Resume of: **Robert John Anders, IDSA**
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Expertise: Within the field of **industrial design**, expert in the design of:

- Consumer Products
- Corporate Identification
- Design Management
- Exhibits and Exhibitions
- Furniture
- Human Factors
- Interior Environments
- Packaging
- Product Branding
- Retail Displays

Expert Experience: During the past 20 years he has been retained as an Industrial Design consulting and/or testifying expert in more than 200 legal matters in the following types of cases:

• Design Patents	42	• Trade Secrets	3
• Utility Patents	19	• Copyrights	10
• Trade Dress	17	• Product Liability	131
• Trademarks	10		

Professional Experience: More than forty five years experience as an industrial designer and design manager for the U.S. Government, consultant design firms, as owner of design consultancies and as head of corporate design for Bristol-Myers and head of Revlon's POP Display department.

Academic Experience: Retired with the rank of full Professor (with tenure) after twelve years of teaching at Pratt Institute. Taught both undergraduate and graduate courses in Industrial Design. Created, and was the Head of two graduate programs, *Design Management* and *Arts and Cultural Management*. Served as Acting Associate Dean of the School of Art & Design. Elected by the faculty to be President of the Academic Senate for a three-year term.

Publications: Authored 20 papers presented to and/or published by professional societies.

Education: Bachelor of Industrial Design (BID) Pratt Institute. Awarded highest departmental honor, the Dean's Medal.
Graduate courses in Industrial Design, Pratt Institute.

Professional Societies
Industrial Designers Society of America #19785 (**IDSA**);
Human Factors and Ergonomics Society #12595 (**HFES**);
National Association of Naval Photography (**NANP**)
Materials Information Society #556055 (**ASM**)
National Fire Protection Association #2464949 (**NFPA**)