

**MICHAEL A. EINHORN**

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**Michael A. Einhorn** is an economic consultant and expert witness in the areas of intellectual property, media, entertainment, technology, trademarks, publicity rights, and product design. He received a B.A. from Dartmouth College, a Ph. D. in economics from Yale University, and is the author of **Media, Technology, and Copyright: Integrating Law and Economics** (Edward Elgar Publishers, 2004). He is also a former professor of economics at Rutgers University and adjunct professor at the Silberman School of Business (Fairleigh Dickinson University), a Senior Research Fellow at the Columbia Institute for Tele-Information, and the author of seventy professional and academic articles related to intellectual property and economic analysis.

Dr. Einhorn has provided valuation services in the following areas as a consultant or expert witness:

**Trademarks, Trade Secrets, and Advertising:** *Trademarks* (Samsung Electronics, Dish Network, Madonna/Material Girl, Oprah Winfrey/Harpo Productions, Avon Cosmetics, *The New York Observer*, the Kardashians/BOLDFACE Licensing + Branding), *trade secrets* (The Weather Channel, Hasbro), and *advertising* (J. Walter Thompson/Banco Popular, Kia Motors, Coca Cola, General Automobile Insurance Company).

**Music:** *Recording artists* (Led Zeppelin, U2, Madonna, 50 Cent, Usher, Rascal Flatts, LMFAO, Aimee Mann, Nappy Roots, Justin Moore, Xzibit, Nelly Furtado, George Clinton, Notorious B.I.G., D.L. Byron), *record labels* (Sony Music Holdings, Universal Music Group, Disney Music, Atlantic Records, Rhine Entertainment), *producers* (P. Diddy, Timbaland), *publishers* (Major Bob Publishing, Universal Music Publishing, Bridgeport Music, Hamstein Music, Chrysalis Music, Kobalt Music), *performing rights organizations* (SESAC), *radio stations* (WPNT in Pittsburgh), *live venues* (World Wrestling Entertainment), and *estates* (Bill Graham, Tasha Tudor, Bernard Lewis).



## MEDIA, TECHNOLOGY, COPYRIGHT

**Video:** *Movies* (Paramount/Dreamworks), *cable programs* (NBCUniversal), *product placement* (Paxson Productions), *treatments* (Burnett Productions), *soundtrack* (Warner Bros. Entertainment), *TV programs* (Televiscentro of Puerto Rico), *satellite programming* (Golden Channels Company of Israel), *DVD videos* (Steve Harvey), and *cable operations* (AT&T).

**Design, Apparel, and Art:** *Apparel* (Target Stores, Carol Anderson, Forever 21, Crew Knitwear, Joyce Leslie, Anthropologie), *architecture* (Sprint PCS, Home Design LLC, Murray Engineering, Turnkey Associates), *medical illustrations* (Pearson Education Services), *photography* (Harris Publications), *sculpture* (Marco Domo), *cartoons* (A.V. Phibes, Melissa Flock), *toys* (Jakks Pacific), and *commercial marketing* (Kaufman Global).

**Publicity Rights and Estate Valuations:** *Names and likenesses* (Reese Witherspoon, Steve Harvey, Woody Allen, Rosa Parks, Arnold Schwarzenegger, Sandra Bullock, Cameron Diaz, Diane Keaton, Zooey Deschanel, Yogi Berra), *estate valuations* (Tasha Tudor, Marlon Brando, Bernard Lewis).

**Cyberspace:** *Music services* (Apple iTunes, Napster, MP3.com), *proprietary software* (Centrifugal Force, Frogware), *open source software* (Jacobsen v. Katzer), *electronic publishing* (Pearson), *video games* (Activision), *search engines* (eUniverse), and *domain names* (eCommerce).

**Patents and Technology:** *Semiconductors* (General Electric v. Kodak, Great Lakes v. Sakar, cellular (Cellebrite v. Micro Systemation), *software* (Jacobsen v. Katzer, Centrifugal Force v. Softnet), *medical technology* (Lemper v. Legacy, Graston v. Graham), *clutch components* (Nouis Technologies v. Polaris Industries), and *general patents* (DeCordova v. MCG).

