

IVAN ROSS

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PERSONAL DATA

Born March 29, 1940, Kankakee, Illinois; two children

EDUCATION

Ph.D. Industrial/Consumer Psychology, Purdue University, 1/66

M.S. Industrial Psychology, Purdue University, 8/63

B.A. Psychology, Miami University (Ohio), 1/61

EMPLOYMENT HISTORY

President, Ross Research, Minneapolis, Minnesota, since 1986. Consumer and marketing research consulting organization specializing in legal and regulatory applications of consumer psychology.

Professor of Marketing, University of Minnesota, Carlson School of Management, and Adjunct Professor of Psychology, Minneapolis, Minnesota, September 1974 through May 1995. Chairman of Marketing Department (1979-81). Taught courses in Consumer Behavior, Advertising and Sales Promotion, Marketing Research and Marketing. Conducted research in marketing and consumer behavior, member of graduate faculty of the School of Management and of the Department of Psychology, University of Minnesota. Adjunct Professor, Department of Psychology, University of Minnesota.

Associate Professor of Marketing, University of Minnesota, College of Business Administration, Minneapolis, Minnesota, September 1970 through June 1974. Adjunct Associate Professor, Department of Psychology, University of Minnesota.

Assistant Professor of Marketing, University of Minnesota, College of Business Administration, Minneapolis, Minnesota, February 1968 through June 1970. Adjunct Assistant Professor, Department of Psychology, University of Minnesota.

Visiting Associate Professor of Psychology and Sociology, Chapman College, Division of International Education/World Campus Afloat, Orange, California, February 1967 through January 1968. Taught Mental Hygiene, Social Psychology, Social Problems and Social Change, and Public Opinion and Propaganda. Visited and gave occasional lectures in 26 countries.

Research Psychologist, James Ford Bell Laboratories, General Mills, Inc., Minneapolis, Minnesota, August 1965 through January 1967. Conducted consumer and marketing research.

Summer Research Intern, Batten, Barton, Durstine, and Osborn, Inc., (Advertising Agency), New York, Summer 1962. Conducted advertising research.

Graduate Teaching Assistant, Department of Psychology, Purdue University, West Lafayette, Indiana, September 1962 through June 1965. Taught Consumer Behavior and Social Psychology.

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS AND HONOR SOCIETIES

Society for Consumer Psychology (Fellow)

American Psychological Association (Fellow), Division 23 - Consumer Psychology

American Psychological Society (Fellow)

American Marketing Association

Association for Consumer Research

Sigma Xi (Research Honorary)

Psi Chi (Psychology Honorary)

PRESENT/PAST PROFESSIONAL APPOINTMENTS, OFFICES, AND EDITORSHIPS

Consultant, Department of Justice (1995)

Consultant, Federal Trade Commission (1973-78)

Consultant, Food & Drug Administration (1975-76)

Member, Minnesota Advertising Review Board (MARB) (1974-85), Vice Chairman (1980-81)

Arbitrator, Minneapolis Better Business Bureau (BBB) (1973-76)

Member, Advisory Council, Office of Consumer Services, State of Minnesota, (1979-81)

Member, Ford Motor Co. Consumer Appeals Board (1985-86)

Director, Minnesota Chapter, American Marketing Association (1974-75)

Special Advisor, Consumer Protection Issues, *J. Social Issues*, 47, 1, 1991

Ad Hoc Reviewer, *Journal of Public Policy and Marketing* (1992-95)

Ad Hoc Reviewer, *Journal of Marketing Research* (1982-93)

Ad Hoc Reviewer, *Journal of Marketing* (1988-91)

Ad Hoc Reviewer/Editorial Collaborator, *Journal of Consumer Research* (1982-94)

Competitive paper reviewer, Marketing and Public Policy Conference (1995-current)

Consulting Editor, *Journal of Applied Psychology* (1975-81)

Consulting Editor, *Current Issues in Research in Advertising* (1979-85)

Consulting Editor, *Journal of Business Research* (1980-84)

Special Issue Editor, (Legal, Regulatory and Ethical Issues in Marketing and Consumer Behavior), *Journal of Business Research*, 24, 4, June, 1992

American Psychological Association, Division 23 (Consumer Psychology):

Member of Council of APA representing Division 23 (1973-75), Chairman, Committee on Inter-Association Affairs (1970-72), Program Chairman (1973 Annual Convention, Montreal, 1979 Annual Convention, New York), Membership Chairman (1973-74), Chairman of Structure and Function Committee (1979-82), President (1980-81), Fellowship Committee (1984-88)

Publications Committee, Association for Consumer Research (1977-79)

Competitive Paper Referee, Educators' Conference of the American Marketing Association (1975-91),

Association for Consumer Research Conference (1975-91), American Council on Consumer Interests (1982), Marketing and Public Policy Conference (1991-current)

American Marketing Association Doctoral Dissertation Competition referee, (1985, 1986, 1988, 1990-92)

Participant, Summer Workshop in Laboratory Experimental Research in Business Administration and Economics, University of California, Berkeley, 1968

Vice President, Minnesota Chapter of Society of Consumer Affairs Professionals in Business, 1980-81

AREAS OF SPECIALIZATION

Legal and regulatory applications of consumer behavior, marketing/advertising research, motivation research (depth/focus group interviews), survey/experimental design and questionnaire construction.

COURSES TAUGHT

Social Psychology (Purdue University and Chapman College)

Public Opinion and Propaganda (Chapman College)

Social Problems and Social Change (Chapman College)

Mental Hygiene (Chapman College)

Consumer Behavior (University of Minnesota and Purdue University)

Legal Aspects of Marketing Strategy (University of Minnesota)

Advertising and Sales Promotion (University of Minnesota)

Marketing Communications (University of Minnesota)

Seminar in Consumer Behavior (University of Minnesota)

Introductory Marketing (University of Minnesota)

Marketing Research (University of Minnesota)

Buyer Behavior and Marketing Analysis (University of Minnesota)

THESES

M.S. "An Adaptation of Programmed Learning for Producing Attitude Change," Purdue University, August, 1963.

Ph.D. "The Relationship Between Self-Concept and Judgments Concerning Selected Consumer Products," Purdue University, January, 1966.

