behavior

January 2013
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA
1:2012cv20671

BRAMAN, INC. et al., Plaintiff
against
GENERAL MOTORS, LLC
Worked for Defendant/Consultation
Engaged by: Jones Day
Issues and key words: Trademark, branding, media, consumer behavior, automotive

November 2012
NEW YORK SUPREME COURT
APPELLATE DIVISION - FIRST DEPARTMENT
Index No. 115551/2008
LAUREN SCLAFANI,
Plaintiff-Respondent,
against
BACARDI, U.S.A., INC., BACARDI CORPORATION, BACARDI BOTTLING CORPORATION and BACARDI IMPORTS, d/b/a BACARDI
Worked for Defendant-Respondent/ Consultation
Engaged by: Bilzin Sumberg Baena Price & Axelrod LLP
Issues and key words: Survey research, branding, consumer behavior, alcohol, on premises

September 2012
American Arbitration Association
65-457-000081-12
MORRIE'S EUROPEAN CAR SALES,
INC. d/b/a MORRIE'S CADILLAC-SAAB, Claimant,
against
GENERAL MOTORS LLC,
Worked for Respondent/Written opinion
Engaged by: Jones Day
Issues and key words: Sales practices, trademark, branding, consumer behavior, media, distribution, automotive

August 2012
UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN FRANCISCO DIVISION,
3-cv-02912 JSW MEJ
NUANCE COMMUNICATIONS, INC., Plaintiff
against
ABBYY SOFTWARE HOUSE, *et al.*,
Worked for Defendant/Written opinion, deposed and provided testimony at trial
Engaged by: Finnegan, Henderson, Farabow, Garrett & Dunner L.L.P.,
Issues and key words: Lanham Act, patent, trade dress, trademark, survey research, branding, advertising, media, packaging, software, consumer behavior, distribution, Internet

June 2012
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION,
2:09-CV-00257-JRG
TIVO, INC., Plaintiff
Against
VERIZON COMMUNICATIONS INC., *et al.*,
Worked for Defendant/Written Opinion and deposed
Engaged by: Kellogg, Huber, Hansen, Todd, Evans & Figel, P.L.L.C
Issues and key words: Lanham Act, patent, survey research, service valuation, telecommunications industry, entertainment industry, media industry, and consumer electronics industry

May 2012
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK,
10 Civ. 6370 (AKH) (HBP)
ULTRA RECORDS, INC., a New York corporation, Plaintiff
against
ULTRA ENTERPRISES, INC., d/b/a Ultra Music Festival, a Florida corporation,
Worked for Plaintiff/Written opinion and provided testimony at trial
Engaged by: Frankel & Abrams
Issues and key words: Trademark, branding, Internet, and music industry

April 2012
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK,
Civil Action No. 1:11-cv-7345 (WHP)
Wise
Plaintiff
against
Energy Plus Holdings LLC,
Worked for Defendant/Consultation
Engaged by: Lowenstein Sandler
Issues and key words: Class action, consumer fraud, energy, electricity

March 2012
UNITED STATES DISTRICT COURT
DISTRICT OF NEW JERSEY, TRENTON VICINAGE
Civil File No. 10-3620 (JAP) (TJB)
THE KATIROLL COMPANY INC., Plaintiff
against
KATI ROLL AND PLATTERS INC.,

NIRAJ JIVANI AND RASIK JIVANI;
Worked for Defendants/Written opinion
Engaged by: Bennett, Bricklin & Saltzburg LLC
Issues and key words: Lanham Act, survey research, consumer confusion, trademark, trade dress, branding, advertising, consumer confusion, and restaurant industry

February 2012
UNITED STATES DISTRICT COURT
PENNSYLVANIA MIDDLE DISTRICT
Civil File No. 10-3620 (JAP) (TJB)
CALIDAD AUTO TECH, INC., Plaintiff
against
SEARCH AUTOMOTIVE TECHNOLOGIES LLC
Worked for Defendants/Consultation
Engaged by: Thomas, Thomas & Hafer LLP
Issues and key words: Lanham Act, trademark, consumer confusion, branding, advertising, automotive industry