**Antitrust and Commercial Losses:** *Antitrust*, *breach of contract*, and *commercial injury* in actions involving AT&T, California Scents, Safmor, Inc., Golden Channels Company of Israel, and St. Joseph's Regional Hospital (College Station, Texas).



## **REPRESENTATIVE CLIENTS**

New York State Attorney General; New York

Fish & Richardson; Boston

Arnold & Porter; Washington

Baker & Hostetler; Cleveland

Palmer & Dodge; Boston

Hunton & Williams; Washington

Blecher & Collins; Los Angeles

Stokes Bartholomew Evans & Petree; Nashville

King & Ballow; Nashville

Frankfurt Kurnit Klein & Selz; New York

Lavelly & Singer; Los Angeles

Davis and Gilbert; New York

Cowan DeBaets Abrahams & Sheppard; New York

Taft Stettinius & Hollister; Indianapolis

Sheppard Mullin Hampton & Richter; Los Angeles

Seyfarth Shaw; Los Angeles

Connolly Bove Lodge & Hutz; Wilmington

Blackwell Sanders Peper Martin; St. Louis

Lipsitz Green Fahringer Roll Salisbury & Cambria; Buffalo



## LITIGATION ENGAGEMENTS

### Media and Entertainment

*Michael Skidmore v. Led Zeppelin, et al.*, Central District of California, 2016, trial testimony, copyright infringement matter regarding **the Led Zeppelin song *Stairway to Heaven***.

*Joseph Cooper v. Broderick Steven “Steve” Harvey*, Northern District of Texas, 2016, report and deposition, breach of contract matter regarding recorded films **of comedian/actor Steve Harvey**.

*Sidney Earl Swanson v. MJJ Productions*, Central District of California, 2015, report, copyright infringement matter regarding a musical composition used in a **sound recording *Chicago* by Michael Jackson**.

*Jamie Mitchel Kosse v. Universal Music Group and Kiesa Rae Ellestad*, Eastern District of New York, 2016, opinion letter, regarding a matter of **indirect copyright infringement involving street art displayed in music video**.

*Original Appalachian Artworks, Inc. v. Jakks Pacific, Inc.*, International Institute for Conflict Prevention and Resolution, 2015, report, matter involving lost sales related to breach of contract for **copyright owners of Cabbage Patch Kids**.

*Alexander Graham-Sult and David Graham v. Bill Graham Archives, LLC, et al.*, Northern District of California, 2015, valuation of copyrights and business concern resulting from fiduciary breach of the estate of **rock concert producer Bill Graham**.

*William L. Roberts (p/k/a Rick Ross), et al. v. Stefan Kendal Gordy*, Southern District of Florida, 2015, report, valuation of defendant enrichment resulting from infringement of a musical composition in a **multi-platinum release (*Party Rock Anthem*) and a Kia automobile commercial**.

*Cartagena Enterprises, Inc. v. J. Walter Thompson Co., et al.*, American Arbitration Association, 2015, report, valuation of damages resulting from infringement of prominent salsa composition in an advertising message **by the leading advertising agency and the largest bank in Puerto Rico**.



## MEDIA, TECHNOLOGY, COPYRIGHT

*Digital Satellite Connection v. Dish Network Corporation*, et al., District of Colorado, 2014, report and deposition, valuation of damages resulting from **trademark infringement by national satellite provider**.

*Ron Satija and Heather Lynette Mowder v. General Automobile Insurance Company*, District Court of Northern Ohio, 2014, report, valuation of damages resulting from infringement of **cartoon character *The General* in national advertising campaign**.

*Daniel Moser v. Raymond Ayala (p/k/a Daddy Yankee)*, et al., District Court of Puerto Rico, 2014, report, valuation of damages resulting from infringing reproduction and performance rights in **Daddy Yankee's multi-platinum song *Rompe***.

*Dan Marino v. Usher Raymond*, et al., Eastern District of Pennsylvania, 2013, report, valuation of damages resulting from infringing reproduction and performance rights in **Usher's song *Bad Girl***.

*Preston Asevedo v. NBCUniversal Media*, et al., Eastern District of Louisiana, 2013, report, estimated damages for commercial artwork used on a **Syfy cable television program *Dream Machines***.

*Ryan Lessem and Douglas Johnson v. Universal Music Group*, Southern District of New York, 2013, report and deposition, valuation of damages involving copyright infringement in **50 Cent's song *How We Do***, recorded by The Game.