DOCTORAL DISSERTATIONS CHAIRED OR ADVISED

1. Russell W. Belk, "An Exploratory Investigation of Situational Effects in Buyer Behavior," 1972
2. James E. Haefner, "The Perception of Deception in Television Advertising: Exploratory Investigation," 1972
3. Richard Taylor, "Carrier Selection and Market Segmentation in the Household Carrier Industry," 1973
4. James E. Nelson, "An Empirical Investigation of the Nature and Incidence of Ecologically Responsible Consumption of Housewives," 1974
5. Dennis L. Rosen, "The Development and Effect of Psychological Reactance in a Personal Sales Simulation," 1977
6. F. Robert Dwyer, "An Experimental Study of Consumer Use of Supplementary Drug Information," 1978
7. Joyce L. Grahn, "Consumer Information Processing of OTC Drug Label Information," 1979
8. Cathie Hafner Michlitsch, "The Role of Creativity, Satisfaction, and Interest in Explaining Innovative Behavior," 1981
9. Ronald Alan Hoverstad, "The Effects of Vividly Presented Information on Low and High Involvement Information Processing," 1986
10. Theresa Birk Bottum, "Perceived Importance and Source of Consumer Product Safety," 1993

BOOK REVIEWS

1. Ross, I. Review of Cases in Consumer Behavior (Blackwell, R.D. et al.), in *Contemporary Psychology*, 16, 8 (August), 1971, 531.
2. Ross, I. Review of Marketing Communications: Decision-Making as a Process of Interaction Between Buyer and Seller, 2nd ed., (Crane, E.), in *Contemporary Psychology*, 19, 8 (August), 1974, 627.
3. Ross, I. (with Grahn, J.), Review of Consumers in Trouble: A Study of Debtors in Default, (Caplovitz, D.), in *Social Science Quarterly*, 56, 3 (December) 1975.

4. Ross, I. Review of The Great American Blowup: Puffery in Advertising and Selling, (Preston, I.), in *J. of Cons. Affairs*, 10, 1 (Summer), 1976, 111-114.
5. Ross, I. Review of Decision-Making for Consumers: An Introduction to Consumer Economics, (Maynes, E.S.), in *Journal of Marketing Research*, 14 (Nov. 1977), 617-620.
6. Ross, I. Review of Consumer Behavior, (Reynolds, F.D., and Wells, W.D.), in *Journal of Marketing Research*, 14 (Nov. 1977), 617-620.
7. Ross, I. Review of Consumer Behavior: Application of Theory, (Howard, J.A.) in *Journal of Marketing Research*, 14 (Nov. 1977), 617-620.
8. Ross, I. Review of An Information Processing Theory of Consumer Choice, (Bettman, J.R.) in *Journal of Marketing*, 43, 3 (Summer, 1979), 124-5.

PUBLICATIONS (Articles, Reports, Chapters in Books)

1. Ross, I. (Evaluator), "A Project to Modify Cigarette Smoking Attitudes and Behavior of Blue-Collar Workers," December, 1965. HEW, U.S. Pub Health Div. Cancer Control. U.S. Public Health Service Contract PH-108-64-124.
2. Ross, I. (with Rudelius, C.W. and Pennington, A.), Minnesota Tourism 1968: A Market Analysis, State of Minnesota Planning Agency and Department of Economic Development, January, 1969.
3. Ross, I. "Handling the Neutral Vote in Paired Comparison Testing," *Journal of Marketing Research*, 6 (May, 1969), 221-222.
4. Ross, I. "Self-Concept and Brand Preference," *Journal of Business*, 44, 1 (January, 1971), 38-50.
5. Ross, I. (with Rudelius, C.W. and Pennington, A.), "Analyzing State Tourism: A Case Study of the Midwest," *Journal of Leisure Research*, 3, 4 (Fall, 1971), 250-260.
6. Ross, I. "Structure of Information Seeking and Personality in Consumer Decision-Making," *Journal of Business Administration*, 3, 2 (Spring, 1972), 55-67.
7. Ross, I. (with Cardozo, R. and Rudelius, C.W.), "New-Product Decisions by Marketing Executives: A Computer-Controlled Experiment," *Journal of Marketing*, 36, 1, 1972, 10-16.
8. Ross, I. (with Peterson, R.), "How to Name New Brands," *Journal of Advertising Research*, 12, 6 (December, 1972), 29-34.
9. Ross, I. "Applications of Consumer Information to Public Policy Decisions," chapter in Jagdish Sheth and Peter Wright (eds.), *Marketing Analysis for Societal Problems*, University of Illinois, 1974, 42-76.
10. Ross, I. (with Ptacek, C.), "Reducing Leniency Error in Intention- to-Buy Ratings," *Journal of Advertising Research*, 19, 6 (Dec.) 1979, 43-47.
11. Ross, I. (with Berkowitz, E., Walton, J., and Cvar, M.), "Consumer Behavior and Perceived Decision Freedom: A Re-Examination," *Journal of Applied Psychology*, 64, 5 (1979), 472-476.

12. Ross, I. (with Dwyer, F.R.), "Patient Package Inserts: Goals, Success Measures and Research Needs," *Medical Care*, March, 1980.
13. Ross, I. (with Smith, J.G., Snyder, W.S., Swire, J.B., and Donegan, T.J., Jr.), "Legal Standards for Consumer Research," *Journal of Advertising Research*, 23, 5 (Oct./Nov.), 1983, 19-35.
14. Ross, I. (with Loken, B., and Hinkle, R.) "Consumer Confusion of Origin and Brand Similarity Perceptions," *Journal of Public Policy and Marketing*, 5, 1986, 195-211.
15. Ross, I. (with Goodwin, Cathy), "Salient Dimensions of Perceived Fairness in Resolution of Service Complaints," *Journal of Consumer Satisfaction/Dissatisfaction and Complaint Behavior*, 2, 1989, 87-92.
16. Ross, I. (with Goodwin, Cathy), "Consumer Evaluations of Responses to Complaints: What's Fair and Why," *Journal of Consumer Marketing* 7, 2 (Spring, 1990), 39-47.
17. Ross, I. (with Goodwin, Cathy), "Consumer Responses to Service Failures: Influence of Procedural Fairness and Interactional Fairness Perceptions," *Journal of Business Research*, 1992.
18. Ross, I. "Introduction to Special Issue: Legal, Regulatory, and Ethical Issues in Marketing and Consumer Behavior," *Journal of Business Research*, 24, 4 (June), 1992, 281-282.