September 2011
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF TEXAS
SFA Systems, LLC, Plaintiff
against
1-800-Flowers.com, Inc., Case No.: 6:09-cv-00340-LED;
BigMachines, Inc., Case No.: 6:10-cv-00300-LED;
Amazon.com, Inc., Case No.: 6:11-cv-00052-LED;
Amazon.com, Inc., Case No.: 6:11-cv-00398-LED;
Barnes & Noble, Case No.: 6:11-cv-00399-LED; and
BigMachines, Inc., Case No.: 6:10-cv-00400-LED
Worked for Plaintiff/Written opinion and deposed
Engaged by: Russ August & Kabat
Issues and key words: Lanham Act, patent, Internet, advertising, media, ecommerce

June 2011
UNITED STATES DISTRICT COURT
DISTRICT OF MINNESOTA
Civil File No. 09-cv-1091 (JNE/JSM)
AVIVA SPORTS, INC., Plaintiff
against
Fingerhut Direct Marketing, Inc., Menard, Inc., Kmart Corporation
and Manley Toys, Ltd.;
Worked for Defendants/Written opinion and deposed
Engaged by: Anthony Ostlund Baer & Louwagie P.A.
Issues and key words: False advertising, consumer confusion, branding, Internet, pool industry, and toy industry

February 2011
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF NEW YORK
CV: 10 3673
PHILIP MORRIS USA, INC, Plaintiff
against
DENISE PASCHALL, d/b/a/ SMOKING ARROW SMOKE SHOP; NORMAN BELL d/b/a BELLE BELLE SMOKE SHOP; RONNE BELL d/b/a FLYING ARROWS SMOKE SHOP; and DOES ONE through TEN, inclusive
Worked for Defendants/Declaration - Written opinion
Engaged by: James F. Simermeyer, P.C.
Issues and key words: Branding, brand protection, Indian Reservations, and tobacco industry

February 2011
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
Civil Action No.: 09-cv-10182-(KMK)
VERSATILE HOUSEWARES &
GARDENING SYSTEMS, INC., Plaintiff
against
THILL LOGISTICS, INC.;
SAS GROUP, INC.;
NAT, LLC; and
JORDAN DREW CORPORATION
Worked for Defendants/Written opinion and provided testimony at trial
Engaged by: Harrington, Ocko & Monk, LLP
Issues and key words: Lanham Act, consumer confusion, branding, false advertising, media, consumer fraud, gardening industry

November 2010
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF TEXAS
Civil Action No.: 6:09-cv-479-LED
CLEAR WITH COMPUTERS, LLC, Plaintiff
against
HYUNDAI MOTOR AMERICA, INC.
Worked for Plaintiff/Written opinion, deposed and provided testimony at trial
Engaged by: Russ August & Kabat
Issues and key words: Lanham Act, patent, Internet, and automotive industry

September 2010
SUPERIOR COURT OF THE STATE OF CALIFORNIA
COUNTY OF LOS ANGELES, CENTRAL DISTRICT
Case No.: BC423365
G. GORDON LIDDY, an individual, Plaintiff

against
CAPITAL GOLD GROUP, INC. and DOES
1 through 25, inclusive
Worked for Defendant/Consultation
Engaged by: Skousen Law
Issues and key words: Lanham Act, branding, celebrity, consumer fraud, false advertising, media, copyright, investment industry, and financial services industry

September 2010
UNITED STATES DISTRICT COURT
DISTRICT OF NEW JERSEY
Civil Action No. 08-5859 (KSH/PS)
JEFFREY MARCUS, Individually and On Behalf
All Others Similarly Situated, Plaintiffs
against
BMW OF NORTH AMERICA, LLC and
BRIDGESTONE FIRESTONE NORTH
AMERICAN TIRE, LLC
Worked for Defendant/Written opinion and deposed
Engaged by: Buchanan Ingersoll & Rooney PC
Class Action
Issues and key words: Branding, false advertising, consumer fraud, Internet and automotive industry