*Montana Connection, et al. v. Justin Moore*, Middle District of Tennessee, 2013, report, estimated damages for infringement in **country hit song *Backwoods*** on Justin Moore's record album and concert performances.

*VMG Salsoul v. Madonna Louise Ciccone*, et al., Central District of California, 2013, report, valuation of damages resulting from copyright infringement in **Madonna's song *Vogue***.

*Interstar Holdings v. Truman Press*, Superior Court of California, 2011, report, matter involving valuation of commercial losses resulting from breach of contract involving **DVD movie *Dawn of the Living Dead***.

*Lutfu Murat Uckardesler, et al. v. Azteca International Corporation*, et al., Central District of California, 2010, consultant, estimated damages resulting from infringement of treatment on internationally popular **reality television show**.



*Kernel Records Oy v. Timbaland, et al.*, Southern District of Florida, 2010, report, estimated damages resulting from copyright infringement of sound recording on multi-platinum **Nelly Furtado song “Do It.”**

*Anthony Lawrence Dash v. World Wrestling Entertainment, Inc.*, District of South Carolina, 2011, report, valuation of damages involving use of a **copyrighted song in a highly promoted Wrestlemania event.**

*Rafael Vergara Hermosilla v. The Coca Cola Company*, Southern District of Florida, 2010, report and deposition, valuation of defendant profits resulting from infringement of song in **international advertising campaign for the World Cup.**

*Chris Lester v. U2, Apple Computer, and Universal Music Group*, Central District of California, 2009, report and deposition, estimated damages from copyright infringement involving **U2’s song Vertigo** used in concerts and recordings.

*Serendip LLC, et al. v. Warner Bros. Entertainment, Inc.*, Central District of California, 2009, report and deposition, estimated damages in copyright infringement on released DVD containing the **soundtrack to A Clockwork Orange.**

*D.L. Byron v. Rascal Flatts and Disney Corp.*, Southern District of New York, 2009, report, estimated copyright damages for settlement involving infringement of classic **Pat Benatar composition “Shadows of the Night” by Rascal Flatts.**

*Evilkid Productions v. DreamWorks LLC & Paramount Pictures*, Southern District of New York, 2009, report, estimated damages and assisted settlement involving the unauthorized use of commercial art in **the hit movie Transformers.**

*Victor Lopez v. Daddy Yankee and Universal Music*, Central District of California, 2009, consultant on damages for album track used on **multi-platinum release Barrio Fino.**

*Charles Watt v. Dennis Butler, et al.*, Northern District of Georgia, 2009, report, estimated copyright damages involving **platinum release by rap group D4L.**

*The Jackson Sisters v. Universal Music Group*, Superior Court of the State of California, 2008, consultant, assisted classic recording act for recovery of damages for unfair trade practices in **use of legacy materials in sound recording.**



**MEDIA, TECHNOLOGY, COPYRIGHT**

*MCS Music America, Inc., et al. v. Napster, Inc., et al.*, Central District of California, 2008, consultant to music publishers in copyright infringement matter involving limited downloads and subscription streaming by the **digital music service Napster**.

*Henry Carter v. Independent Productions, Inc., et al.*, Superior Court of Delaware, 2008, consultant, royalty dispute among members of **rock band George Thorogood and the Destroyers**.

*Bridgeport Music, Inc. v. Smelzgood Entertainment, et al.*, Middle District of Tennessee, 2007, report and trial testimony, estimated damages for unauthorized use of **George Clinton's classic composition Atomic Dog** on later infringing record album.

*TMTV Corp. v. Mass Productions, Inc.*, District of Puerto Rico, 2006, report and trial testimony, estimated damages resulting from copyright infringement of **television program** by producer and comedian Sunshine Logrono.

*Velocity Entertainment Group v. NBC Universal and Donald Trump*, 2006, Los Angeles Superior Court, Los Angeles, California, consultant, valuation of treatment used in popular **reality television show, The Apprentice**.

*Bridgeport Music, et al. v. Crited Music.*, Middle District of Tennessee, 2006, report, estimated damages for copyright infringement of **musical composition You'll Like it Too**.

