ROBERT W. ERB

Curriculum Vitae

EXECUTIVE SUMMARY

Robert W. Erb is a senior executive, attorney, inventor, and product-development leader with extensive experience in the footwear, apparel, sporting goods, licensing, and intellectual property industries. He has held leadership positions at adidas America, adidas Golf, TaylorMade-adidas Golf, FILA Sports, Schutt Sports, and Triple Eight Distribution, with responsibility for the development, commercialization, licensing, sourcing, and distribution of global footwear and consumer-product lines. Mr. Erb is also an inventor or co-inventor on numerous patents and patent applications relating to footwear, sporting goods, and product-development technologies.

EDUCATION

Juris Doctor, New York Law School, New York, New York; Accelerated Evening Program (2 ½ years), December 1991.

Bachelor of Arts, Cum Laude, SUNY Buffalo, Buffalo, New York, 1982; Concentration in Philosophy and Religious Studies.

BAR STATUS

New York Bar (1992).
Connecticut Bar (1992, retired).
U.S. District Courts for the Southern and Eastern Districts of New York (1992).
Court of Appeals for the Federal Circuit (1992).
Court of Appeals for the Second Circuit.

EXPERIENCE

TRIPLE EIGHT DISTRIBUTION, LLC (2023-Present)
Chief Executive Officer
Responsible for the design, development, marketing, manufacture, sales and distribution of action sports protective gear and accessories, including helmets and pads, under a variety of brands, including TRIPLE EIGHT, PRO-TEC, 187 KILLER PADS, EIGHTBALL, and 80SIX, into diverse channels of retail, including specialty, big box, sporting goods, direct to consumer, and mass merchants.

SCHUTT SPORTS (KRANOS CORPORATION), Litchfield, Illinois (2007-2021)
Chief Executive Officer
Responsible for the design, development, marketing, manufacture, sales and distribution of SCHUTT branded football, baseball, softball, and lacrosse equipment, including helmets, shoulder pads, shirts, pants, bags, and accessories. Best performing helmets in the NFL and Virginia Tech helmet safety rankings. Acquired the assets of Vicis Sports and Adams sports gear to become the second largest supplier of protective equipment to the NFL, NCAA, High Schools and Youth programs.

FILA SPORTS (SPORTS BRANDS INTERNATIONAL, LLC), New York, New York (2005-2007)
Chief Executive Officer / Chief Marketing Officer / Managing Director
Following bankruptcy, responsible for the design, development, marketing, sales, distribution and licensing of the global FILA brand including footwear, apparel, accessories and licensed products. Sports Brands International sold the global FILA footwear and apparel business to FILA Korea in 2007. The transaction was reportedly valued at approximately USD $400 million, and transferred SBI's subsidiary, FILA Luxembourg, which held all global trademark and brand rights, to its Korean affiliate.

ADIDAS GOLF, CARLSBAD, California (2002-2005)
President
Responsible for the design, development, marketing, sales and distribution of the global adidas golf line, including footwear, apparel, bags, and accessories. Brought the adidas license for golf in-house. Grew the division from USD $12 million to USD $133 million.

TAYLORMADE-ADIDAS GOLF COMPANY, Carlsbad, California (1999-2001)
Senior Executive of Global Marketing
Member of an Executive Management Team responsible for growing the golf subsidiary from approximately USD $325 million to USD $700 million. Responsible for all brand and product marketing, global product development, licensing, and legal functions. Brought adidas license in-house; TaylorMade acquired the Maxfli brand and its patent portfolio from Dunlop Slazenger; the trademarks were later sold to Dick's Sporting Goods on February 11, 2008, though TaylorMade retained the Noodle trademark and all golf ball patents.

ADIDAS AG, NORTH AMERICA, Beaverton, Oregon (1997-1999)
Head of North America Sports Marketing, Licensing, and Acquisitions
Part of the Executive Team that took adidas public. Member of the Mergers and Acquisition Team that purchased the French ski and outdoor equipment company Salomon in 1997 in a deal valued at approximately USD $1.4 billion. The acquisition temporarily led to Adidas-Salomon AG. Adidas later sold Salomon to Amer Sports in 2005, retaining TaylorMade Golf Company.