December 2009
UNITED STATES DISTRICT COURT
DISTRICT OF RHODE ISLAND
Civil Action No. 08-214ML
GREAT NORTHERN PRODUCTS, LTD., d/b/a
"THE WORLD OF GREAT NORTHERN" &
"GREAT NOTHERN INTERNATIONAL" Plaintiffs
against
DAVID SUSSMAN d/b/a "Seafoodexport The World of Great Northern"
& "Great Northern Products, Ltd."
SEAFOOD EXPORT BAIT DIVISION, INC. d/b/a "Seafoodexport The World of Great Northern" & "Great Northern Products, Ltd."
GREAT NORTHERN INTERNATIONAL SAS, d/b/a "Seafoodexport The World of Great Northern" & "Great Northern Products,Ltd."
Worked for Plaintiff/Consultation
Engaged by: Henry V. Boezi III, PC
Issues and key words: Lanham Act, survey research, trademark, trade dress, branding, and seafood industry

August 2009
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

Case No.: 09-CV-5379 (JSR)
VIRGIN MOBILE USA, L.P., Plaintiff
against
METRO PCS WIRELESS, INC.,
Worked for Defendant/Consultation
Engaged by: Vinson & Elkins, LLP
Issues and key words: False advertising, branding, and telecommunications industry

December 2008
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF CALIFORNIA
Case No.: 2:07-CV-02159-FCD
LYNDA CARTWRIGHT and LLOYD CARTWRIGHT
on behalf of themselves and all others
similarly situated, Plaintiffs
against
VIKING INDUSTRIES
Worked for Defendant/Written opinion and deposed
Engaged by: Ropers, Majeski, Kohn & Bentley
Class Action Case
Issues and key words: False advertising, consumer fraud, consumer confusion, warranties, and home improvement industry

July 2008
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
Case No.: 02 Civ. 2222
Debra Levinson, et al., Plaintiffs
against
PRIMEDIA INC., et al.
Worked for Plaintiff/Written opinion and deposed
Engaged by: Leon Greenberg, Esq.
Class Action Case
Issues and key words: Media, advertising, Internet marketing practices

January 2008
UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF WASHINGTON
Case No.: CV06-604 RSM
JOHN M. DIBBS, Plaintiff
against
THE FRANKLIN MINT et al.
Worked for Defendant/Consultation
Engaged by: Davis Wright Tremaine LLP
Issues and key words: Lanham Act, copyright, hobby industry, collectibles industry and toy industry

September 2007
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
Case No.: 02 CV 7821 (RWS)
ASHLEY PELMAN, ROBERTA PELMAN, et al. Plaintiffs
against
McDonald's Corporation
Worked for Plaintiff/Written opinion
Engaged by: Samuel Hirsch & Associates
Class Action Case
Issues and key words: False advertising, and restaurant industry

August 2007
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF MICHIGAN
Case No.: 06-11566
HILLSIDE PRODUCTIONS, INC., GARY RONCELLI and JOSEPH VICARI
Plaintiffs/Counter-Defendants
against
COUNTY OF MACOMB, MICHIGAN and MACOMB COUNTY PARKS AND RECREATION COMMISSION, jointly and severally
Worked for Defendant/Written opinion, deposed and provided testimony at trial
Engaged by: Kitch Drutchas Wagner Valitutti & Sherbrook
Issues and key words: Advertising practices, media industry, Internet, entertainment industry, and music industry

June 2007
AMERICAN ARBITRATION ASSOCIATION
Case No.: 11 155 Y 02704 06
ORASURE TECHNOLOGIES, INC. v. PRESTIGE BRANDS HOLDINGS, INC., MEDTECH HOLDINGS, INC., and MEDTECH PRODUCTS, INC.
Worked for Petitioner/Written opinion and provided testimony at arbitration hearing
Engaged by: Nixon Peabody
Issues and key words: Advertising practices, trademark, consumer confusion, over the counter industry, pharmaceutical industry

May 2007
UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
Case No.: C-06-02389 MMC (BZ)
PETE LIVINGSTON Plaintiff
against
KEYA MORGAN, et al.
Worked for Defendant/Written opinion

Engaged by: Ropers, Majeski, Kohn & Bentley
Issues and key words: Lanham Act, copyright, packaging, labels, celebrity, and wine industry

September 2006
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF NEW YORK
Case No.: 05 CIV 1290
JTH TAX, INC. d/b/a/ LIBERTY TAX SERVICE, Plaintiff
against
LIBERTY TAX & BUSINESS SERVICES, CORP. and LUIS FRAY
Worked for Plaintiff/Written opinion
Engaged by: Emily Bass, Esq.
Issues and key words: Lanham Act, trademark, advertising, branding, accounting industry, and tax industry

