JOEL DELMAN | InformedInnovation

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

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

Design Director

Informed Innovation Inc.
Los Angeles, CA 2018 – Present

- Strategic consulting agency focused on the application of design thinking to clients' most challenging business opportunities

Creative Director

Product Development Technologies LLC
Los Angeles, CA 1999 – 2018

- 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

Associate Professor

ArtCenter College of Design
Pasadena, CA August 2019 – Present

- Graduate level class in portfolio development and professional practice

Board of Directors

Metamason Inc.
Pasadena, CA 2013 – Present

- 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

Mentor & Advisor

Make in LA
Los Angeles, CA 2016 – Present

- Provide guidance to startups, from the perspective of product development and design strategy, at Los Angeles' first dedicated hardware accelerator

Mentor & Advisor

The Design Accelerator
Pasadena, CA 2013 – Present

- Partnership among Art Center College of Design, Caltech and Idealab implimenting low-cost management techniqes to help design-driven tech startups grow into scalable technology businesses

Masimo Ex. 1004
IPR Petition - US D962,936

Principal **Twenty Twenty Thinking Inc.**
Chicago, IL 1997 – 1999

- Invented, developed and licensed magical toy concepts, including the award-winning Bubble Bugs[tm] and Exclamation! Pen[tm]
- 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

JOEL DELMAN | InformedInnovation
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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

Masimo Ex. 1004
IPR Petition - US D962,936

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

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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

20040251590
20040245267
20040245266
20030182749
20020108952

General Articles and Publications

Going In Blind: Redesigning the Next Generation Perkins Brailler, 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

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 2015*7 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

Design Mysteries with Bruce Hannah
Apple Podcast, January 2022