

Formerly a corporate lawyer, I graduated Harvard Law School and later earned a Master's in Industrial Design at Pratt Institute. From toys to complex medical devices, I've spent the past 27 years guiding innovation through strategic product development, and have helped hundreds of clients bridge the gap between creative insight and commercial success.

EDUCATION **Pratt Institute** Master of Industrial Design, 1995
Harvard Law School J.D. 1991
New York University B.S. Economics, 1988

PROFESSIONAL EXPERIENCE

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|-----------------------------|--|
| <i>Design Director</i> | Informed Innovation Inc.
<i>Los Angeles, CA 2018 – Present</i> <ul style="list-style-type: none">• Strategic consulting agency focused on the application of design thinking to clients' most challenging business opportunities |
| <i>Creative Director</i> | Product Development Technologies LLC
<i>Los Angeles, CA 1999 – 2018</i> <ul style="list-style-type: none">• Promoted effective user-centered design processes in a fast-paced, multidisciplinary consulting environment• Managed all issues related to intellectual property, licensing of technology, and the many legal facets of design and development• Founded and directed PDT's Informed Innovation division, charged with generating proprietary products for license to leading manufacturers; delivered over 300% ROI• Responsible for multiple large scale programs for a diverse range of clients, from complex medical devices to mass market consumer electronics |
| <i>Associate Professor</i> | ArtCenter College of Design
<i>Pasadena, CA August 2019 – Present</i> <ul style="list-style-type: none">• Graduate level class in portfolio development and professional practice |
| <i>Board of Directors</i> | Metamason Inc.
<i>Pasadena, CA 2013 – Present</i> <ul style="list-style-type: none">• Healthcare focused startup capitalizing on 3D printing technologies to automate the creation of custom-fit medical devices• Engage, advise and take part in decisions impacting all aspects of corporate strategy, fundraising and governance |
| <i>Mentor & Advisor</i> | Make in LA
<i>Los Angeles, CA 2016 – Present</i> <ul style="list-style-type: none">• Provide guidance to startups, from the perspective of product development and design strategy, at Los Angeles' first dedicated hardware accelerator |
| <i>Mentor & Advisor</i> | The Design Accelerator
<i>Pasadena, CA 2013 – Present</i> <ul style="list-style-type: none">• Partnership among Art Center College of Design, Caltech and Idealab implementing low-cost management techniques to help design-driven tech startups grow into scalable technology businesses |

Principal

Twenty Twenty Thinking Inc.

Chicago, IL 1997 – 1999

- Invented, developed and licensed magical toy concepts, including the award-winning Bubble Bugs™ and Exclamation! Pen™
- Built successful licensing revenue stream, leveraging background in business, law and design to go head-to-head with established toy development firms

Designer

Zenith Electronics Corp.

Chicago, IL 1995 – 1997

- Managed brand development through design of next gen televisions, remotes and media devices for giant American electronics manufacturer challenged by Asian competition

Designer

Cousins Design

New York, NY 1993 – 1995

- Responsible for all phases of design process at renowned boutique firm, from initial concept development through client presentations

Attorney

Gunster, Yoakley & Stewart

West Palm Beach, FL 1991 – 1993

- Creative problem solving for a variety of complex corporate, banking and securities matters, focused on the legal needs of entrepreneurial businesses

HONORS

Chair, IDSA Design Protection Committee

(Industrial Designers Society of America)

IDSA 20/20 Award

Recognizing twenty designers who contributed to the advancement of the design profession in 2020

40+ US Patents and Patents Applied For

Dr. Toy Best New Toy, Gold Award

ID 40 Award, ID Magazine

Good Design Award, Chicago Athenaeum

CES Innovation Award, Consumer Electronics Association

Industrial Design Excellence Award (IDEA), Industrial Designers Society of America

Wall Street Journal “Form + Function” Column, Featured Designer

Becoming a Product Designer, Profiled by author and distinguished designer

Bruce Hannah

SELECT CLIENTS



US Patents and Applications on Which I am Named Inventor

US Utility Patents

10,631,678
6,578,725
6,976,605
6,997,342
6,997,345
7,047,585
7,207,461
7,306,131
7,571,537
7,882,840

US Design Patents

D389,516
D468,224
D474,087
D503,320
D503,877
D511,507
D512,290
D512,617
D514,410
D515,317
D522,329
D551,665
D554,636
D555,649
D557,338

US Patent Applications

20180014681
20160250363
20160249760
20110213399
20090149804
20090137859
20070277741
20070277740
20070267333
20060076309
20050242153
20050242151
20050242150
20050077309