May 2006
UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA, OAKLAND DIVISION
Case No.: C 04-05248 SBA
COSTELL N. AKRIE, Plaintiff
against
AVIS RENT A CAR SYSTEM, INC., McCANN-ERICKSON, USA, INC., and
JOHN DOES 1-50
Worked for Defendant/Written opinion
Engaged by: Ropers, Majeski, Kohn & Bentley
Issues and key words: Lanham Act, copyright, music, advertising, and rental car industry

November 2005
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF OHIO
Case No.: 3:04cv0242
NATIONWIDE BI-WEEKLY ADMINSTRATION, INC., and NATIONWIDE MORTGAGE PROTECTION, INC., and Daniel Lipsky, Sandra Lipsky, John Gregory, and Shari Gregory, Plaintiffs against HOME MORTGAGE SERVICES, INC., d/b/a Home Savings Program, Bi-weekly Mortgage Program, Mortgage Protection Services, and The Home Savings Program
c/o Steven P. Lipsky, Registered Agent
Worked for Plaintiff/Written opinion and deposed
Engaged by: Vorys, Sater, Seymour and Pease
Issues and key words: Lanham Act, copyright, direct marketing, branding, advertising, financial services industry, and mortgage industry

November 2005
UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
Index No.: 04 CV 1187
JONATHAN MANNION, Plaintiff

against
COORS BREWING COMPANY and CAROL H. WILLIAMS ADVERTISING, Defendants
Worked for Plaintiff/Written opinion and deposed
Engaged by: Mary Dorman, Esq.
Issues and key words: Lanham Act, copyright, advertising and beer industry

July 2005
SUPREME COURT OF THE STATE OF NEW YORK
COUNTY OF NEW YORK
Application of NEXTEL PARTNERS, INC. and NEXTEL PARTNERS OPERATING CORP, Petitioners
against
NEXTEL COMMUNICATIONS, INC and NEXTEL WIP CORP., Respondents
Worked for Petitioner/Written opinion
Engaged by: Wachtell, Lipton, Rosen & Katz
Issues and key words: Lanham Act, branding, trademark, consumer confusion, survey research, telecommunications industry

August 2005
INTERNATIONAL INSTITUTE FOR CONFLICT PREVENTION & RESOLUTION CPR No. G-05-33H
Arbitration of NEXTEL PARTNERS, INC. and NEXTEL PARTNERS OPERATING CORP, Claimants against NEXTEL COMMUNICATIONS, INC and NEXTEL WIP CORP., Respondents
Worked for Claimant/Written opinion
Engaged by: Wachtell, Lipton, Rosen & Katz
Issues and key words: Lanham Act, branding, trademark, consumer confusion, media, survey research, telecommunications industry

April 2005
State of Florida Department of Health
DOH Case No: 2005-00229
Medical Licensing Board Complaint versus Stephen Chiarello, MD, Defendant
Worked for Defendant/Written opinion
Engaged by: Barr, Murman, Tonelli
Issues and key words: Advertising, medical, medical practice, physician, prescriptions, and Botox

BRAND CATEGORY EXPERIENCE INCLUDING COMMERCIAL EXPERIENCE

Advertising and PR Agencies

Backer Spielvogel Bates
BBDO
Bozell Jacobs Kenyon and Eckhardt
Changing Our World
Christie MacDougall Mitchell
Creamer Dickson Basford
Grey Advertising
Hunter Public Relations
Talon

Automotive

BMW
Cadillac
Cars.com
Chrysler Jeep
General Motors
Hyundai
International Auto Manufacturers
Mercedes
Mitsubishi
Peugeot
Raindance Paint
STP Fuel Additives
Toyo Tires
Valvoline Motor Oil

Beverages

A&W Root Beer
Bang
Coors Brewing
Kool-Aid
Lavazza
Marilyn Wines
Monster
Milk Processors Association (Milk Moustache Campaign)
Miller Genuine Draft
Miller Lite
Ocean Spray
Ukrainian Vodka
Zima

Chemicals and recycling

Air Products
DuPont
Hercules
Pfizer Chemical Division
Stericylcle Waste Management