*Thomas Turino, et al. v. Universal Music, et al.*, Central District of California, 2006, report and deposition, estimated damages resulting from copyright infringement in **Christina Milian's sound recording Dip It Low**.

*Bridgeport Music, et al. v. Universal Music, et al.*, Middle District of Tennessee, 2006, report and trial testimony, estimated damages for unauthorized use of three compositions and sound recordings on **Notorious B.I.G. album produced by P. Diddy**.

*TMTV Corp. v. Televiscentro de Puerto Rico, Inc.*, District Court of Puerto Rico, 2005, report, estimated damages resulting from infringement of **television program**.

*The Royalty Network, Inc., et al. v. Activision, et al.*, Central District of California, 2005, report, estimated damages for use of music on best-selling **video game Streets of Los Angeles**.



**MEDIA, TECHNOLOGY, COPYRIGHT**

*Al Howard Productions, Inc. v. Paxson Productions*, Central District of California, 2005, report, estimated commercial damages for breach of contract involving product placements on **prominent game show, Supermarket Sweeps**.

*Mojo Music, et al., v. Walt Disney Records*, Los Angeles Superior Court, 2004, report, valued synchronization rights in **musical compositions used in Lion King 2**.

*Willie Woods v. BMG Music/Atlantic Recording Company, et al.*, Eastern District of Missouri, 2004, report, valued damages for unauthorized use of musical compositions in a **Nappy Roots' multi-platinum song "Po Folks"**.

*Darryl D. Lassiter, et al., v. Twentieth Century Fox Film Corp.*, Central District of California, 2004, consultant, regarding damages due for use of unauthorized **screenplay in the movie Drumline**.

*Sharon Haygood, et al. v. Coca-Cola, et al.*, 17<sup>th</sup> District Court of Tarrant County, Texas, 2004, report and deposition, calculated professional losses for gospel artist who suffered **personal injury in automobile accident**.

*Universal Music Publishing Group v. Fitness Quest, Inc.*, Northern District of Ohio, 2003, report and deposition, estimated damages from copyright infringement of **music soundtrack in an exercise video tape**.

*Brought to Life v. MCA Records, Inc., et al.*, Southern District of New York, 2002, consultant, valued copyright damages in **Mary J. Blige song "Family Affair"**.

*Michael A. Lowe v. Loud Records*, Eastern District of Pennsylvania, 2002, report, valued damages for copyright infringement in **musical track "X" produced by Dr. Dre**.

*Aimee Mann v. UMG Recordings, Inc., et al.*, Central District of California, 2002, consultant, estimated sales displacement and loss of income resulting from the **unauthorized release of compilation album**.

*Jacques Loussier v. UMG Recordings, Inc., et al.*, Southern District of New York, 2002, consultant, surveyed data regarding copyright infringement of improvisational composer **by Eminem in song "Kill You"**.



## MEDIA, TECHNOLOGY, COPYRIGHT

*Hamstein Music Group, et al. v. MP3.com, Inc., et al.*, Central District of California, 2002, consultant, estimated damages for multiple infringements involving **musical compositions**.

*Chrysalis Music v. MP3.com, Inc., et al.*, Central District of California, 2002, consultant, estimated damages for multiple infringements of **musical compositions**.

*Major Bob Music, Inc., et al. v. MP3.com, Inc.*, Southern District of New York, 2001, report, estimated damages for unauthorized use of **Garth Brooks' musical catalog** by digital library service.

*SESAC v. WPNT*, Western District of Pennsylvania, 2001, report and deposition, antitrust case involving the economic consequences of **blanket licensing of musical compositions**.

*Nobody in Particular, Inc. v. Clear Channel, Inc.*, District of Colorado, 2001, consultant, antitrust case involving advertising restrictions enforced by a **radio station against a competing concert promoter**.

*State of Florida, et al. v. BMG Music, et al.*, District of Maine, 2001, consultant, antitrust case involving the **anti-competitive effects of minimum advertising pricing rules** established by five major record companies.

*Golden Channels Company, et al. v. Director General of the Antitrust Authority*, The Court of Trade Restrictions, Tel Aviv, Israel, 2000, report, case involving **vertical licensing restrictions on content of Sony, Warner, and Paramount**.