JOEL DELMAN | InformedInnovation

2176 W. 24th Street, Los Angeles, CA 90018 773.517.1862 joel@informedinnovationinc.com

20040251590

20040245267

20040245266

20030182749

20020108952

Expert Witness Experience

In the Matter of Certain Soft Projectile Launching Devices, Components Thereof, Ammunition, and Products Containing Same (Utility Patent Infringement)

Date of engagement: October, 2022

United States International Trade Commission Inv. No. 337-TA-1221

Expert for Defendant Daisy Manufacturing Company, engaged by Kirkland & Ellis LLP

Patent evaluation, Expert reports, Deposition

Geigtech East Bay LLC v. Lutron Electronics Co., Inc. (Trade Dress Infringement)

Date of engagement: July, 2022

Southern District of NY, Case No. 1:18-CV-05290

Expert for Defendant, engaged by Arnold & Porter LLP

Trademark evaluation, Expert report, Deposition

Trove Brands, LLC v. The Hut Group Ltd. (Design Patent, Trade Dress Infringement)

Date of engagement: June, 2022

District of Utah, Case No. 2:20-CV-00803-HNC-DAO

Expert for Plaintiff, engaged by Knobbe, Martens, Olson & Bear, LLP

Patent and trademark evaluation, Expert declaration

Truinject Corp. v. Galderma Laboratories, L.P (Trade Dress Infringement)

Date of engagement: May, 2022

District of Delaware, Case No. 19-00592-LPS-JLH

Expert for Defendant, engaged by Munck Wilson Mandala, LLP

Trade dress evaluation, Expert report

Proslide Technology Inc. v. Whitewater West Industries Ltd. (Design Patent Infringement)

Date of engagement: August, 2021

Middle District of Florida, Case No. 6:20-cv-02189-CEM-DCI

Expert for Defendant, engaged by Buchalter PC

Patent evaluation, Expert reports, Deposition

Panasonic Corporation v. Getac Technology Corporation (Design Patent Infringement)

Date of engagement: April, 2021

Central District of California, Case No. 8:19-cv-01118-DOC-DFM

Expert for Defendant, engaged by King & Spalding LLP

Patent evaluation, Expert reports, Deposition

In the Matter of Certain Electronic Stud Finders, Metal Detectors and Electrical Scanners (Utility Patent Infringement)

Date of engagement: December, 2020

United States International Trade Commission Inv. No. 337-TA-1221

Expert for Plaintiff Zircon Corp., engaged by Palo Alto Legal Group

Patent evaluation, Expert reports, Deposition, Bench Trial Testimony (June 2021)

Razor USA LLC and Shane Chen v DGL Group, Ltd. (Design Patent Infringement)

Date of engagement: December, 2020

US District Court, District of New Jersey, Case No. 2:19-cv-12939

Expert for Plaintiff, engaged by Knobbe, Martens, Olson & Bear, LLP

Patent Evaluation, Expert declaration

Glam and Glits Nail Design Inc. v. iGel Beauty, LLC (Design Patent, Trade Dress Infringement)

Date of engagement: December, 2020
Central District of California, Case No. 8:20-cv-00088-JVS-DFM
Expert for Plaintiff, engaged by Lapple Ubell IP Law, LLP
Patent and Trade Dress evaluation, Expert report

***In the Matter of Certain Vaporizer Cartridges and Components Thereof
(Design Patent Infringement)***

Date of engagement: October, 2020
United States International Trade Commission Inv. No. 337-TA-1211
Expert for Plaintiff Juul Labs, Inc., engaged by Quinn Emanuel Urquhart & Sullivan, LLP
Patent evaluation, Expert reports

Otter Products, LLC v. Fellowes, Inc. (Trade Dress Infringement)

Date of engagement: July, 2020
Northern District of Illinois, Case No. 1:19-cv-06195
Expert for Plaintiff, engaged by Merchant & Gould P.C.
Trade Dress evaluation, Expert reports

Lanard Toys Ltd. v. Anker Play Products LLC (Design Patent, Trade Dress, Copyright Infringement)

Date of engagement: June, 2020
Central District of California, Case No. 2:19-cv-04350-RSWL-AFM
Expert for Defendant, engaged by Seyfarth Shaw LLP
Patent evaluation, Expert reports, Deposition

Shure Inc. v. ClearOne Inc. (Design Patent Infringement)