Electric Utility

Duke Power
Florida Power and Light
Georgia Power
Southern Company

Fashion and Image Products

Elizabeth Arden
Faberge Brut
Fruit of the Loom
Joop Jeans
Marithe et Francois Girbaud
Patek Philippe
Swatch
Tommy Hilfiger
Unique Solutions
Vanity Fair Lingerie

Financial Services

Capital Gold Group
CitiBank
Emigrant Mortgage
Marine Midland Bank
MassMutual
Merrill Lynch
Prudential Investment Services
Prudential Real Estate
Travelers Mortgage Services
Visa

Food

A&P Food Stores
Arbys
Campbell Soup
Food Emporium (owned by A&P)
Frozen Vegetable Association
Idaho Potato Commission
Jif Peanut Butter
Kool-Aid
Mazola Corn Oil
M&Ms
Marie Callender's Restaurants
Mars
McDonald's
Milk Processors Association
Milky Way
Pasta Montana
Pepperidge Farm
Pizza Hut
Poquito Mas
Red Lobster Restaurants
Skippy Peanut Butter
Snickers
Tasty Tacos
Thomas' English Muffins
Uncle Ben's Rice

Household/Home Products

Awesome Auger
Banzai Pools
Bestdecoratingideas.com
Carrier Air Conditioners
Colgate Dishwashing Tabs
DuPont Pillows
Electrasol
Elmer's Glue
Ethan Allen Furniture
Italian Export Association
Jet Dry
Lime-a-Way
Plasti Dip
Quixtar
Manley Toys
Samsung Robot Vacuum Clearner
ShopVac dry vacuum
Tyco Toys
Viking Windows (division of Pella)

Media and Entertainment

Amazon
CNBC
Computerworld Magazine
Facebook
Fox Sports Interactive
Madison Square Garden
National Cable Television Association
New York Racing Authority (NYRA)
New York Times
Simon & Schuster
Six Flags Great Adventure
Starz Encore Movie Network
Steven Covey and the Franklin Covey Inc.
Ultra Records
Verizon FiOS
Wall Street Journal

Nonprofit and Government

Air Force
Department of Defense
Frozen Vegetable Association
Health Insurance Association of America
Idaho Potato Commission
International Automobile Manufacturers
Joint Recruiting and Advertising Program
Junior Achievement
Life Insurance Association of America
Milk Processors Association
National Foundation for Infectious Diseases
National Guard
Natural History Museum of the Adirondacks
National Highway & Safety Administration
New York University
United Jewish Appeal
United Nations World Food Program

Pet Food

Kitty Kat Cat Food
Pedigree Dog Food

Pharmaceutical and Health

AbbVie
Amgen
Bluebird Bio
Carter Wallace
Guthrie Health and Hospital Group
Health Insurance Association of America
Long Island Jewish Hospital
McKesson Biologics
Merck Chicken Pox Vaccine
Nutraceuticals for Mars, Inc.
Nutramax
Orasure
Pfizer
National Foundation for Infectious Disease
Reactine
Rebotix Repair
SmithKline Beecham

Telecommunications

Allnet Communications
AT&T
Bell Atlantic
BellSouth
BellSouth Yellow Pages
GTE
Nextel
New York Telephone
Sprint
Verizon
Western Electric

Technology and Software

Abbyy
Ast Computers
Bell Laboratories
Canon Cameras
eCode.com
Exide Batteries
JVC
Minolta
Nuance
Olympus Cameras
Panasonic
Samsung Technology Solutions
Seiko
Sylvania
Smith Kline Hepatitis Vaccines Division
Society for Microbiologists
Stemgenex Medical Group
Stericycle
Visene Eye Drop

Personal Care Products

Barbasol Shaving Cream
Ramses Condoms
Rid Lice Treatment
Transitions Lenses
Trojans Condoms (Carter Wallace)
Varilux
Visene Eye Drops

Technics

Tobacco

Altria (Philip Morris)
Kent Brand
Parliament Brand

Travel and Hospitality

Avis Rental
Best Western
Carnival Cruises
Israeli Tourism
Jamaican Tourism
Mexican Tourist Board
Oklahoma Tourism
Pan Am Airlines
TWA Airlines