

## **RESUME OF PAUL HATCH, March 2023**

### **Professional Design Experience:**

Aug 2022- current

Adjunct Faculty, UIC Learning Sciences

Oct 1998 – July 2020

CEO, TEAMS Design USA, Inc

May 2014 - 2018

Co-Founder, Design House LLC (Non-profit organization)

April 1993 - Oct 1998

Senior Designer, TEAMS Design GmbH, Germany.

Sept 1991- Sept 1992

Junior Industrial Designer, IDEA Design, Germany

July 1991 – Sept 1991

Junior Industrial Designer, Schroerdesign, Germany

June 1990 – Sept 1990

Junior Industrial Designer, DA Display Ltd, UK

### **Education:**

Ph.D. in Learning Sciences at University of Illinois, Chicago (current).

BA (Hons) Degree 'Design For Industry' from University of Northumbria at Newcastle, Newcastle-upon-Tyne, UK.

Diploma in General Art & Design, Sutton Coldfield College of Further Education, Sutton Coldfield, West Midlands, UK.

### **Books Published**

"REALIZE - Design Means Business" (Portuguese translation), 2009

"REALIZE - Design Means Business" (Chinese translation), 2008

"REALIZE – Design Means Business" (US original. Co-editor and contributor), 2006

"IMPACT, the Synergy of Technology, Business and Design" (Co-editor and contributor), 2005

### **Published Articles and Papers:**

Innovation Magazine: "Immersive Design: What The Metaverse Means For Industrial Design", April 2022

Innovation Magazine: "Design Is Dead, Long Live Design", June 2018

LinkedIn Pulse: "Disruptive Innovation ...For Stability", May 2017  
Innovation Magazine: "The State of Design – Maintaining a Proper Vision", Summer 2016  
LinkedIn Pulse: "Getting Emotional – Design, UX and Magic" – Sept 2016  
LinkedIn Pulse: "The Local Revolution –How Design is Reinventing Manufacture", Mar 2016  
LinkedIn Pulse: "Design Thinking Is Only Half The Story", Jan 2016  
LinkedIn Pulse: "The Macintosh Moment –Why IoT Needs ID, UX and Design Thinking" Feb 2016  
LinkedIn Pulse: "User Experience – Fun For All The Family", Dec 2015  
Innovation magazine: "To Design Is Human", Spring 2013  
Innovation magazine: "Finding The Sweet Spot", Spring 2010  
Insight magazine: "Profit, By Design", April 2005  
Innovation magazine "Designer In The Middle", Spring 2004  
Innovation magazine: "How To Avert The Asian Shift", Fall 2004  
International Housewares Association Magazine: "Brand Differentiation Through Design Details", Feb 2003

#### **Television, Book and Magazine Interviews**

(Book) "Extended Reality: The Next Frontier of Design". Ralf O Schneider, April 2021  
PRISM Podcast: "The Changing World of Design with Paul Hatch", April, 2021  
Learning Sciences Research Institute – "Seeing A Way To Help", Sept 2020  
DesignDrives Podcast – "Paul Hatch – Driving Innovation in Connected AI Products", March 2020  
Apple podcast "Context" – "Interview with Paul Hatch" , July 2019  
Appliance Design Magazine: "The Internet of Things and The Pampered User", March 2019  
Appliance Design Magazine: "Design Quality", Nov 2018  
Appliance Design Magazine: "Connected Product Design", July 2018  
Appliance Design Magazine: "Paul Hatch Discusses the Intersection of Quality Data and a Better User Experience, April 2018  
Bosch Connected World: "Industrial Design in the Age of IOT", Feb 2018  
Child Art /Learning From Design: "Paul Hatch" , Fall 2016  
Pittsburgh Technology Council (site): "It's All In The Jam!", Feb 2016  
Chicago Tribune: "How A Group of Chicago Product Designers Aims to Boost Manufacturing", June 30 2014  
IDSA site: "Paul Hatch on The Changing Mechanics of the Design Business", June 2014  
(Book) "Breaking In" by Amina Horozic, May 2014  
(Book) "Drawing For Product Designers" by Kevin Henry, Sept 2012  
Taiwan "Designer" Magazine: "Teams Design To Success in Past 50 Years", Dec 2011  
IDSA site: "What Paul Hatch Thinks About Contrast", Mar 2011