Date of engagement: May, 2020
District of Delaware, Case No. 19-1343 (RGA) CJB)
Expert for Defendant, engaged by Hueston Hennigan LLP
Patent evaluation, Expert reports, Depositions, Jury Trial Testimony (November 2021)

Furrion Property Holding Limited v. Way Interglobal Network, LLC (Design Patent Infringement)

Date of engagement: April, 2020
Northern District of Indiana, Case No. 3:19-cv-00566-PPS-MGG
Expert for Defendant, engaged by McDermott, Will & Emery LLP
Patent evaluation, Expert declaration

Simplehuman LLC v iTouchless Housewares Inc. (Design Patent Infringement)

Date of engagement: January, 2020
Northern District of California, Case No. 4:19-CV-2701-HSG
Expert for Defendant, engaged by Foley & Lardner LLP
Patent evaluation, Expert declaration

***Town and Country Linen Corp. v Ingenious Designs LLC et al
(Design Patent Infringement, Trade Secret Misappropriation)***

Date of engagement: January, 2020
Southern District of New York, Case No. 1:18-cv-05075-LGS
Expert for Defendant, engaged by Baker & Hostetler LLP
Expert reports, Deposition

MGA Entertainment, Inc. v Zuru LLC (Trade Dress Infringement)

Date of engagement: January, 2020
California Superior Court, Case No. 19-chc-00599
Expert for Defendant, engaged by Dentons LLP
Expert reports, Deposition, Bench Trial (April 2020)

P&P Imports LLC v Apple Tree International Corp. (Trade Dress and Copyright Infringement)

Date of engagement: November, 2019
California Central District Court, Case No. 8:18-cv-01542
Expert for Plaintiff, engaged by Pierce Bainbridge Beck Price & Hecht LLP
Trade Dress evaluation, Expert reports

Covves, LLC. V. Bigmouth Inc. et al (Design Patent Infringement)

Date of engagement: September, 2019
Indiana Southern District Court, Case No. 1:18-cv-03307-JMS-TAB
Expert for Plaintiff, engaged by The McArthur Law Firm, PC
Patent evaluation, Expert reports

Covves, LLC. v. Dillard's, Inc. et al (Design Patent Infringement)

Date of engagement: September, 2019
California Central District Court, Case No. 2:18-cv-08518-GJS
Expert for Plaintiff, engaged by The McArthur Law Firm, PC
Patent evaluation, Expert reports

Rhino Metals Inc. v. Sturdy Gun Safe, Inc. (Trade Dress and Design Patent Infringement)

Date of engagement: August, 2019
Idaho District Court, Case No. 1:18-cv-00474-EJL
Expert for Defendant, engaged by Givens Pursley LLP
Patent and trade dress evaluation, Expert reports, Deposition

LILLEbaby LLC v. BabySwede LLC et al (Utility Patent Infringement)

Date of engagement: June, 2019
In the Matter of Certain Child Carriers and Components Thereof
United States International Trade Commission Inv. No. 337-TA-1154
Expert for Defendant, engaged by Dorsey & Whitney LLP
Patent evaluation, Expert report, Deposition

Kuen Hwa Traffic Industrial Co. v. DNA Motor, Inc. (Design Patent Infringement)

Date of engagement: April, 2019
California Central District Court, Case No. 2:18-cv-05664-RGK-SK
Expert for Plaintiff, engaged by InHouse Co. Law Firm LLC
Patent Evaluation, Report consultation (non-testifying expert)

UZBL, LLC v. Devicewear, LLC et al (Design Patent, Trade Dress and Copyright Infringement)

Date of engagement: January, 2019
California Central District Court, Case No. 8:17-cv-01978-JVS-KES
Expert for Defendant, engaged by Plager Schack LLP
Patent Evaluation, Expert report

Spigen Korea Co., LTD. v. Ultraproof, Inc. et al (Design Patent Infringement)

Date of engagement: August, 2018
California Central District Court, Case No. 2:17-cv-01161-DOC-DFM
United States Court of Appeals for the Federal Circuit, Case: 19-1435
Expert for Plaintiff, engaged by Lewis Brisbois Bisgaard & Smith LLP
Expert reports, Deposition

Spigen Korea Co., LTD. v. Modne, Inc. et al (Design Patent Infringement)

Date of engagement: July, 2018

California Central District Court, Case No. 2:17-cv-06674-SJO-FFM

Expert for Plaintiff, engaged by Lucem Law LLC

Expert report

Edge Systems LLC et al v. Aesthetic Skin Systems LLC (Trade Dress Infringement)