PAPERS PRESENTED AT PROFESSIONAL ASSOCIATIONS/CONFERENCES

1. Ross, I. and Perloff, R., "Attitude Change Through Programmed Learning," Paper presented at the American Psychological Association, September 1964, Los Angeles, CA, 19, 548.
2. Ross, I. and Perloff, R., "The Relationship Between Self-Concept and Judgments Concerning Selected Consumer Products," Paper presented at the American Psychological Association, September 1966, New York, NY.
3. Ross, I. and Perloff, R., "The Consumer Psychologist in the Business School," Paper presented at the American Marketing Association (Educators' Conference), August 1969, Cincinnati, OH, in McDonald (ed.), *Marketing Involvement in Society and the Economy*, 395-397.
4. Ross, I. (with Rudelius, W. and Cardozo, R.), "Marketing Manager Decision-Making Simulation," Paper presented at the American Marketing Association (Educator's Conference), August 1970, Boston, MS.
5. Ross, I. (with Belk, R.), "An Investigation of the Nature of Word-of-Mouth Communication Across Adoption Categories for a Food Innovation," Paper presented at the Association for Consumer Research Conference, September 1971, Silver Springs, MD. Published in *Proceedings of the 2nd Annual Conference of the Association for Consumer Research* (Gardner, D.M. ed.), 470-475.
6. Ross, I. "Applications of Consumer Information to Public Policy Decision," Paper presented at the P.D. Converse Social Marketing Conference, University of Illinois, Urbana, IL, December 1972.
7. Ross, I. and Gardner, D., "Potential Contributions of Consumer Psychology to Deceptive Advertising Determinations and Corrective Measures," Paper presented at the Eastern Psychological Association, May 1973, Washington, D.C.

8. Ross, I. (with Venkatesan, M.), "Personality and Persuasibility: A Test of the Curvilinear Hypothesis," Paper presented at the American Institute for Decision Sciences, Boston, MS, November 1973.
9. Ross, I. "Consumer Psychology and the Law--Trademark Infringement," Paper presented at the American Psychological Association, August 1974, New Orleans, LA, as part of Workshop, "Consumer Psychology and the Law: Three Points of Contact--Trademark Infringement, Product Health-Safety, and Advertising Deception.
10. Ross, I. "Perceived Risk and Consumer Behavior: A Critical Review," Paper presented at the Association for Consumer Research Conference, November 1974, Chicago, IL. Published in *Advances in Consumer Research*, Vol. 2, Mary Jane Schlinger (ed.), 1975, 1-19.
11. Ross, I. "Applications of Consumer Information to Public Policy Decisions," presented at 1st International Social Marketing Congress, June 1975, Belgium.
12. Ross, I. "Problems of Resolutions of Ethical Issues in Academic Setting," Paper presented at the American Psychological Association, Chicago, IL, September 1975.
13. Ross, I. (with Ptacek, C.), "Identifying and Eliminating Leniency Error in Consumer 'Propensity to Buy' Ratings," Paper presented at the American Psychological Association, August 1977, San Francisco, CA.
14. Ross, I. "Research Contributions to Public Policy: Discussant Comments," Presented at Association for Consumer Research Conference, October 1978, Miami, FL. Published in *Advances in Consumer Research*, Vol. 6, William W. Wilkie (ed.), 1979, 526-528.
15. Ross, I. "To Market, To Market," Presidential address to the Consumer Psychology Division (Division 23) of the American Psychological Association, August 1981, Los Angeles, CA. Published in *Proceedings of the Division 23 Program, 89th Annual Convention of the APA*, 28-34.
16. Ross, I. "Information Processing and the Older Consumer: Marketing and Public Policy Implications," Paper presented at the Association for Consumer Research Conference, October 1981, St. Louis, MO. Published in *Advances in Consumer Research*, Vol. 9, Andrew Mitchell (ed.), 1981, 31-39.
17. Ross, I. "The Effects of Brand Names: Discussant Comments," Paper presented at the Association for Consumer research Conference, October 1981, St. Louis, MO. Published in *Advances in Consumer Research*, Vol. 9, Andrew Mitchell (ed.), 1981, 478-480.
18. Ross, I. "The Role of Consumer Psychologists in Courts of Law," (Panel Discussant), American Psychological Association, August 1981, Los Angeles, CA. Abstract published in *Proceedings of the Division 23 Program, 89th Annual Convention of the APA*, 39-40.
19. Ross, I. "The Role of an Expert Witness in Consumer Survey Cases," in Workshop, "Legal Standards for Consumer Survey Research." Presented at American Psychology Association, August, 1982, Washington, D.C. Published in Michael B. Mazis (ed.), *Proceedings of the 1982 Annual Convention, American Psychological Association, Division of Consumer Psychology*, 78-93.
20. Ross, I. "Theoretical Views of Advertising Effects: Discussant Comments," Paper presented at the Association for Consumer Research Conference, Oct., 1982, San Francisco, CA. Published in *Advances in Consumer Research*, Vol. 10, Richard P. Bagozzi and Alice M. Tybout (eds.), 1983, 226-228.

21. Ross, I. (with Loken, B.), "Theoretical and Empirical Issues in the Measurement of Trademark Infringement," Paper presented at American Psychological Association, August 1983, Anaheim, CA. Published in Proceedings of Division 23 (APA).
22. Ross, I. (with Oliver, R.), "The Accuracy of Unsolicited Consumer Communications as Indicators of 'True' Consumer Satisfaction/ Dissatisfaction," Paper presented at the Association for Consumer Research Conference, October 1983, Chicago, IL, Thomas Kinnear (ed.), *Advances in Consumer Research*, Vol. 11, 1984, 504-508. Reprinted in H. Keith Hunt and Ralph L. Day (eds.), *Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Combined 1984-85 Proceedings, Bloomington, Indiana, 67-72.
23. Ross, I. "Consumer Initiated Communications Audit." Paper presented at the Consumer Satisfaction/Dissatisfaction Conference, March 1984, Baton Rouge, LA. In H. Keith Hunt and Ralph L. Day (eds.), *Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Combined 1984-85 Proceedings, Bloomington, Ind. 73-81.
24. Ross, I. "Using Consumer Initiated Communications as Marketing Research Data," October, 1984. National Conference of the Society of Consumer Affairs Professionals in Business (SOCAP), October 1984.
25. Ross, I. (with Ward, J., Loken, B., and Adapopoulos, T.) "The Influence of Visual Similarity on Generalization of Attitude and Attribute Perceptions from National Brands to Private Label Brands," Paper presented at American Marketing Association, Educator's Conference, August 1986, Chicago, IL, 51-56.
26. Ross, I. (with Boush, D.) "The Influence of Substantiation Details on Perceptions of Comparative Advertising Claims: An Exploratory Investigation," Paper presented at American Marketing Association, Educator's Conference, August 1986, Chicago, IL, 340-344.
27. Ross, I. (with Gardner Chadwick, K.) "A Comparison of 800-Number Callers and Typical Brand Users," paper presented at American Psychological Association, August 1989, New Orleans, LA.
28. Ross, I. (with Goodwin, Cathy and Smith, Kelly L.) "Responses to Consumer Service Complaints: A Procedural Fairness Approach," paper presented at American Marketing Association, Educator's Conference, August 1989, Chicago, IL, 313.
29. Ross, I. (with Goodwin, Cathy) "The Disadvantaged Consumer Conceptualized As Psychologically Vulnerable," paper presented at American Psychological Association, August 1992, Washington, D.C.
30. Ross, I. (with Birk Bottum, Theresa) "A Marketplace Perspective on Product Safety," paper presented at Marketing and Public Policy Conference, May 1995, Atlanta.