New York Daily News: "From 0 to 60 in the Kitchen", June 2009

(Television) "190 North", June 2006

Appliance Design Magazine: "IATC Review: Taking A World View", May 2006

Appliance Design Magazine: "Industrial Design and Human Factors", March 2004

(Television) "World Business Review with Alexander Haig", May 2003

### **Conference Presentations, Proceedings and Invited Lectures:**

Invited Speaker: Paul Hatch on Virtual Reality and Design – UIC Chicago, Jan 2023

Invited Speaker: Design & Cognitive Psychology – SCAD, Georgia, Sept 2020

Invited Speaker: Design & Cognitive Psychology – UIC Chicago, Mar 2020

Keynote Speaker: UX and IOT – Newell Congress Chicago, July 2018

Invited Speaker: Connecting the Smart Home to the Homeowner – International Housewares Show, Jan 2018

Invited Panelist: Intellectual Property and Design Rights – 13<sup>th</sup> Annual Foley IP Conference, Sept 2017

Keynote Speaker: Naked Design and Visual Perception – North Carolina State University, Nov 2017

Keynote Speaker: Communicate or Die – UIUC, Dec 2016

Keynote Speaker: The World Class Designer – Newell Summit, Kalamazoo, Oct 2016

Invited Speaker: IOT and The Macintosh Moment – Connected World Conference, Sept 2016

Keynote Speaker: Talking Loud & Clear- CSULB San Francisco, Aug 2016

Invited Speaker: UX and IOT – Windy City Things, June 2016

Keynote Speaker: Design For Local – IDSA International Conference, Atlanta, Aug 2016

Keynote Speaker: Design Like an ID-IOT – Manifest, Chicago, May 2016

Keynote Speaker: UX and the ID-IOT – IDSA Western District Conference, Denver, March 2016

Invited Speaker: Brand Personalities – DMI National Conference, Boston, Sept 2015

Keynote Speaker: Design For Local – PD+I Conference, London, May 2015

Keynote Speaker: Paul Hatch and the Evolution Of Consumer Products – Garmin Center, March 2015

Invited Speaker: The Changing Mechanics of the Design Business, IDSA International Conference, Austin, June 2014

Invited Speaker: Design as a Center Of Excellence – Bosch Global Summit May 2014

Keynote Speaker: Visual Perception and the Designer – Purdue University Oct 2013

Invited Participant: The Meaning Of Life – Ignite Talk, ORD Camp, Chicago May 2013

Keynote Speaker: Communicate Or Die – IDSA Midwest District Conference 2012

Keynote Speaker: Designing For International Markets – Stryker Summit, Kalamazoo, June 2012

Invited Speaker: Run Like A Designer – IDSA Southern District Conference, May 2011

Invited Speaker: Reinventing The Wheel - IDSA Midwest District Conference, April 2011  
Keynote Speaker: Future Tech trends – IATC Engineering Conference, May 2010  
Invited Panelist: The Top i-Gadgets – Consumer Electronics Show, Jan 2010  
Invited Participant: Designer Mixtape– IDSA International Conference Aug 2009  
Keynote Speaker: Creating A Creative Culture -ID-DNA- IDSA Midwest Conference, March 2009  
Invited Speaker: Protecting Brand Equity – PDMA, 2008  
Invited Panelist: Developing A Brand Identity To Grow Your Margins -Consumer Electronics Show, Jan 2006  
Invited Speaker: Brand Differentiation Through Design Details – International Housewares Show, Jan 2003  
Invited Speaker: Design in the USA – USA Forum, Frankfurt Germany, Feb 2000