Date of engagement: May, 2018

California Central District Court, Case No. 2:17-cv-04597-PSG-AFM

Expert for Defense, engaged by Plager Schack LLP

Trademark evaluation and Consultation

C&A Marketing, Inc. (dba Polaroid) v. GoPro Inc. (Design Patent Infringement)

Date of engagement: January, 2017

District Court of New Jersey, Case No. 1:15-7854-RMB-JS

Expert for Defense, engaged by Kilpatrick Townsend & Stockton LLP

Expert report, Deposition

Joel Delman | Expert Witness Testimony

In the Matter of Certain Soft Projectile Launching Devices, Components Thereof, Ammunition, and Products Containing Same (Utility Patent Infringement)

Date of engagement: October, 2022

United States International Trade Commission Inv. No. 337-TA-1221

Expert for Defendant Daisy Manufacturing Company, engaged by Kirkland & Ellis LLP

Patent evaluation, Expert reports, Deposition

Geigtech East Bay LLC v. Lutron Electronics Co., Inc. (Trade Dress Infringement)

Date of engagement: July, 2022

Southern District of NY, Case No. 1:18-CV-05290

Expert for Defendant, engaged by Arnold & Porter LLP

Trademark evaluation, Expert report, Deposition

Proslide Technology Inc. v. Whitewater West Industries Ltd. (Design Patent Infringement)

Date of engagement: August, 2021

Middle District of Florida, Case No. 6:20-cv-02189-CEM-DCI

Expert for Defendant, engaged by Buchalter PC

Patent evaluation, Expert reports, Deposition

Panasonic Corporation v. Getac Technology Corporation (Design Patent Infringement)

Date of engagement: April, 2021

Central District of California, Case No. 8:19-cv-01118-DOC-DFM

Expert for Defendant, engaged by King & Spalding LLP

Deposition, Trial testimony (Jury trial, June 2022)

Glam and Glits Nail Design Inc. v. iGel Beauty, LLC (Design Patent, Trade Dress Infringement)

Date of engagement: December, 2020

Central District of California, Case No. 8:20-cv-00088-JVS-DFM

Expert for Plaintiff, engaged by Lapple Ubell IP Law, LLP

Deposition

Shure Inc. v. ClearOne Inc. (Design Patent Infringement)

Date of engagement: May, 2020

District of Delaware, Case No. 19-1343 (RGA) CJB)

Expert for Defendant, engaged by Hueston Hennigan LLP

Multiple depositions, Trial testimony (Jury trial, November 2021)

In the Matter of Certain Electronic Stud Finders, Metal Detectors and Electrical Scanners (Utility Patent Infringement)

Date of engagement: December, 2020

United States International Trade Commission Inv. No. 337-TA-1221

Expert for Plaintiff Zircon Corp., engaged by Palo Alto Legal Group

Deposition, Trial testimony (Bench trial, June 2021)

Town and Country Linen Corp. v Ingenious Designs LLC et al (Design Patent Infringement, Trade Secret Misappropriation)

Date of engagement: January, 2020

Southern District of New York, Case No. 1:18-cv-05075-LGS

Expert for Defendant, engaged by Baker & Hostetler LLP

Deposition

*Lanard Toys Ltd. v. **Anker Play Products LLC** (Design Patent, Trade Dress, Copyright Infringement)*

Date of engagement: June, 2020

Central District of California, Case No. 2:19-cv-04350-RSWL-AFM

Expert for Defendant, engaged by Seyfarth Shaw LLP

Deposition

*MGA Entertainment, Inc. v **Zuru LLC** (Trade Dress Infringement)*

Date of engagement: January, 2020

California Superior Court, Case No. 19-chc-00599

Expert for Defendant, engaged by Dentons LLP

Deposition, Trial testimony (Bench trial, March 2020)

*Rhino Metals Inc. v. **Sturdy Gun Safe, Inc.** (Trade Dress and Design Patent Infringement)*

Date of engagement: August, 2019

Idaho District Court, Case No. 1:18-cv-00474-EJL

Expert for Defendant, engaged by Givens Pursley LLP

Deposition

*LILLEbaby LLC v. **BabySwede LLC et al** (Utility Patent Infringement)*

Date of engagement: June, 2019

In the Matter of Certain Child Carriers and Components Thereof

United States International Trade Commission Inv. No. 337-TA-1154

Ohio Northern District Court, Case No. 1:19-cv-00504-JG

Expert for Defendant, engaged by Dorsey & Whitney LLP

Deposition

***Spigen Korea Co., LTD.** v. **Ultraproof, Inc. et al** (Design Patent Infringement)*

Date of engagement: August, 2018

California Central District Court, Case No. 2:17-cv-01161-DOC-DFM

United States Court of Appeals for the Federal Circuit, Case: 19-1435

Expert for Plaintiff, engaged by Lewis Brisbois Bisgaard & Smith LLP

Deposition

*C&A Marketing, Inc. (dba Polaroid) v. **GoPro Inc.** (Design Patent Infringement)*