### Apparel, Design, and Art

*Idra Alta Mode, LLC v. D'Lymer, Inc. d/b/a Edwards Lowell*, Central District of California, 2016, report, matter involving **breach of contract in furrier operations**.

*In Re Tom Binns Design, LLC*, negotiation, 2015, report, valuation of **trademarks and copyrights controlled by the international jewelry concern** Tom Binns Design, LLC.

*Radix Textile, Inc. v. Anthropologie, Inc., et al.*, Central District of California, 2015, report, valuation of damages resulting from **copyright infringement of apparel design** by major clothing chain.



*Klauber Brothers, Inc. v. Forever 21 Retail, Inc., et al.*, Central District of California, 2015, report, valuation of damages resulting from **infringement of copyrighted apparel design** by a major apparel chain.

*Star Fabrics, Inc. v. Joyce Leslie, Inc.*, Central District of California, 2014, report, valuation of damages resulting from **infringement of copyrighted apparel design** by major retail chain.

*Ron Satija and Heather Lynette Mowder v. General Automobile Insurance Company*, District Court of Northern Ohio, 2014, report, valuation of damages resulting from infringement of **cartoon character The General in national advertising campaign**.

*NTD Architects v. Baker Nowicki Design Studio*, Southern District of California, 2013, report and deposition, estimated damages resulting from copyright infringement involving **architectural plans**.

*Sheila Lyons, DVM v. Robert Gillette, et al.*, District of Massachusetts, 2013, report, valuation of damages resulting from copyright infringement of **professional training materials**.

*Turnkey Associates v. Steph Weiland, et al.*, District of Iowa, 2012, report, estimated damages resulting from copyright infringement of **architectural plans** by severed employee in new professional concern.

*Murray Engineering v. Windermere Properties, et al.*, Southern District of New York, 2012, report, estimated damages resulting from copyright infringement of **architectural plans** in New York residential building.

*Home Design, LLC v. Collard Properties*, District of Colorado, 2012, report, valuation of damages and defendant profits in connection with copyright infringement of **architectural plans** in new residential development.

*U.S. Textile Printing v. Crew Knitwear, et al.*, Central District of California, 2010, report and deposition, estimated damages resulting from copyright infringement of **textile design** by retail chain.

;  
*Melk Communications v. Pennsylvania Medical Society, et al.*, Eastern District of Pennsylvania, 2010, report, estimated damages resulting from fraud, misappropriation, and copyright infringement of **commercial marketing materials**.



*The Estate of Tasha Tudor*, Publishing Royalties, private valuation, 2009, report, valued the worth of **publishing royalties due to the estate of renowned author and illustrator**.

*Timpco v. Implementation Services*, Southern District of Indiana, 2009, report, valuation of damages resulting from copyright infringement of **commercial marketing materials**.

*Malibu Textiles v. CABI, Inc.*, Southern District of New York, 2008, report and deposition, estimated damages for copyright infringement of **eight apparel designs**.

*Melissa Flock v. State of Florida, Division of Emergency Management*, Northern District of Florida, 2007, report, estimated damages for copyright infringement of **cartoon characters** by the State of Florida.

*Neil Zlozower v. Harris Publications, Inc.*, Southern District of New York, 2006, report and deposition, valuation of lost **photographic slides owned by famous photographer** of rock group *Metallica*.

*Vera Bradley, Inc. v. Target Stores, Inc.*, Northern District of Indiana, 2006, report, valuation of unauthorized **apparel design on swimwear** distributed by Target Stores.

*Command Cinema Corp. v. VCA Labs, Inc.*, Southern District of New York, 2006, report, estimated commercial damages resulting from the **destruction of master tapes** bearing releases of two adult movies.

*Bernard Lewis*, Publishing Royalties, private valuation, 2005, report, valued expected future **publishing royalties** due to Princeton professor and writer of twenty four books on politics and history.

*Impala Lechner v. Marco-Domo Internationales Interieur, et al.*, Southern District of New York, 2004, consultant, estimated damages for copyright infringement of **sculpture designs**.

*Core Group P.C. v. Sprint PCS*, American Arbitration Association, 2004, report and trial testimony, estimated damages for copyright infringement of **architectural plans** used in nationwide redesign of retail space operated by Sprint.