**Professional Honors and Other Achievements:**

2022 Graduate Research Fellow, National Science Foundation.  
2018 Presented the IDSA Fellowship Award.  
2016 was elected onto the board of the IDSA as Director-at-Large.  
2015 Called to meeting at The White House by Barack Obama and Secretary of Commerce Penny Pritzger for Forum on supporting US manufacture.  
2014 Founded Design House Inc, a nonprofit organization whose mission is to help revitalize local manufacture through design.  
2013 Elected Chair of IDSA International Conference ‘Breaking The Rules’  
2009 Third design professional ever to be awarded the IDSA Midwest Honors for Outstanding Achievement.  
2005-07 Elected to The Board of Directors, Industrial Designer Society of America.  
2006 Elected Chair for IDSA Midwest Conference “Home, Urban Seduction & Design”, Chicago, IL  
2005 Elected Chair for IDSA Midwest Conference “Impact -Design Means Business” at University of Urbana-Champaign, IL.  
2005 Founded and ran ‘Fight Club’, which NY Times called “A Designer Slugfest”. It later became a pilot Reality TV show.  
2004 Elected Chair for IDSA Midwest Conference “Shift Happens”, Chicago, IL  
2000 Received the “Design of The Decade Award” from Business Week and the IDSA for TEAMS Design’s achievements.

**Awards:**

**2020**

IDEA Jury Chair Award: Essilor QuickCheck

IDEA Medical Device Gold Award: Essilor QuickCheck

**2017**

Good Design Award: Robert Bosch Custom Case System

**2015**

iF Product Design Award: Bosch Dicens Wireless Conference Device

iF Product Design Award: Bosch CCS 1000D Conference Device

iF Product Design Award: Electro-Voice ETX-15P

Good Design Award: Gehl's 2.0 Dispenser

**2014**

iF Product Design Award: Electro-Voice ZLX-12P

Good Design Award: Bosch Dicens Wireless Conference Device

**2013**

Good Design Award: Electro-Voice ZLX Speakers

**2011**

Appliance Design EID Silver Award : Business Machine – HoMedics Inc. Black & Decker  
Hanging Crosscut 6-Sheet Paper Shredder

Appliance Design EID Silver Award: Small Appliances – Robert Bosch Corp., 12" Dual-  
Bevel Glide Miter Saw

Appliance Design EID Silver Award: Small Appliances – HoMedics Inc., Black & Decker  
iShred

Appliance Design EID Bronze Award: Small Appliances – Jarden Consumer Solutions,  
Mr. Coffee Optimal Brew Thermal Coffeemaker

Good Design Award: Bosch Portable Jobsite Table Saw

**2010**

iF Product Design Award: Mr. Coffee Optimal Brew Thermal Coffeemaker

ID Magazine Annual Design Review: Robert Bosch Full Force Pneumatic Nail Guns

Appliance Design EID Award: Federal Signal Automated Parking Products

Appliance Design EID Award: Robert Bosch Full Force Pneumatic Nail Guns

Appliance Design EID Silver Award: Federal Signal Automated Parking Products  
Universal One & Universal PS

Appliance Design EID Silver Award: Robert Bosch Full Force Pneumatic Nail Guns

Appliance Design EID Bronze Award: Sunbeam Products Flat Panel Heater

Appliance Design EID Award: Sunbeam Products Flat Panel Heater

## **2009**

Appliance Design EID Silver Award: Robert Bosch RS35 Reciprocating Saw

Appliance Design EID Silver Award: Argus Camera Company Kid's Cameras Bean and Sprout