ADIDAS AMERICA, INC., Beaverton, Oregon (1994-1996)
General Counsel and Head of Sports Marketing
Member of Executive Management Team responsible for growing partially-owned subsidiary from approximately USD $250 million to USD $700 million. Primarily responsible for creation and supervision of in-house Legal Department, including negotiation of all international sourcing contracts (China, Vietnam, Thailand, and South Korea); negotiated all contracts for Research and Development; worked closely with R&D to clear and file patent and trademark applications; responsible for creation of and oversaw Sports Marketing & Licensing Division, including negotiation with brand athletes, leagues, universities, events, and third-party licensees.

- Brand athletes included Kobe Bryant, Peyton Manning, Eddie George, Muhammad Ali, and Joe Montana.
- Leagues and organizations included NFL, NBA, MLB/NY Yankees, U.S. Soccer, and MLS.
- Universities and events included Notre Dame, UCLA, University of Tennessee, Women's World Cup, and X-Games.
- Third-party licensing included eyewear, gloves, and co-branded apparel.

DVORAK & TRAUB, PC, New York and Chicago (1992-1993)
Partner
Primarily responsible for domestic and foreign litigation, administrative proceedings, and arbitration involving intellectual property rights, including trademark, copyright, licensing, and related commercial matters. Extensive experience in trademark prosecution, TTAB proceedings, worldwide registration and enforcement programs, and intellectual-property licensing. Clients included adidas AG, Gulf International Lubricants, Inc., Reynolds Metals Co., and West Design Chemicals, Inc.

DVORAK & TRAUB, PC, New York and Chicago (1990-1992)
Legal Intern / Associate
Supported attorneys in intellectual property, trademark, copyright, licensing, and litigation matters, including legal research, drafting, case preparation, and client representation.

KENYON & KENYON, New York, New York (1988-1990)
Intellectual Property Paralegal
Assisted attorneys with patent, trademark, licensing, and litigation-related matters, including document management, legal research support, and case preparation.

BALOUGH, OSANN, DVORAK & TRAUB, PC, New York, New York (1986-1988)
Intellectual Property Paralegal
Provided support on intellectual property matters, including trademark, copyright, licensing, and litigation matters, while assisting attorneys with case preparation and prosecution activities.

ST. FRANCIS DE SALES HIGH SCHOOL, Toledo, Ohio (1982-1986)
Educator
Secondary education teacher of history and mathematics. Division 1 football, wrestling, and track and field coach. 1984 Ohio State High School Football Champions.

PUBLICATIONS

Co-Author, "Mickem Maus Lasst Grussen," Innovation & Management Magazine.
Author, "When Looks Are Deceiving," Legal Times.
Author, "Offers of Judgment," National Law Journal.
Author, "What's in a Name," Legal Times.
Co-Author, "Commercial Parody," National Law Journal.

PANELS, SPEAKING ENGAGEMENTS, TEACHING, AND EXPERT EXPERIENCE

Panelist, Sports Forum, Harvard Business School.
Panelist, National Sports Forum.
Panelist, National Defense Counsel Forum.
Speaker, American Marketing Association, University of Texas.
Panelist, Developments in Sports, New York Law School.
Speaker, Developments in Licensing and Sponsorships, National Association of Athletic Directors.
Adjunct Professor, New York Law School, Sports Marketing, Spring 2019.
Expert Witness, *Agassi v. Nike*.

HONORS, AWARDS, AND RECOGNITION

Featured in: Smit, B., Sneaker Wars: The Enemy Brothers Who Founded adidas and Puma, Harper & Collins, 2008.
Featured in: Cooper, K., ADIDAS: The Story as Told by Those Who Have Lived and Are Living It, published by adidas, 2010.
2006 Retail Design Awards, NASFM, Grand Prize, Softline Special Store.
2006 Retail Design Awards, NASFM, Store of the Year and Store Fixture Award.
2015 Customer Value Leadership, Frost & Sullivan.
2015 New Product Leadership Manufacturing Leadership Award, Frost & Sullivan.
1998 Sports Business Journal's 40 Under 40.

CERTIFICATIONS AND AWARDS

EMT-B, 2021-2025.
NYS HazMat Refresher, 2021.
UL Water Mapping in Residential Structures.
UL Air Entrapment by Fire Service Hose Streams, 2020.
SCM OSHA First Responder Awareness Training, 2020.
NCPR Foundation Bloodborne Pathogens, 2019.
FEMA NIMS 100, 2018.