## Technology and Cyberspace

*Nouis Technologies v. Polaris Industries*) W. D. Wisc., 2015, report, matter involving **patent infringement for clutch components in all-terrain vehicles**

*Brian Lemper, M.D. v. Legacy IP, LLC*, Superior Court of Nevada, 2015, deposition, matter involving purported breach of contract in procuring **patent application for medical technology**

*Cellebrite Mobile Synchronization Ltd. v. Micro Systemation AB*, Northern District of Virginia, 2014, report, estimated damages for **copyright infringement of intelligence software** designed to remove records from suspect cell phones.

*Scott E. D. Skyrms v. Newedge USA, LLC*, FINRA Dispute Resolution #12-02346, 2014, testimony, valuation of damages resulting from **copyright infringement of data format in online financial newsletter**.

*Munhwa Broadcasting Corporation v. Media Journal, Inc., et al.*, Central District of California, 2014, declaration in support of plaintiff in **anti-circumvention liability**.

*Virtual Studios v. Beaulieu Group, LLC*, Eastern District of Tennessee, 2013, report, valuation of damages involving **copyright infringement of design software** for virtual display of interior designs.

*TVB Holdings (USA), Inc. v. Tai Lake Communication, Inc.*, Central District of California, 2013, report, regarding economic harm created by **circumvention device** that breached access and copyright protection on Asian programming.

*James DeCordova v. MCG Nevada, Inc.*, Central District of California, 2012, report, valuation of damages resulting from **patent infringement for a sleep-enhancing device**.

*BanxCorp. v. Costco Wholesale Corporation, Inc., et al.*, Southern District of New York, 2012, report, valuation of damages resulting from infringing use of **compilation data** in an **online banking service**.

*Robert Jacobsen v. Matthew Katzer*, Northern District of California, 2009, report, estimated damages in landmark copyright case involving **copyright infringement of open source software** created by world-renowned Berkeley professor.



## MEDIA, TECHNOLOGY, COPYRIGHT

*Centrifugal Force, Inc. v. Softnet, et al.*, Southern District of New York, 2009, report, valuation of damages resulting from copyright infringement of **operations software**.

*Frogware, Ltd. v. Viva Media, et al.*, Southern District of New York, 2009, consultant, assisted video game designer for recovery of damages resulting from a breach of contract and copyright infringement of **video game software**.

*Carpal Therapy, Inc., and David Graston v. Jennifer Graham, Esq.*, Marian County Superior Court of Indiana, 2008, report and deposition, estimated commercial losses for inventor of **medical technology** for loss of rights to intellectual property.

*Great Lakes Intellectual Property, Ltd. v. Sakar International, Inc.*, Western District of Michigan, 2006, report, valuation of reasonable royalties for patent infringement in a **graphical user interface chip**.

*Frederic H. Martini v. Pearson Education Services*, Northern District of California, 2005, report, estimated damages for website infringements of prominent illustrator by leading **publisher of medical books**.

*Sandi Gray, et al. v. eUniverse, Inc., et al.*, Eastern District of Texas, consultant, 2004; valuation for copyright infringement of **poetry, prose, and photography** by digital provider of shared content.

*General Electric v. Kodak*, 2002, consultant, assisted General Electric in valuation of **semiconductor portfolio in patent infringement matter**.

*RIAA v. MP3Board*, Southern District of New York, 2001, report and deposition, involving the **economic effects of search engines** that post links to infringing material.

*Universal City Studios, Inc., et al. v. Eric Corley*, Southern District of New York, 2000, report and trial testimony, regarding economic effects of **decrypting protective code** established to protect copyrighted digital works.

## Trademarks and Trade Secrets

*Elinor Shapiro v. Hasbro, Inc.*, Central District of California, 2016, report and deposition, **infringement of trade secrets by toy manufacturer Hasbro**.



