

Formerly a corporate and intellectual property lawyer, I've spent the past 24 years guiding innovation through strategic product design. From toys to complex medical devices, I've helped hundreds of clients bridge the elusive gap between creative insight and commercial success, and my experience offers a unique understanding of the business side of creativity.

The focus of my work includes the design of compelling aesthetic solutions and brands, as well as the invention of novel features, functionality, and business models which allow clients to capitalize on profitable opportunities in the marketplace. And though I'm no longer an attorney, I advise on all aspects of the protection and monetization of intellectual property, from patents and trademarks to negotiating royalty and licensing agreements. I'm named inventor on over 45 US design and utility patents.

My work has been recognized with awards from The Industrial Designers Society of America, The Consumer Electronics Association, The Toy Manufacturer's Association, The Chicago Athenaeum and ID Magazine, has been profiled in the Wall Street Journal, and featured in books aimed at educating design students about the profession. My clients include LG Electronics, Swingline, Kimberly Clark, Olympus, Qualcomm, Novartis, Fisher Price, Blackberry, Dell, Intel and Hallmark.

As a design consultant to a wide range of markets and industries, I'm in touch with the latest developments in the profession, and keep my finger on the pulse of critical trends in consumer electronics, medical devices, transportation, IOT, toys, and a host of other product categories. I bring that foundation of understanding to my work as expert witness, and it's proven invaluable to developing effective litigation strategies and creative legal arguments.

Designers think in such a unique way that it's been coined "Design Thinking," while legal analysis requires an entirely different, rigorously analytic perspective. What I enjoy most about my work as expert witness is the application of these distinct ways of approaching problems to disputes involving the protection of design; I have years of experience practicing both modes of thinking, and my value to your case is enhanced by the ability to effectively address legal challenges from both a designer's and a lawyer's perspective.

I'd love the opportunity to answer any questions you might have, and to review the particular issues relevant to your case.

Best,



Joel Delman