NCFSA Department Ops, 2012-2020.
FDSOA Incident Safety Officer, NFPA Standard 1521, 2015.
AHA CPR/AED/First Aid, 2015.
NFA/NCFSA Fire Strategy and Tactics, 2015.
FEMA Q-2000 Fire Series, 2015.
NFPA Wildland Fire Ignition, 2015.
NCFSA Intro to Officer, 2014.
NCFSA Department Operations, 2014.
UL Basement Fires, 2014.
NYS Natural Disaster Awareness, 2013.
UL Fire Behavior in Single-Family Occupancy, 2013.
UL Firefighter Safety, 2013.
NCFSA Safety Officer, 2013.
NCFSA Department Ops, 2013.
FDSOA Fire Suppression Safety Officer, 2013.
NCFSA Department Ops, 2012.
FDNY Burn Center Training, 2011.
NCFSA Solar Panel Fuel Cell Safety, 2007.
NYS/NCFSA Firefighter Essentials, Primaries, and HazMat, 2007.
American Legion Firefighter of the Year, Manhasset, NY, 2012.
President's Volunteer Service Award for Community Fire Service, 2012-2015.
Certificate of Recognition for Heroic Response and Performance of Duty, 2012 Hurricane Sandy, Office of the Nassau County Executive, Nassau County, New York.

PATENTS AND PATENT APPLICATIONS

1. U.S. Patent No. 7,576,298 — **Method for making a golf club face**. Filed April 5, 2004; issued August 18, 2009; assignee Taylor Made Golf Company, Inc.; inventors Robert W. Erb and Todd P. Beach.
2. U.S. Patent No. 7,073,277 — **Shoe having an inner sole incorporating microspheres**. Filed June 25, 2004; issued July 11, 2006; assignee Taylor Made Golf Company, Inc.; inventors Robert Erb, Hyun Jin Kim, and Marco Grott.
3. U.S. Patent No. 9,131,744 — **Football helmet**. Filed June 18, 2012; issued September 15, 2015; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Vince Long, and Louis Anthony VanHoutin.
4. U.S. Patent No. 10,258,098 — **Football helmet with cheek supports**. Filed March 10, 2017; issued April 16, 2019; assignee Kranos IP Corporation; inventors Robert Erb, Louis Anthony Vanhoutin, and Cortney Warmouth.
5. U.S. Patent No. 11,291,264 — **Football helmet shell**. Filed March 29, 2019; issued April 5, 2022; assignee Schutt Sports IP, LLC; inventors Robert Erb, Louis Anthony Vanhoutin, and Cortney Warmouth.
6. U.S. Publication No. 20070043582 — **Method and system for providing customized footwear to a retail consumer**. Filed March 2, 2006; published February 22, 2007; applicant FILA Luxembourg S.A.R.L.; inventors Mikal Peveto, Savino Bove, Jay White, Robert Erb, and Nate Heckman.
7. U.S. Patent No. 9,326,561 — **Helmet**. Filed July 31, 2015; issued May 3, 2016; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Vincent R. Long, and Louis Anthony Vanhoutin.
8. U.S. Patent No. 10,376,011 — **Football helmet with raised plateau**. Filed March 21, 2019; issued August 13, 2019; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Vincent R. Long, and Louis Anthony Vanhoutin.