## MEDIA, TECHNOLOGY, COPYRIGHT

*Milk Studios v. Samsung Electronics Co., Ltd., et al.*, Southern District of New York, 2016, report, **defense of Samsung Electronics in a trademark damage valuation.**

*JMC Restaurant Holdings, Inc., et al. v. Marcelo Pevida, Inc., et al.*, Eastern District of New York, 2016, report and deposition, defense of **trademark user in international restaurant market.**

*House of Auth, LLC v. 721 Bourbon, Inc.*, District of Connecticut, 2016, report, regarding **damages from trademark infringement of beverage**

*Events Media, Inc. v. The Weather Channel, Inc.*, District Court of New Jersey, 2015, report and deposition, **trade secret infringement by major cable network The Weather Channel..**

*KLM & M, LLC, et al. v. VCP2 Augusta, P.C., et al.*, Southern District of Georgia, 2015, report, valuation of damages related to **trademark infringement by a medical practice.**

*Juarez Foods*, private valuation, 2015, report, valued the worth of food **trademark now controlled by Wise Foods, Atlanta.**

*Simone Kelly-Brown v. Oprah Winfrey and Harpo Productions*, Southern District of New York, 2014, report and deposition, valuation of damages resulting from a **trademark infringement by Oprah Winfrey and Harpo Productions.**

*Who Dat?, Inc. v. Who Dat Shoppe, et al.*, Eastern District of Louisiana, 2014, report, valuation of damages resulting from infringement of **trademark of major regional brand of apparel.**

*Vivid Entertainment, LLC v. Jose Baserva*, Middle District of Florida, 2014, report, valuation of damages resulting from infringement of **business name in entertainment chain**

*Benchmark Young Adult School v. Launchworks Life Services LLC*, Southern District of California, 2014, report, valuation of damages resulting from infringement of **plaintiff's business name by competing health care provider.**

*Kim, Khloe, and Kourtney Kardashian, and BOLDFACE Licensing + Branding v. By Lee Tillett, Inc.*, Central District of California, 2013, report, valuation of damages resulting from trademark infringement in **cosmetics line KHROMA by the Kardashian sisters..**



*Original Gourmet Food Company, Inc. v. Jelly Belly Candy Company,*, District of New Hampshire, 2013, report and deposition, regarding declaratory judgment to enforce trademark rights for **candy manufacturer**.

*East West LLC v. Caribbean Crescent, Inc.*, Northern District of Virginia, 2012, report and deposition, valuation of damages involving use of a trademark and trade name by a competitor in the **food provision business**.

*Rock and Roll Religion v. Cels Enterprises*, Central District of California, 2012, report, valuation of damages resulting from infringement of trademark in **women's apparel**.

*The Domain Names of eCommerce, IX Web Hosting, and Host Excellence*, private valuation, 2012, report, valued the worth of **domain names and websites** owned by online business.

*PML Clubs v. Gold Suit, Inc.*, Northern District of Texas, 2012, report and deposition, valuation of damages resulting from trademark infringement in the market for **adult cabaret establishments**.

*Super-Krete International v. Lafarge Group*, 2013, opinion letter, regarding trademark valuation of a **cement product** for a settlement conference between two parties.

*Kilter, Inc. v. Avon Corporation*, Southern District of New York, 2011, report and deposition, damage valuation of trademark infringement and misappropriation of intellectual property by **major cosmetics company**.

*L.A. Triumph, Inc. v. Madonna Louise Veronica Ciccone and Material Girl*, Central District of California, 2011, report, valuation of damages from a trademark infringement in **clothing line (Material Girl) owned by Madonna**.

*Miller International, Inc. v. Clinch Gear, Inc., et al.*, District of Colorado, 2010, report, valuation of damages from a trademark infringement by a designer of **martial arts apparel**.

*Golf Cart World, Inc. v. Mike's Golf Carts, Inc.*, Middle District of Georgia, 2010, report, estimated damages resulting from a trademark infringement in **golf carts and hunting carts**.



*Doctor's Associates, Inc. v. QIP Holder, LLC and IFilm, Corp.*, District Court of Connecticut, 2008, consultant, reviewed expert materials in false advertising matter **involving Subway and Quiznos**.

*New York Observer*, private valuation, 2008, report, valued the worth of **domain name of political blog**.

*Greens Today*, Trademark, private valuation, 2006, report, valued worth of **trademark for greens health product**.

*Estate of Marlon Brando*, private valuation, 2005, consultant, valued worth of the Brando **name for estate purposes**.

## Publicity Rights

*Reese Witherspoon v. Marketing Advantages International*, 2015, Superior Court of California, 2015, report, valuation of damages involving use of **name and image of actress Reese Witherspoon** in connection with online retailer.