IHA Award: Wusthof-Trident Precision Edge Electric Knife Sharpener

IHA Award: Smith's Edge Diamond Edge Electric Knife and Scissors Sharpener

Good Design Award: Robert Bosch Pneumatic Nailers

Good Design Award: RS35 Demolition Reciprocating Saw

Good Design Award: Precise Path Robotics RG3 Robotic Greens Mower

IDEA Award: Argus Bean Children's Digital Camera

## **2008**

ADEX Award: Mansfield Reo Bathroom Suite

ADEX Award: Mansfield Essence Bathroom Suite

Good Design Award: Argus Camera Kid's Cameras Bean and Sprout

Spark Award Bronze: Precise Path RG3 Mower

## **2005**

Good Design Award: LR Nelson Costco 3 Piece Nozzle Set

## **2001**

iF Product Design Award: Karcher HDS 698 CSX Heated Pressure Washer

## **2000**

Design of the Decade (IDSA /BusinessWeek): Karcher Full Line of Power Washers

I.D. Magazine Design Awards: Siemens Easy Control Climate Control Unit

iF Product Design Award: Siemens Easy Control Climate Control Unit

## **LIST OF PATENTS (Design patents, utility patents and patents pending).**

|              |      |                                                                                                           |
|--------------|------|-----------------------------------------------------------------------------------------------------------|
| 11,389,057   | 2022 | Vision Measurement Device and Method of Measuring Vision Using The Same                                   |
| 11,239,674   | 2022 | Power pack vending apparatus, system and method of use for charging packs with biased locking arrangement |
| 2020/0069089 | 2020 | Food Product Dispenser and Valve                                                                          |
| WO 063584    | 2019 | Vision Measurement Device and Method of Measuring Vision Using the Same                                   |
| EP3687373    | 2018 | Vision Measurement Device and Method of Measuring Vision Using the Same.                                  |

|               |      |                                                                                                                  |
|---------------|------|------------------------------------------------------------------------------------------------------------------|
| 10,470,597    | 2019 | Food Product Dispenser and Valve                                                                                 |
| 10,194,763    | 2019 | Food Product Dispenser and Valve                                                                                 |
| 10,084,329    | 2018 | Power pack vending apparatus, system, and method of use for charging power packs with biased locking arrangement |
| D800803       | 2017 | Table Saw                                                                                                        |
| D794407       | 2017 | Power tool                                                                                                       |
| 9,717,354     | 2017 | Food product dispenser and valve                                                                                 |
| 2017/0251846  | 2017 | Food Product Dispenser and Valve                                                                                 |
| D761337       | 2016 | Saw                                                                                                              |
| DE10 209490   | 2016 | Werkzeugaufbewahrungsvorrichtung (Tool Storage Device)                                                           |
| 9,132,559     | 2015 | Cutlery having improved gripping ergonomics                                                                      |
| 2014/0214,518 | 2014 | System and method for price matching and comparison                                                              |
| D689252       | 2013 | Portion of floor cleaning machine                                                                                |
| D686791       | 2013 | Vacuum cleaner handle                                                                                            |
| D674371       | 2013 | Portable audio device                                                                                            |
| 2012/0159793  | 2012 | Slidable chopping attachment for kitchen knives                                                                  |
| D646935       | 2011 | Cutlery block                                                                                                    |
| D645715       | 2011 | Pull saw                                                                                                         |
| D639616       | 2011 | Cutlery handle                                                                                                   |
| D639615       | 2011 | Cutlery handle                                                                                                   |
| D639614       | 2011 | Cutlery handle                                                                                                   |
| JP005278      | 2011 | IV Pole                                                                                                          |
| 7,703,750     | 2010 | Storage apparatus                                                                                                |
| WO 019238     | 2010 | Rotary food cutter with removable blade assembly                                                                 |
| 2010/0037,787 | 2010 | Rotary food cutter with removable blade assembly                                                                 |
| 7,708,167     | 2010 | Dispensing Apparatus                                                                                             |
| D607024       | 2009 | Hinge boring bit                                                                                                 |
| D594292       | 2009 | Pizza cutter                                                                                                     |
| D593817       | 2009 | Box grater                                                                                                       |