9. U.S. Patent No. 10,098,406 — **Football helmet with faceguard having raised eyebrow areas**. Filed October 31, 2017; issued October 16, 2018; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Vincent R. Long, and Louis Anthony Vanhoutin.
10. U.S. Patent No. 9,833,033 — **Football helmet with faceguard having raised eyebrow areas**. Filed July 31, 2015; issued December 5, 2017; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Vincent R. Long, and Louis Anthony Vanhoutin.
11. U.S. Patent No. D750,530 — **Chin strap buckle sleeve**. Filed April 30, 2015; issued March 1, 2016; assignee Kranos IP Corporation; inventors Louis Anthony Vanhoutin, Norman M. Halpin, Cortney Warmouth, and Robert Erb.
12. U.S. Patent No. 9,066,550 — **Pivoting dual chin strap snap feature for football helmet**. Filed November 30, 2012; issued June 30, 2015; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Vincent R. Long, and Louis Anthony Vanhoutin.
13. U.S. Patent No. 10,813,403 — **Football helmet having exceptional impact performance**. Filed February 7, 2019; issued October 27, 2020; assignee Kranos IP Corporation; inventors Louis Anthony Vanhoutin, Vincent R. Long, Robert Erb, and Richard Groff, III.
14. U.S. Patent No. 9,566,497 — **Batting helmet**. Filed May 1, 2013; issued February 14, 2017; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Vincent R. Long, Louis Anthony Vanhoutin, and Ray Drake.
15. U.S. Patent No. D836,253 — **Football helmet shell**. Filed June 6, 2017; issued December 18, 2018; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Vincent R. Long, and Louis Anthony Vanhoutin.
16. U.S. Patent No. 10,583,346 — **Liner assembly for a protective helmet**. Filed January 2, 2018; issued March 10, 2020; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Vincent R. Long, Louis Anthony Vanhoutin, and Ray Drake.
17. U.S. Patent No. 9,943,747 — **Liner assembly for a protective helmet**. Filed March 24, 2016; issued April 17, 2018; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Vincent R. Long, Louis Anthony Vanhoutin, and Ray Drake.
18. U.S. Patent No. D678,617 — **Helmet with faceguard**. Filed May 18, 2012; issued March 19, 2013; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Louis Anthony Vanhoutin, Kip Meyer, Dan Meyer, and Rob Ball.
19. U.S. Patent No. D695,465 — **Faceguard**. Filed January 28, 2013; issued December 10, 2013; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Louis Anthony Vanhoutin, Kip Meyer, Dan Meyer, and Rob Ball.
20. U.S. Patent No. D704,899 — **Faceguard**. Filed October 8, 2013; issued May 13, 2014; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Louis Anthony Vanhoutin, Kip Meyer, Dan Meyer, and Rob Ball.
21. U.S. Patent No. D748,346 — **Faceguard**. Filed August 19, 2014; issued January 26, 2016; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Louis Anthony Vanhoutin, Kip Meyer, Dan Meyer, and Rob Ball.
22. U.S. Patent No. D753,346 — **Helmet**. Filed February 25, 2014; issued April 5, 2016; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Louis Anthony Vanhoutin, Kip Meyer, Dan Meyer, and Rob Ball.
23. U.S. Patent No. RE47,868 — **Football helmet shell**. Filed March 22, 2019; issued February 25, 2020; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Vincent R. Long, Louis Anthony Vanhoutin, and Michael Princip.

24. U.S. Patent No. D910,240 — **Football helmet shell**. Filed November 7, 2018; issued February 9, 2021; assignee Schutt Sports IP, LLC; inventors Robert Erb, Cortney Warmouth, Vincent R. Long, Louis Anthony Vanhoutin, and Michael M. Princip.
25. U.S. Patent No. D910,928 — **Football helmet shell**. Filed November 7, 2018; issued February 16, 2021; assignee Schutt Sports IP, LLC; inventors Robert Erb, Cortney Warmouth, Vincent R. Long, Louis Anthony Vanhoutin, and Michael M. Princip.
26. U.S. Patent No. 9,486,028 — **Chin strap buckle assembly for sports helmet**. Filed July 2, 2015; issued November 8, 2016; assignee Kranos IP Corporation; inventors Louis Anthony Vanhoutin, Norman M. Halpin, Cortney Warmouth, Robert Erb, and Vincent R. Long.
27. U.S. Patent No. 8,544,117 — **Ventilated air liner for a helmet**. Filed July 13, 2011; issued October 1, 2013; assignee Kranos IP Corporation; inventors Robert Erb, Raymond J. Drake, Jr., Cortney Warmouth, Louis Anthony Vanhoutin, and Vincent R. Long.
28. U.S. Publication No. 20260068981 — **Configurable Helmet**. Filed September 10, 2025; published March 12, 2026; applicant Triple Eight Distribution LLC; inventors Robert W. Erb, Yana Dorson Farrally-Plourde, Vinton Wayne Pacetti, Loren Jay Stowe, and Jay Paul White.
29. U.S. Patent No. D747,046 — **Faceguard**. Filed July 29, 2014; issued January 5, 2016; assignee Kranos IP Corporation; inventors Robert Erb, Cortney Warmouth, Louis Anthony Vanhoutin, Kip Meyer, Dan Meyer, and Rob Ball.