OTHER PROFESSIONAL ASSOCIATION/CONFERENCE ACTIVITIES

1. Ross, I. "Toward a Definition of Consumer Psychology," American Psychological Association (Discussant of Paper), September 1969, Washington, D.C.

2. Ross, I. "The Family as a Locus for Consumption Decision," American Psychological Association (Chairperson of Symposium), September 1970, Miami Beach, FL, in Proceedings, 947.
3. Ross, I. "Communications Gap Between the Consumer and Industry," American Psychological Association (Co-Chairperson and Discussant), September 1971, Washington, D.C.
4. Ross, I. "Communications Gap Between the Consumer and Industry," American Psychological Association (Co-Chairperson and Discussant), June 1971, Denver, CO.
5. Ross, I. "Campus Research Resources vs. Commercial Agencies," American Psychological Association (Symposium Participant), September 1971, Washington, D.C.
6. Ross, I. "Competitors for the Research Dollar--Campus vs. Market Place," American Marketing Association (Symposium Participant), August 1971, Minneapolis, MN.
7. Ross, I. "Consumer Psychology Courses for Whom: Marketers or Consumers?" American Psychological Association (Chairperson of Symposium), November 1972, Chicago, IL.
8. Ross, I. "Ethnic Studies in Consumer Behavior: Theoretical Orientations and Empirical Findings," American Psychological Association, (Chairperson of Symposium), September 1972, Honolulu, HI.
9. Ross, I. "Empirical Research in Consumer Protection," Association for Consumer Research Conference, (Chairperson of Symposium), November 1972, Chicago, IL.
10. Ross, I. "Self-Concept Research in Consumer Psychology," American Psychological Association, (Chairperson of Symposium), August 1973, Montreal, Quebec.
11. Ross, I. "Situational Influences: Approaches and Theories," Association for Consumer Research Conference (Co-Chairperson of Symposium), November 1974, Chicago, IL.
12. Ross, I. "Consumption Behavior of the Minorities," American Psychological Association, (Chairperson of Symposium), September 1975, Chicago, IL.
13. Ross, I. "Resolution of High Involvement/Low Involvement Issues," (Moderator of Roundtable Discussion), 8th Annual American Marketing Association Attitude Conference, March 1977, Las Vegas, NV.
14. Ross, I. "New Models for Consumer Research," (Discussion Leader), Association for Consumer Research Conference, October 1977, Chicago, IL.
15. Ross, I. "Advertising Effects on Consumer Behavior," (Chairperson of Paper Session), American Psychological Association, August 1978, Toronto, Ontario.
16. Ross, I. "Cigarette Smoking Cessation/Prevention: An Evaluation of Theories and Techniques," (Chairperson of Symposium), American Psychological Association, August 1979, New York, NY.
17. Ross, I. "The Emerging Role of Consumer Research at the FTC: Views of the Players," (Co-Chairperson of panel discussion), Association for Consumer Research Conference, October 1979, San Francisco, CA.

18. Ross, I. "Program Evaluation Perspectives in Consumer-Related Public Policy, (Chairperson of Symposium), American Psychological Association, September 1980, Montreal, Quebec.
19. Ross, I. Editor, Proceedings of Division 23 Program, 87th Annual Convention, American Psychological Association, Vol. IV, 1979.
20. Ross, I. "Social Class and Social Influence," (Chairperson of Symposium), Association for Consumer Research, October 1980, Arlington, VA.
21. Ross, I. "Consumer Issues in the '70's and '80's," (Chairperson of Paper Session), American Council on Consumer Interests (ACCI), April 1981, Minneapolis, MN.
22. Ross, I. "Marketing Strategy," (Chairperson of Symposium), 1981 American Marketing Association Doctoral Symposium, August 1981, University of Maryland, College Park, MD.
23. Ross, I. "Acquisition and Use of Information in Consumer Decision Making," (Chairperson of Paper Session), American Marketing Association Educators' Conference, August 1981, Washington, D.C.
24. Ross, I. "Macro Consumer Issues," (Chairperson of Symposium), 1983 American Council on Consumer Interests Conference, March 1983, Kansas City, MO.
25. Ross, I. "The Use of Consumer Initiated Communications as Marketing Research Data," Society of Consumer Affairs Professionals in Business (SOCAP), 1984 Annual Conference, Minneapolis, MN October 1984.
26. Ross, I. "Approaches from the Cognitive Domain," (Discussant), American Marketing Association Educators' Conference, August 1985, Washington, D.C.
27. Ross, I. "Paradigms for Policy Research," (Discussant), American Marketing Association Educators' Conf., August 1985, Washington, D.C.
28. Faculty Member, "Responding to Consumer Satisfaction/Dissatisfaction," Sept. 10-11, 1985, National Symposium College of Business, Western Michigan University, Kalamazoo, MI.
29. Ross, I. "Consumer Response to Price and Promotion," (Chairperson of Paper Session), Association for Consumer Research Conference, October 1985, Las Vegas, NV.
30. Ross, I. "On the Stand: The Role of Consumer Psychologists in Litigation," (Participant in Symposium) American Psychological Association, 1986, Washington D.C.
31. Ross, I. "Marketing Communication Effects of Consumer Behavior: Legal Perspectives," (Chairperson of Symposium) American Psychological Association, 1987, New York, NY.
32. Ross, I. "Literature Reviews: Narratives, Content Analyses, and Meta-Analyses," (Discussant), Association for Consumer Research, October 1987, Cambridge, MA.
33. Ross, I. "Maslow's Theory and Consumers' Social Values: A Critical Evaluation," (Chairperson of Symposium), American Psychological Association, August 1988, Atlanta, GA.
34. Ross, I. "Content Analysis in Market Research: Methodological Issues and Applications," (Chairperson and Discussant of Symposium), American Marketing Association, 1988, San Francisco, CA.