|               |      |                                                   |
|---------------|------|---------------------------------------------------|
| D591118       | 2009 | Bottle opener                                     |
| D584111       | 2009 | Colander                                          |
| D583207       | 2008 | Can opener                                        |
| 2008/0093,489 | 2008 | Spice Grinder Assembly with Grind Adjusting Wheel |
| 7,325,785     | 2008 | Storage apparatus                                 |
| D565164       | 2008 | Volatile Dispenser                                |
| D559640       | 2008 | Palm Grip Sander                                  |
| D555435       | 2007 | Spice grinder                                     |
| D550027       | 2007 | Pan handle                                        |
| D555902       | 2007 | Case for tool accessories                         |
| D553857       | 2007 | Case for tool accessories                         |
| 2007/0023455  | 2007 | Dispensing Apparatus                              |
| D553233       | 2007 | Volatile Dispenser                                |
| 2007/0197152  | 2007 | Powered paint removal tool                        |
| 7,270,496     | 2007 | Ring Mechanism for a ring binder                  |
| D533041       | 2006 | Drilling and driving tool                         |
| D523634       | 2006 | Insert bit dispenser                              |
| D518893       | 2006 | IV Pole                                           |
| D525096       | 2006 | Tuck pointer                                      |
| 6,983,930     | 2006 | Clamping device with flexible arm                 |
| WO 027702     | 2005 | Dispensing apparatus                              |
| CA 2469977    | 2005 | Ring mechanism for a ring binder                  |
| 2005/0265775  | 2005 | Ring mechanism for a ring binder                  |
| 6,969,031     | 2005 | Adjustable moveable IV stand                      |
| 2004/0151,531 | 2004 | Sound deadening mechanism for a ring binder       |
| EP 1,706,010  | 2004 | IV Pole                                           |
| 6,754,935     | 2004 | Power tool handle                                 |
| EP 1,509,366  | 2003 | Power Tool Handle                                 |
| 2003/0221292  | 2003 | Power tool handle                                 |

|            |      |                                  |
|------------|------|----------------------------------|
| D470871    | 2003 | Mobile oil dispenser             |
| CA 2488612 | 2003 | Power tool handle                |
| D475595    | 2003 | Circular saw with top handle     |
| D475265    | 2003 | Circular saw with rear handle    |
| D441342    | 2001 | Power station with corded backup |

**PRIOR TESTIMONY**

The following is a list of all cases I have served as an expert witness and testified either at trial or by deposition in the last 4 years:

| <b>Year</b> | <b>Case</b>                                                                                                                                   | <b>Type</b>                                                                                         |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| 2022        | <u>Design Ideas Ltd v Target Corporation</u>                                                                                                  | Utility and Design Patent Infringement                                                              |
| 2022        | <u>Cambria Company LLC v. Lakeside Surfaces Inc</u>                                                                                           | Design Patent Infringement                                                                          |
| 2020        | <u>Hangzhou Chic Intelligent Technology Co. and Unicorn Global Inc. v. Gyroor</u>                                                             | Design Patent Infringement                                                                          |
| 2020        | <u>Shure Inc., and Shure Acquisition Holdings, Inc., v. ClearOne, Inc</u>                                                                     | Design Patent Infringement                                                                          |
| 2020        | <u>Skull Shaver, LLC v. Ideavillage Products Corporation</u>                                                                                  | Design Patent Infringement                                                                          |
| 2020        | <u>Cixi City Liyuan Auto Parts Co. Ltd., Tyger Auto, Inc., And Hong Kong Car Start Industrial Co. Ltd v. Laurmark Enterprises, Inc</u>        | (ITC) Utility Patent Infringement                                                                   |
| 2019        | <u>Simpson Strong-Tie Company v. Oz-Post International</u>                                                                                    | Design Patent Infringement, Utility Patent Infringement                                             |
| 2019        | <u>Black &amp; Decker Corporation v. Harbor Freight Tools</u>                                                                                 | JAMS Arbitration, Design Patent Infringement, Utility Patent Infringement, Trade Dress Infringement |
| 2019        | <u>Focus Products Grp, Int'l &amp; Zahner Design &amp; Hookless Systems &amp; Sure Fit Home v. Kartri Sales, Co. &amp; Marqui Mills Int'l</u> | Trade Dress and Trademark Infringement, Design Patent Infringement, Utility Patent Infringement     |