Date of engagement: January, 2017

District Court of New Jersey, Case No. 1:15-7854-RMB-JS

Expert for Defense, engaged by Kilpatrick Townsend & Stockton LLP

Deposition

General Articles and Publications

Going In Blind: Redesigning the Next Generation Perkins Braille, Product Design & Development Magazine, November 11, 2010

Are Amazon, Netflix and Google Making Too Many Decisions for Us?, Forbes, November 24, 2010

Design in 2010: Four Emerging Trends in Technical Product Design, Engineering Exchange Magazine, April 5, 2010

4 Reasons Why 3D TV is Years Away from Adoption, MediaShift, May 18, 2010

Economic Recession Doesn't have to Halt Innovative Product Development, Design Manufacturing News, March 31, 2011

Cost vs. Quality: The Dangers of Outsourcing Design Overseas, Appliance Design Magazine, August 10, 2011

The Consumerization of Medical Products, Medical Product Outsourcing Magazine, August 31, 2011

Design that Transforms the Eating Experience, Bloomberg.com, January 5, 2012

The Los Angeles Perspective on CES: Guest Blogger CES 2013, LAObserved, January 2013

Does Design + Celebrity = Innovation? Innovation Excellence Magazine, March 12, 2013

Publications by Product Development Technologies Inc.

Asian Design: A Look at the Landscape, PDT Pulse June 2008

PDT Pulse: CES Trends 2013, February 2013

PDT Pulse: E3 Electronic Entertainment Expo Trends 2013, June 2013

PDT Pulse: CES Trends 2014, February 2014

PDT Pulse: E3 Electronic Entertainment Expo Trends 2014, June 2014

PDT Pulse: CES Trends 2015, February 2015

PDT Pulse: NAFEM Trends 2015, March 2015

PDT Pulse: E3 Electronic Entertainment Expo Trends 2015, June 2015

JOEL DELMAN | InformedInnovation

2176 W. 24th Street, Los Angeles, CA 90018 773.517.1862 joel@informedinnovationinc.com

PDT Pulse: Trends in Medical and Healthcare Solutions, August 2015

PDT Pulse: CES Trends 2016, February 2016

PDT Pulse: POC Medical Diagnostics Trends, April 2016

PDT Pulse: E3 Electronic Entertainment Expo, Virtual Reality Past, Present and Future, June 2016

PDT Pulse: CES Trends 2017, February 2017

PDT Pulse: E3 Electronic Entertainment Expo Trends 2017 June 2017

Speaking Engagements

The Future of Food Preparation, California State University Long Beach Duncan Anderson Lecture Series, November 10, 2011

Research as the Foundation to Great Design, Southern California Biomedical Council MedTech Design Forum, May 31, 2012

Design Patents and Defining the Article of Manufacture: An Expert Witness Plays Devil's Advocate; Orange County Intellectual Property Law Association, April 19 2018.

Design Patents and Defining the Article of Manufacture: An Expert Witness Plays Devil's Advocate; CLE Webinar for The TASA Group, February 21, 2019.

The Good, The Bad and The Ugly: How Recent Design Patent Cases Impact Design Protection; Webinar for IDSA, August 25, 2020

Legal Contracts for Designers: (Almost) Everything You Need to Know; Presentation at the IDSA International Design Conference, September 17, 2020

Interviews

Delivering Realizable Solutions Through Informed Innovation, Market News First (MN1), March 9, 2007

How are you Influencing ER and Surgical Devices?, Medical Design Technology Magazine, November 17, 2010

Live from the Medical Design and Manufacturing Expo: The Latest Trends in Medical Devices, CBS Los Angeles Newsradio KNX10.70, February 2015

Navigating CES and Passenger Experience Trends, Airline Passenger Experience Association, January 8 2016

JOEL DELMAN | InformedInnovation

2176 W. 24th Street, Los Angeles, CA 90018 773.517.1862 joel@informedinnovationinc.com

Design Mysteries with Bruce Hannah
Apple Podcast, January 2022