



ROB WALLACE
—LEGAL EXPERT—

Partial List of Prior Case Expertise

Rob Wallace has served as an expert witness on **more than 50 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 multiple trials and arbitrations** and at deposition on most of these cases. 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. The Hershey Company, U.S. District Court, District of Eastern Virginia, 2009
- Pom Wonderful LLC v. Welch's Foods Inc., U.S. District Court, Central District of California, 2011
- Pom Wonderful, LLC v. Ocean Spray Cranberries, Inc., U.S. District Court, Central District of California, 2010

- 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

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- 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 Comaony, U.S. District Court, District of New Jersey, 2015
- Shire City Herbals, LLC v. Nicole Telkes,, et als. U.S. District Court, District of Massachusetts, 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, District Court, Central District of California, 2018