



ROB WALLACE
—LEGAL EXPERT—

Partial List of Prior Case Expertise

Rob Wallace has served as an expert witness on **more than 75 cases** involving Lanham Act issues such as trademark, trade dress and copyright infringement, likelihood of consumer confusion, brand dilution, damages, licensing, false/deceptive advertising, design patent and other relevant branding issues.

He has **testified at 40+ depositions and more than a dozen trials and arbitration hearings**. He has served both plaintiffs and defendants in an approximate 60/40 ratio.

These cases include but not limited to:

- John Deere v. MTD, U.S. District Court, Southern District of New York, 2005
- Prince Lionheart v. Halo Innovations, U.S. District Court, District of Colorado, 2007
- Johnson & Johnson v. Actavis Group, U.S. Federal Court, Southern District of New York, 2007
- Johnson & Johnson v. Perrigo Company and Perrigo New York, Inc., U.S. Federal Court, Southern District of New York, 2007
- ING Bank v. The PNC Financial Services Group, U.S. District Court, District of Delaware, 2009
- Platypus Wear Inc. v. Horizonte Fabricacao Distribuicao, U.S. District Court, Southern District of Florida, 2009
- Mars, Inc. v. The Hershey Company, U.S. District Court, District of Eastern Virginia, 2009
- Pom Wonderful, LLC v. Ocean Spray Cranberries, Inc., U.S. District Court, Central District of California, 2010
- Pom Wonderful LLC v. Welch's Foods Inc., U.S. District Court, Central District of California, 2011
- E. & J. Gallo Winery v. Trigo Corporation, U.S. District Court, District of Puerto Rico, 2011

- Too Faced Cosmetics, Inc. v. Almar Sales Co. Inc., et al., U.S. District Court, Central District of California, 2012
- Carson Optical Inc., v. Prym Consumer, U.S. District Court, Southern District of New York, 2012
- Akiro LLC, v. House of Cheatham and Robert H. Bell, U.S. District Court, Southern District of New York, 2013
- FTC v. Ardagh Group S.A., U.S. Federal Court, District of Columbia, 2013
- CA Square v. A2 et al., U.S. District Court, Southern District of New York, 2013
- Simone Kelly-Brown et al. v. Oprah Winfrey, Harpo Productions et al., U.S. District Court, Southern District of New York, 2014
- Devi Snacks v. HOS, U.S. District Court, Southern District of New York, 2014
- Dumond Chemicals, Inc., v. Chemique, Inc and Barry Dubin, Supreme Court, State of New York, 2014
- River Light VLP and Tory Burch LLC v. Lin & J International Inc et al. , U.S. District Court, Southern District of New York, 2014
- Woodbolt Distribution, LLC and General Nutrition Corporation, v. Altairia Corp., U.S. District Court, Southern District of New York, 2014
- Duke University v. John Wayne Enterprises, LLC
U.S. Patent and Trademark Office Appeal Board, 2014
- Smart Vent Products, Inc v. Crawl Space Door System, Inc , U.S. District Court, Southern District of New Jersey, 2015
- Daniel Defense, Inc v. Remington Outdoor Company, U.S. District Court, Southern District of Georgia, Savannah Division, 2015
- Play Beverages, LLC, and CirTran Beverage Corp. v. Playboy Enterprises International, Inc, U.S. District Court, Court of Cook County Illinois, Chancery Division, 2015
- Ferring B.V., v. Fera Pharmaceuticals, Inc, et als . U.S. District Court, Southern District of New York, 2015
- Alexis LLC, v. French West, Inc. D/B/A Hale Bob, U.S. District Court, Southern District of Florida, 2015
- Newborn Bros. Co, Inc v. Albion Engineering Company, U.S. District Court, District of New Jersey, 2015

- AntiAging Essentials, Inc., v. Trufood MFG, INC. F/K/A Tsudis Chocolate Co and Belmont Confection., U.S. District Court, District of Pennsylvania, 2016
- Pur Beverages v. Pom Wonderful, U.S. District Court, Southern District of California, 2016
- Zuru et al v. Telebrands Corp, , U.S. District Court, Eastern District of New Jersey, 2016
- Fireclean, LLC v. George Fennell and Steel Shield Technologies, Inc., U.S. District Court, Eastern District of Virginia, 2016
- S.C. Johnson & Sons v MiniGrip, U.S. District Court, Western District of Wisconsin 2017
- Andis Co Inc., v. ,Specrum Brands Inc, U.S. District Court, Eastern District of Wisconsin 2017
- Gunterville Breathables, INC. v. Global Glove and Safety Manufacturing, Inc., U.S. District Court, Northern District of Alabama, 2017
- Texas Outhouse, Inc. and The Gainsborough Corporation v. Fresh Can, LLC., U.S. District Court, Southern District of Texas, 2017
- StudioThink, LLC v. Unitrex, LTD., Court of Common Pleas, Cuyahoga County Ohio, 2017
- Lokai Holdings, LLC v. Twin Tiger, LLC., U.S. District Court, Southern District of New York, 2017
- K&M International, Inc, v. Rhode Island Novelty, Inc., U.S. District Court, District of Rhode Island, 2017
- Simon Nicholas Richmond, Patent No: 7,429,827 Re-examination Control Number 90/013,860, U.S. Patent and Trademark Office, 2017
- Turn Key Wine Brands LLC v. CustomVine, et al, U.S. District Court, Central District of California, 2017
- CNY, LLC v. CCNY Inc., U.S. District Court, Southern District of New York, 2017
- Redbox Automated Retail, LLC v. Xpress Retail LLC., U.S. District Court, Northern District of Illinois, 2018
- Simon Nicholas Richmond in two Reexamination proceedings in the United States Patent and Trademark Office (USPTO), Reexamination Control No. 90/013,860 and 90/013,861, 2018

