



**ROB WALLACE**  
—BRANDING EXPERT—

## Partial List of Prior Case Expertise

Rob Wallace has served as an expert witness on Lanham Act issues involving trademark and copyright infringement, likelihood of consumer confusion, brand dilution, damages, licensing, corrective advertising and other relevant branding issues on numerous occasions. In most of these cases he has been deposed. He has served both plaintiffs and defendants.

These cases include but are 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 hf, 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. v. The Hershey Company, U.S. District Court, District of Eastern Virginia, 2009
- Pom Wonderful v. Welch Foods Inc., US District Court, Central District of California, 2011
- Pom Wonderful 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, 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

*Rob Wallace*  
*Branding Expert*  
*669 Oradell Ave.*  
*Oradell, NJ 07649*  
*P : 917.860.0319*

*Rob@RobWallaceExpert.com*  
*RobWallaceExpert.com*



**ROB WALLACE**  
—BRANDING EXPERT—

- Simone Kelly-Brown et al. v. Oprah Winfrey 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, U.S. Supreme Court, State of New York, 2014
- River Light and Tory Burch v. Lin & J International et al., U.S. District Court, Southern District of New York, 2014
- John Wayne Enterprises, LLC v. Duke University, U.S. District Court, Southern District of New York, 2014
- Woodbolt Distribution, LLC and General Nutrition Corporation, v. Altairia Corporation, US District Court, Southern District of New York, 2015
- Myos Corporation v. Maximum Human Performance, US District Court, District of New Jersey, 2015
- Myos Corporation v. Maximum Human Performance, US District Court, District of New Jersey, 2015
- 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
- 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

**Rob Wallace**  
**Branding Expert**  
**669 Oradell Ave.**  
**Oradell, NJ 07649**  
**P : 917.860.0319**

**Rob@RobWallaceExpert.com**  
**RobWallaceExpert.com**



**ROB WALLACE**  
—BRANDING EXPERT—

- Smart Vent Products Inc v. Crawl Space Door Systems, Inc, U.S. District Court, New Jersey, 2016
- Fireclean LLC v. Steel Shield Technologies et al., U.S. District Court, Eastern District of Virginia, 2016
- ZURU Ltd. et al. v. Telebrands Corp. and Prometheus Brands LLC, U.S. District Court, New Jersey, 2016

*Rob Wallace*  
*Branding Expert*  
*669 Oradell Ave.*  
*Oradell, NJ 07649*  
*P : 917.860.0319*  
*Rob@RobWallaceExpert.com*  
*RobWallaceExpert.com*