35. Ross, I. "Shopping for a Job: A Consumer Behavior Perspective," (Discussant), American Psychological Association, August 1989, New Orleans, LA.
36. Ross, I. "Towards a New Understanding of Consumer Satisfaction Processes and Responses," (Chairperson of Symposium), American Psychological Association, August 1989, New Orleans, LA.
37. Ross, I. "Measuring Advertising's Effects," (Discussant), Association for Consumer Research, October 1989, New Orleans, LA.
38. Ross, I. "Pricing Issues," (Discussant), Association for Consumer Research, October 1990, New York, NY.
39. Ross, I. "Mental Imagery" (Chairperson of Paper Session), Association for Consumer Research, October 1991, Chicago, IL.
40. Ross, I. "Materiality and Survey Research: FTC vs. Kraft," (Discussant), Marketing and Public Policy Conference, May 1994, Washington, D.C.
41. Ross, I. "Methodological Issues in Surveys for FTC and Lanham Act Cases: A Panel Discussion," (Panelist), Marketing and Public Policy Conference, May 1996, Washington, D.C.
42. Ross, I. "Consumer Perception Communications Surveys: Problems and Pitfalls Update - Survey Questions and Structure," (Panelist), National Advertising Division of the Council of Better Business Bureaus, , NAD Workshop VI, June 1996, Alexandria, VA.
43. Ross, I. "Measurement Issues in Lanham Act Cases and Related Litigation - Trademark and Trade Dress Surveys Concerning 'Genericism,' 'Secondary Meaning,' and 'Dilution.'" Council of American Survey Research Organizations (CASRO) Forensics Conference, February 2000, New York, N.Y.
44. Ross, I. "International Law," (Discussant), Marketing and Public Policy Conference, June 2000, Washington, D.C.
45. Ross, I. "Survey Research in Partnership with Litigation," Minnesota/Upper Midwest Chapter of the Marketing Research Association Spring Education Workshop, April 2002, Bloomington, MN.
46. Ross, I., "Conceptualizing and Measuring Fame," Marketing and Public Policy Conference, May 2003, Washington, D.C.

PRESENTATIONS AT CONTINUING LEGAL EDUCATION PROGRAMS

1. Ross, I. "Use of Consumer Perception Studies in Deceptive Advertising Disputes," at "Aggressive Advertising and the Law," Continuing Legal Education, Sponsored by Business Development Associates (BDA), May 1995, New York, N.Y.
2. Ross, I. "Use of Consumer Perception Studies in Deceptive Advertising Disputes," at "The Aggressive Advertising and the Law Forum," Continuing Legal Education, Sponsored by Fulcrum Information Services, Inc, January 1996, New York, NY.

3. Ross, I. "The Use and Misuse of Surveys in False Advertising and Advertising Substantiation Matters," at "The Aggressive Advertising and the Law Conference," Continuing Legal Education, Sponsored by Fulcrum Information Services, Inc., 1998, San Francisco, CA.
4. Ross, I. "Measuring Consumer Perceptions of Advertising," at "The 8th Conference on Aggressive Advertising and the Law," Continuing Legal Education, Sponsored by Business Development Associates (BDA), February 1999, San Francisco, CA.
5. Ross, I. "Creating Survey Evidence," at "Doing Business On-Line," Minnesota Institute for Legal Education (MILE), March 2000, Minneapolis, MN.
6. Ross, I. "Consumer Surveys: Is There an Unbiased Survey?" (panelist) at "Advanced Trademark Strategies," Hosted by LexisNexis, April 2002, Chicago, IL.
7. Ross, I. "Using Surveys Effectively," at "Trademark Litigation," Minnesota Institute for Legal Education (MILE), June 2002, Minneapolis, MN.
8. Ross, I., "Qualifying for Dilution Protection: Proving Fame: How Are Surveys Used?" INTA (International Trademark Assoc.) Trademark Dilution Forum 2003, March 6, 2003, Arlington, VA.
9. Ross, I., MN State Bar Assoc - CLE Advanced Trademark Law, "The Effective Use of Survey Experts and Evidence in Trademark Cases" (with James Burger and Michael Florey), March 7, 2003, Minneapolis, MN.
10. Ross, I. and Dickson, R. Bruce, "The Role of Consumer Perception Research in Advertising Disputes", The 14th. National Advanced Corporate Counsel Forum on Advertising Law, Continuing Legal Education Program of the American Conference Institute, December 13, 2004.

TESTIMONY IN LEGAL/REGULATORY MATTERS

1970-1979:

1. *FTC v. American Home, Bristol Myers, Sterling Drug*, false advertising, hearing testimony on behalf of plaintiff.
 Bristol-Myers - 85 FTC 688, Judge Montgomery K. Hyun, 1975
 American Home - 98 FTC 136, Judge Montgomery K. Hyun, 1981
 Sterling Drug - 102 FTC 395, Judge Montgomery K. Hyun, 1983
2. *J.J. Brooksbank v. Minneapolis-St.Paul Metropolitan Airports Commission and Dollar Rent-A-Car*, U.S.D.C., D. Minn. Fourth District, 1978, trademark, deposition on behalf of plaintiff.
3. *LaMaur v. Alberto Culver*, U.S.D.C., D.Minn., 179 U.S.P.Q 607; 1973, trademark, trial testimony on behalf of plaintiff.
4. *Pillsbury v. Pet*, U.S.D.C., D. Minn., 1970, trademark, deposition on behalf of plaintiff.
5. *Pillsbury v. Niagra Straw*, U.S.D.C., D. Minn., 1971, trademark, deposition on behalf of plaintiff.

6. *Tonka Toys v. Buddy L.*, International Trade Commission, Judge Myron Resnick, 1977, trademark, hearing testimony on behalf of plaintiff.

1980-1984:

7. *Astro Bldgs. Inc. v. Morton Bldgs, Inc.*, U.S.D.C., D.Minn., 1984, false advertising, deposition on behalf of plaintiff.
8. *Beechnut v. Gerber*, U.S.D.C., E.D. Pa., Civil Action No. 77-1348, Judge J. William Ditter, Jr., 1981, trademark, trial testimony on behalf of defendant.
9. *Federal Trade Commission v. Thompson Medical Co.*, D.C. Circ., 104 FTC 648, 1984. Affirmed 791 F.2d 189; Judge Montgomery K. Hyun, 1986, false advertising, hearing testimony on behalf of defendant.
10. Jeep (AMC/Chrysler) - products liability: Johnson (6/83-Mpls), Baker (10/84-Miami), Ogle (85-Phoenix), Short (10/85-Orlando), Walker (12/85-Ft. Lauderdale), West (8/86-Albany), Hughes (2/87-Southfield), Swisher (3/87-Tampa), Alderton (7/87-Detroit), Markstrom (9/87-Detroit), Yeley (12/87-Ann Arbor), Ellison/Hendrichs/Rees (1/88-Mpls), Waters (5/88-Mpls), Clark (9/88-Boston), Heidemann (5/89-Mpls), Pappas (1/92-Denver), all were depositions on behalf of defendant (Jeep) in respective State and/or Federal Courts.
11. *U-Haul International, Inc. v. Jartran, Inc.*, U.S.D.C., Dist. of Arizona, No. Civ. 80-454, 522 Fed. Supp. 1238; 212 U.S.P.Q. (BNA) 49; Judge Earl H. Carroll, February 17, 1981, false advertising, deposition on behalf of plaintiff.