- Roger Cofelt Jr., et als, v. The Kroger Company, et al, U.S. District Court, Central District of California, 2018
- Quality Products, Inc., v. Verka Food Products LTD et al, U.S. District Court, Western District of Washington, Seattle, 2018
- Shaya Eidelman v. Sun Products Corp and Costco Wholesale Corp, U.S. District Court Southern District of New York, 2018
- Flying Nurses International LLC v. Flyingnurse.com et al. U.S. District Court, Eastern District of Virginia, 2018
- GDM Enterprises, LLC (Pure Cosmetics) v Astral Health & Beauty, INC., (PUR Cosmetics),U.S. District Court, Western District of Missouri, 2019
- Bama ICEE, LLC, et al v J&J Snack Foods Corp., et al. U.S. District Court, Northern District of Alabama, 2019
- The Black & Decker Corporation, et al. v. Harbor Freight Tools, INC., Report for Mediation, 2019
- 1231 Barrage Inc et al. v. Automobile Dealers Assoc of Greater Philadelphia et al., Philadelphia County Court of Common Pleas, 2019
- Christopher Hayden v. Eagles Nest Outfitters, Inc. et al., US District Court Western District of North Carolina, 2019
- Chantel Ray Finch v. Weigh Down Workshop Ministries, Inc. et al., US District Court, Eastern District Of Virginia, Norfolk Division, 2019
- Scorocs LLC v. Innovations for Poverty Action Inc., US District Court, Western District Of Missouri, At Kansas City, 2019
- Good L Corp v. Fasteners for Retail, Inc., US District Court, Middle District of Tennessee, 2019
- Sunny Days Entertainment LLC v. Traxxas L.P., US District Court, District of South Carolina Greenville Division, 2019
- Venus Et Fleur, LLC v. Affordable Luxury NY, Inc dba Pret A Fleur, et al, US Court, Southern District of New York, 2019
- Rhino Metals Inc, v Sturdy Gun Safe Inc, US District Court, District Idaho, 2019
- American Customer Satisfaction Index, LLC v Genesys Telecommunications Laboratories, et al, US District Court, Eastern District of Michigan, Southern Division, 2020

- I.M. Wilson, Inc v Obchtchestvo S Ogranitchennoy Otvetvennostyou “Grichko”, et al, US District Court, Eastern District of Pennsylvania, 2020
- Country Life v. The Hain Celestial Group, Inc, US District Court, Eastern District of New York, 2020
- P&P Imports v. Johnson Enterprises et al, US District Court, Central District of California, 2020
- Sulzer Mixpac AG, v. DXM Co LTD et al, US District Court, Southern District of New York, 2020
- Jalinski Advisory Group, Inc v. JBL Financial Services , US District Court, Eastern Division of Missouri, 2020
- Jalinski Advisory Group, Inc v. Franklin Retirement Solutions , US District Court, Eastern District of Pennsylvania, 2020
- .New NGC, et al v Alpinebay Inc., U.S. District Court, Northern District of Illinois, Eastern Division, 2020
- Otter Products, LLC et al v Big Birds, LLC et al, U.S. District Court, District of Colorado, 2020
- American Customer Satisfaction Index, LLC v ForeSee Results, et al, US District Court, Eastern District of Michigan, Southern Division, 2021
- American Medical Experts, LLC v Ronny Nizard Hamad, et al, US District Court, Eastern District of Virginia, 2021
- Thrive Natural Care Inc. v. Thrive Causemetics, Inc, US District Court, Central District of California, 2021
- BMC Software, Inc v. Baker Hughes, a GE Company et al, US District Court, , Southern District of California, 2021
- Abbott Laboratories, Freestyle Libre, Reexamination Trade Dress Proceedings in the United States Patent and Trademark Office (USPTO), 2021
- Glam and Glitz Nail Design Inc. v. IGel Beauty LLC et al, US District Court, , Central District of California, 2021
- Spark Therapeutics v. Sun Pharma Advanced Research Co., US Patent and Trademark Office before the Trademark Trial and Appeal Board, 2021
- Simpson Strong-Tie Co. Inc. v. Mitek, Inc., US District Court, Northern District of California, 2021
- Diamond Assets, LLC v. Device Cycles, LLC et al., US District Court for the Western

District of Wisconsin, 2021

- Spark Therapeutic, Inc. v. Sun Pharma Advanced Research Company LLC, US Patent and Trademark Office, 2021
- Orange Bang Inc and Monster Energy v. Vital Pharmaceuticals Inc., American Arbitration Office, Los Angeles California, 2021
- Glam and Glits v Igel Beauty, US District Court for the Central District of California Southern Division, 2022
- I&I Hair Corp v. Beauty Plus et al US District Court for the Northern District of Texas Dallas Division, 2022
- Certain Casual Footwear and Packaging Thereof, The United States International Trade Commission, Washington DC, 2022
- Thrive Natural Care Inc. v LeVel Brands, LLC., US District Court for the Central District of California, 2022
- Ace Group International, LC and Ace Group Bowery LLC v. 225 Bowery, LLC, Arbitration Administered by the International Chamber of Commerce, 2022
- Opulent Treasures, Inc v Portofino International, US District Court for the Central District of California, 2022
- Macy's IP Holdings, LLC v Aroma350, Inc., US District Court for the Southern District of New York, 2022
- Independent BDSI Owners Association et. al v. Super Bee Holdings, American Arbitration Association, 2022
- Woodstock Ventures LC et al v. Woodstock Roots, LLC et al, US District Court for the Southern District of New York, 2022