*Sandra Bullock v. ToyWatch USA*, Superior Court of California, 2013, opinion letter, valuation of damages involving use of **image of actress Sandra Bullock** in a commercial website for apparel accessory.

*Jason Lezak v. Active Network*, Superior Court of California, 2015, report, valuation of damages involving use of **image of Olympic swimmer Jason Lezak** in connection with online software application

*Zooey Deschanel v. Steve Madden, et al.*, Superior Court of California, 2011, report and deposition, valuation of publicity rights of **actress Zooey Deschanel** used in line of women's shoes.

*Michelle Pfeiffer, et al. v. CompUSA*, Superior Court of California, 2011, report, valuation of **publicity rights of Sandra Bullock, Michelle Pfeiffer, Diane Keaton, Mandy Moore, Cameron Diaz, and Kate Hudson** in retail advertisements .

*Woody Allen v. American Apparel, Inc.*, Southern District of New York, 2009, consultant in valuation of reasonable damages in publicity rights of **movie director Woody Allen** used on urban billboards .



*Evgeni Petrosyan v. DIRECTV, Inc.*, Eastern District of New York, 2009, consultant regarding damages for infringement of publicity rights of **comedian Evgeni Petrossian** by satellite network.

*Arnold Schwarzenegger and Oak Productions, Inc. v. Recycled Paper Greetings, Inc., et al.*, Los Angeles Superior Court, 2005, report, estimated damages in publicity rights case involving greeting card merchandise bearing **image likeness of Arnold Schwarzenegger**.

*Lawrence “Yogi” Berra v. Turner Broadcasting System*, Superior Court of New York, 2005, consultant, valued publicity rights case involving the unauthorized use of **personal name Yogi Berra** in citywide advertising campaign.

*Rosa Parks v. BMG Music/Laface Records, et al.*, Eastern District of Michigan, 2004, deposition, valued publicity rights involving use of **celebrity name Rosa Parks** in a BMG album bearing the name and track *Rosa Parks*.

*Melina Kanakaredes v. Ouidad, Inc.*, Eastern District of Ohio, consultant, 2004; publicity rights case involving damages resulting from magazine articles bearing **actress name Melina Kanakaredes**.

## Commercial Losses and Personal Injury

*Anti Aging Essentials v. Brian T. Must, et al.*, Court of Common Pleas of Allegheny County, 2016, report, valued commercial losses resulting from **manufacturing malfeasance**.

*DeMartino v. Belleville Board of Education*, Superior Court of New Jersey, 2014, consultant, assisted defense counsel for courtroom preparation against plaintiff expert in **wrongful termination case**.

*Deborah Rollins and Luke Randall v. Sunrise Village, LLC*, Superior Court of New Jersey, 2013, report, examined economic losses resulting from **property negligence**.

*Crystal Evans v. Meadowlands Hospital*, Superior Court of New Jersey, 2012, report and testimony, examined economic losses resulting from **medical malpractice**.

*Christine Delurski v. Chester Stone, M.D.*, Superior Court of New Jersey, Morris County Court, 2012, report, estimated economic losses resulting from **wrongful death**.



*Carl Lawson v. K2 Sports U.S.A., et al*, Superior Court of New Jersey, Monmouth County Court, 2012, report, estimated economic losses resulting from **personal injury**. .

*Peter Piegdon v. H&S Bakery*, Superior Court of New Jersey, Middlesex County Court, 2007, report and deposition, calculated economic losses from **automobile accident**.

*Dash Artist Management and Dash Entertainment Management v. Ruben Gomez, et al.*, Southern District of Texas, 2004, report, calculated commercial losses for music manager arising from **breach of contract**..

*Florencia Flores, et al. v. Parkchester Preservation Company, et al.*, New York Superior Court, 2004 report, examined economic losses suffered by domestic worker from **on-the-job injury**.

*Safmor, Inc. v. Ministers, Elders, & Deacons of the Reformed Protestant Dutch Church of City of New York*, New York Superior Court, 2005, report and deposition, calculated **commercial losses** for New York business foreclosed from use of its storefront sign.

*Sharon Haygood, et al. v. Coca-Cola, et al.*, 17<sup>th</sup> District Court of Tarrant County, Texas, 2004, report and deposition, calculated economic losses for gospel artist who suffered from **personal injury**.

## Antitrust

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