1985:

12. *A.J. Canfield Co. v. Honickman*, Third Circuit, 808 F.2d 291, 1 U.S.P.Q.2d 1364, Judge Anthony Scirica, (appellate Judge Teitlebaum, Third Circuit), 1985, trademark, trial testimony on behalf of defendant.
13. *Eagle Snacks, Inc. v. Nabisco Brands, Inc.*, U.S.D.C., D.N.J., No. 85-1552, 625 Fed. Supp. 571, 228 U.S.P.Q. (BNA) 625; Judge Harold A. Ackerman, December 20, 1985, trademark, trial testimony on behalf of defendant.
14. *Mona Krueger, et al v. Laura Juergens, et al and Parker Hannifin Corporation*, State of Wisconsin, Circuit Court Case No. 84-CV-382, Judge Phillip Kirk, 1985, products liability, deposition on behalf of defendant.
15. *Reebok International LTD. (Massachusetts) and Reebok International Limited (United Kingdom) v. E.S. Originals Inc. & Caldor, Inc.*, U.S.D.C., S.D.N.Y., 85 Civ 9215, Judge Ward, 1985, trademark, deposition on behalf of defendant.
16. *Thompson Medical Co., v. Pfizer, Inc.*, 2d Cir., 753 F. 2d 208, 211, 225 U.S.P.Q. 124, 127, Judge Griesa, 1985, trademark, trial testimony on behalf of plaintiff.

1986:

17. Jewel Companies, Inc. (Salmonella Litigation), U.S.D.C., N.D.IL, 1986, products liability, deposition on behalf of defendant.
18. *Rolodex Corp. v. Rubbermaid Commercial Products, Inc.*, U.S.D.C. D.N.J., Civil Action No. 84-3303, 230 U.S.P.Q. (BNA) 198; Judge Herbert J. Stern; May 14, 1986, Decided, Filed, May 15, 1986, Entered, trademark, deposition on behalf of defendant.

1987:

19. *Blumenfeld Dev. Corp. v. Carnival Cruise Lines, Inc.*, U.S.D.C., E.D.Pa., Civil Action No. 86-4608, 669 F. Supp. 1297; 4 U.S.P.Q.2D (BNA) 1577, Judge James T. Giles; September 25, 1987, Decided, September 28, 1987, Filed, trademark, trial testimony on behalf of defendant.
20. *Fruit of Loom, Inc. v. Sara Lee Corp.*, U.S.D.C., S.D.N.Y., No. 86 Civ. 6287 (RO), 674 F. Supp. 1020; October 9, 1987, Decided, false advertising, trial testimony on behalf of plaintiff.
21. Honda (ATV) - products liability: Cusimano (5/87-San Diego); Mannion (9/87-San Jose); Ludwig (11/87-Chicago); Gizinski (8/88-Eureka, Ca); Bittner (6/91-Mpls); Rangel (9/91-Mpls); Streng (1/92-Mpls); Spear (4/92-Dallas); Feurtado (1/93-Houston); Shults (7/93-Austin), all were depositions on behalf of defendant (Honda) in respective State and/or Federal Courts.

1988:

22. *American Olean Tile Co. v. American Marazzi Tile, Inc.*, U.S.D.C., E.D.Pa., Civil Action No. 86-2989, 9 U.S.P.Q.2d 1145, 1149, Judge Norma Shapiro, 1988, trademark, trial testimony on behalf of defendant.
23. *Cherne Industries, Inc. v. Dickinson*, U.S.D.C., D. Minn., No. Civ.-4-86-869, 1988, trademark, trial testimony on behalf of plaintiff.
24. *Dominion Bankshares Corp. et al. v. Dominion Federal Savings & Loan Assn. et al.*, U.S.D.C., W.D.V., Civil Action No. 88-0085-R, 1988, trademark, deposition on behalf of plaintiff.
25. *Marshall Field v. Mrs. Field's Cookies*, U.S.D.C., N.D. IL., 1988, trademark, deposition on behalf of plaintiff.
26. *Ortho Pharmaceutical Corporation and Johnson & Johnson v. St. Ives Laboratories, Inc.*, U.S.D.C., C.D.C., 88-05407 WDK, 1988, trademark, deposition on behalf of defendant.
27. *United States Postal Service v. Federal Licensing, J.V. and Paul Damico, John Hertrick and National Systems, Inc.*, P.S. Docket No. 30/116, Randolph D. Mason, A.L.J., 1989, deceptive practices, hearing testimony on behalf of defendant.

1989:

28. *Rogers v. Grimaldi*, Second Cir., 875 F.2d 994, 1001, 10 U.S.P.Q.2d 1825, 1830; 1989, trademark, deposition on behalf of plaintiff.
29. *United States Hosiery Corporation, and Workforce, Inc. v. The Gap, Inc.*, U.S.D.C., W.D.N.C., Statesville Division, Civil Action No. ST-C-87-136, Judge Robert D. Potter, 1989, trademark, deposition on behalf of defendant.

1990-1991:

30. *A-Veda Corp. v. Aura, Inc. Naturelle, Inc. and Helene Curtis, Inc.*, U.S.D.C., D.Minn., CV 3-90-504, 1990, trademark, deposition on behalf of plaintiff.
31. *E.R. Squibb & Sons, Inc. v. Stuart Pharmaceuticals a division of ICI Americas, Inc.*, U.S.D.C., N.J., No. 90-1178 (AET), Judge Thompson, 1990, false advertising, deposition on behalf of defendant.
32. *Jenny Craig (and Weight Watchers and Stanford Univ) v. Nutri/System*, (N.D.Cal.(?)), 1991, false advertising, deposition on behalf of defendant.

33. *The Upjohn Co. v. Pantron I Corp; The Upjohn Co. v. California Pacific Research, Inc. and Robert E. Murphy* (Consolidated Actions), U.S.D.C., Nevada, No. 90-1178 (AET), 1990, false advertising, deposition on behalf of plaintiff.

1992:

34. *ConAgra, Inc. v. Geo. A. Hormel & Co.*, U.S.D.C., Dist of Nebraska, No. 8:CV 91-00119, 784 Fed. Supp. 700; Judge Richard J. Kopf; January 7, 1992, Decided, Filed, trademark, trial testimony on behalf of defendant.
35. *Keystone Retaining Wall Systems, Inc. v Westrock, Inc*, U.S.D.C., D.Ore., Civil No. 91-0021-RE, 1992, trademark, trial testimony on behalf of plaintiff.
36. *L. Karp & Sons, Inc. v. Tradition Fine Foods*, 1992, trademark, deposition on behalf of plaintiff.
37. *Nikon Inc. v. Ikon, Inc.*, U.S.D.C., S.D.N.Y., 89 Civ. 6044 (KMW)(NG), Judge Nina Gershon, 1992, trademark, trial testimony on behalf of plaintiff.
38. *Talbot Street Pier, Inc. v. Layton & Assoc et al.*, U.S.D.C., Md Case No. L-92-1326, 1992, trademark, deposition on behalf of defendant.

1993:

39. *Cedar Fair, L.P. v. Sawmill Creek Marina, Inc. et al.*, U.S.D.C., Northern Ohio, 3:92 CV 7025, and *Cedar Fair, L.P. v. The Aetna Casualty and Surety Co. Erie County*, Common Pleas Case No. 93-CV-130, 1993, products liability, deposition on behalf of plaintiff.
40. *Escada AG, Escada Beaute Cosmetics GmbH & Co. KG, and Escada Beaute Ltd., v. The Limited, Inc., Victoria's Secret Stores, Inc., Victoria's Secret Catalog, Inc. and Gryphon Development L.P.*, LLS, 92 Civ. 7530, Judge Louis L. Stanton, 1993, trademark, trial testimony on behalf of defendant.
41. *Federal Trade Commission v. Stouffer Foods (Lean Cuisine)*, Docket No. 9250, Administrative Law Judge Timony, 1993, false advertising, hearing testimony on behalf of defendant.
42. *Poland Spring Corp. v. Clearly Canadian Beverage Corp*, U.S.D.C., Maine, Civil Action Docket No. 92-254-P-H, 1993, trademark, deposition on behalf of plaintiff.

1994:

43. *Blockbuster Entertainment Group v. Laylco, Inc.*, U.S.D.C., E.D. Michigan S.D., No. 94-72173, 869 F. Supp. 505; 33 U.S.P.Q.2D (BNA) 1581; November 23, 1994, Decided, trademark, trial testimony on behalf of plaintiff.
44. *Church & Dwight, Co. v. S.C. Johnson & Son*, U.S.D.C. District of New Jersey, Civ. No. 94-2829, 873 F. Supp. 893; 41 Fed. R. Evid. Serv. (Callaghan) 564; Judge Garrett Brown; November 23, 1994, Decided, false advertising, trial testimony on behalf of defendant.
45. *Davis v. Southern Bell Tel. & Tel. Co.*, U.S.D.C. Southern District of Florida, Case No. 89-2839-Civ-Nesbitt, 1994-1 Trade Cas. (CCH) P70,510, Judge Lenore C. Nesbitt; February 1, 1994, Decided, Filed, false advertising, trial testimony on behalf of plaintiff.
46. *Nora Beverages, Inc. v. The Perrier Group of America, Inc., et. al.*, U.S.D.C. District of Connecticut, Case No. 591-CV-780, 1994, trademark, deposition on behalf of defendant.
47. *Pfizer Inc. v. Astra Pharmaceutical Prods.*, U.S.D.C., S.D.N.Y., 92 Civ. 752 (AGS), 858 F. Supp. 1305, 33 U.S.P.Q.2D (BNA) 1545; August 3, 1994, Decided, Filed, trademark, deposition on behalf of defendant.

48. *Riviana Foods, Inc. v. Societe des Produits, Nestle, S.A., Nestle Foods Company, Inc.*, U.S.D.C., S.D.T., Houston Division, Case No. C.A. # H-93-2176, Judge Black, 1994, trademark, trial testimony on behalf of defendant.
49. *Royal Appliance Mfg. Co. v. Hoover Co.*, U.S.D.C., N.D. Ohio E.D., Case No. 5:93 CV 1048, 845 F. Supp. 469; 153 F.R.D. 131; Judge Sam H. Bell; February 25, 1994, Filed, false advertising, trial testimony on behalf of plaintiff.

1995:

50. *A. Wilford Brimley v. Hardee's Food Systems, Inc., Ogilvy & Mather Worldwide, Inc.*, U.S.D.C., S.D.N.Y., 93 Civ. No. 1797, Judge Kaplan, 1995, trademark, trial testimony on behalf of plaintiff.
51. *International Telecharge v. AT&T*, U.S.D.C. Dist. Maryland, Civil Action No. MJG-92-1722 (Consolidated with MJG-93-1222); October 18, 1995, Decided October 19, 1995, Filed, As Corrected November 14, 1995, false advertising, trial testimony on behalf of plaintiff.
52. *Norman Lyduch and Dolores Lyduch v. General Motors*, Circuit Court of Cook County, IL, 89 L 16761, 90 L 001907 Consolidated, 1995, products liability, deposition on behalf of defendant.
53. *Ultramar Inc. v. Citgo Petroleum Corporation*, U.S.D.C., E.D.C., Case No. CV-F-95-5259 GEB DLB, 1995, trademark, deposition on behalf of defendant.
54. *The Upjohn Company v. American Home Products d/b/a Wyeth-Ayerst*, U.S.D.C., E.D.Pa., 1:95 Civ 237, 1995, trademark, trial testimony on behalf of defendant.

1996:

55. *A & H Sportswear Co. v. Victoria's Secret Stores, Inc.*, Civil Action No. 94-7408, United States District Court for the Eastern District of Pennsylvania, 167 F. Supp. 2d 770; 2001 U.S. Dist. LEXIS 15950; 61 U.S.P.Q.2D (BNA) 1612; August 17, 2001, Decided, Filed, Entered, trademark, trial testimony on behalf of defendant.
56. *First National Bank in Sioux Falls, a national banking corporation, v. First National Bank South Dakota and First National of Nebraska, Inc.*, U.S.D.C., D.S.D. Southern Division, Civ. 95-4116, 1996, trademark, trial testimony on behalf of defendant.
57. *Glaxo Warner-Lambert OTC G.P. v. Johnson & Johnson Merck Consumer Pharmaceuticals Co.*, U.S.D.C., S.D.N.Y., 96 Civ. 4624, Judge Deborah A. Batts, 1996, false advertising, trial testimony on behalf of plaintiff.
58. *Pro-Football, Inc. v. Harjo*, Civil Action No. 99-1385 (CKK), United States District Court for the District of Columbia, 284 F. Supp. 2d 96; 2003 U.S. Dist. LEXIS 17180; 68 U.S.P.Q.2D (BNA) 1225, September 30, 2003, Decided, Motion denied by, Motion granted by Pro Football, Inc. v. Harjo, 2004 U.S. App. LEXIS 6991 (D.C. Cir., April 7, 2004) Remanded by Pro-Football, Inc. v. Harjo, 2005 U.S. App. LEXIS 14312 (D.C. Cir., July 15, 2005), trademark cancellation, deposition on behalf of opponent.
59. *Straight Arrow Products, Inc. v. Miriam Collins Palm Beach Beauty Products Company, d/b/a Lynnwood Laboratories*, U.S.D.C., E.D.P., Civ. Action No. 94-7697, 1996, trademark, deposition on behalf of plaintiff.
60. *Warren Distribution, Inc. v. Prestone Products Corporation*, U.S.D.C., D.N., Civil Action No. 8:CV95-106, 1996, trademark, trial testimony on behalf of plaintiff.

1997:

61. *Cheesecake Factory, Inc. v. The Cheesecake Factory, Inc.*, U.S.D.C., New Mexico, No. 97-0187 JP/WWD, 1997, trademark, deposition on behalf of defendant.

62. *Clairol, Inc. v. L'Oreal, S.A. and Cosmair, Inc.*, U.S.D.C. Dist. of Columbia, C.A. No. 97-0519, 1997, false advertising, deposition on behalf of plaintiff.
63. *Kendall-Jackson Winery, Ltd. v. E. & J. Gallo Winery* (a California Corporation), dba Turning Leaf Vineyards, U.S.D.C. N.D. Ca, 1997, trademark, trial testimony on behalf of plaintiff.
64. *Reckitt & Colman, v. Cattlebaron Foods, Inc.*, U.S.D.C., W.D.Missouri, Southern Division, C.A. No. 96- 3426-CV-S-RGC, 1997, trademark, deposition on behalf of plaintiff.
65. *Trademark Trial and Appeal Board in re Minnesota Mining and Manufacturing* application for registration for the color yellow as used on its sticky notes ("Post-Its"), 1997, conducted survey on behalf of applicant.
66. *Visa U.S.A., Inc., and MasterCard International, Inc., Plaintiffs, v. American Express Company, Advanta National Bank U.S.A., and Advanta National Bank*, defendants, No. 96-4260 Northern Cal and No. 97-0647 Northern Cal, 1997, trademark, deposition on behalf of defendants.

1998:

67. *Benckiser N.V., Benckiser Consumer Products, Inc. v. Colgate-Palmolive Company, Inc.*, U.S.D.C., S.D.N.Y., 98 Civ. 2715 (AGS), 1998, false advertising, deposition on behalf of plaintiffs.
68. *CIT Group v. Citicorp*, U.S.D.C. District of New Jersey, Civ. Action No. 98-3066, 20 F. Supp. 2d 775; September 25, 1998, Decided, Original Filed, trademark, hearing testimony of behalf of defendant.
69. *Hershey Foods Corp. v. Mars, Inc.*, U.S.D.C. M.D. Pa., Civ. Action No. 1:CV-97-1719, F. Supp. 500; March 31, 1998, Decided, Filed, trademark, hearing testimony on behalf of plaintiff.
70. *Hewlett-Packard Company v. Xerox Corporation*, U.S.D.C. N.D.Ca. (San Francisco Division), Case No. C-97-3580 SIENE, 1998, trademark, deposition on behalf of defendant.
71. *Kesmai Corp. et al., v. AMERICA ONLINE, Inc. et al.*, U.S.D.C. E.D.V., Civ-97-1544-A., 1998, false advertising, deposition on behalf of defendant.
72. *Navistar International Transportation Corp., Plaintiff v. Freightliner and American LaFrance Corp.*, Defendants, U.S.D.C. Northern District of Illinois, 96C 6922, 1998, trademark, deposition of behalf of defendant.
73. *Schering Corporation v. Pfizer Inc., and UCB Pharma, Inc.*, U.S.D.C., S.D.N.Y., 98 Civ. 7000 (LMN), 2000-1 Trade Cas. (CCH) P72,947; May 23, 2000, Decided, May 24, 2000, Filed, As corrected June 1, 2000, Judge McKinna, 1998, false advertising, testimony on behalf of defendant.
74. *U S WEST v. US WATS*, Opposition No. 101.870, Cancellation No. 25,084. Opposition proceeding before the U.S. Patent and Trademark Office, 1998, trademark, deposition on behalf of opponent.

1999:

75. *Iams Company v. Kal Kan Foods, Inc.*, U.S.D.C., S.D. Ohio (Western Division) , Case No. C-3-97-449, Chief Judge Walter H. Rice, 1999, false advertising, deposition on behalf of plaintiffs.
76. *Mead Johnson & Co. v. Abbott Lab.*, U.S.D.C Southern District of Indiana (Evansville Division), Cause No. EV 98-131-C H/H, 41 F. Supp. 2d 879; 1999-2 Trade Cas. (CCH) P72,600; March 8, 1999, Decided, false advertising, deposition of behalf of plaintiff.
77. *Nabisco, Inc. v. PF Brands, Inc.*, U.S.D.C., S.D.N.Y. 99 Civ. 0008 (SAS), 50 F. Supp. 2d 188; February 3, 1999, Decided, Filed, trademark, trial testimony on behalf of plaintiff.

78. *Trademark Trial and Appeal Board in re Homestead Inc. (Hershey Foods)*, Serial No. 75/183,278, for registration of trademark "Kisses," 1999, conducted survey on behalf of applicant.
79. *Zeneca Inc. v. Eli Lilly and Company*, U.S.D.C., S.D.N.Y., 99-Civ -1452 (JGK), 1999, false advertising, deposition on behalf of defendant.

2000:

80. *Amrion, Inc. v. MLH Enterprises, Inc., Herbsmart, et. al.*, U.S.D.C., N.D. Ca., C 99-2680, 2000, trademark, deposition on behalf of defendant.
81. *Cairns v. Franklin Mint Co.*, U.S.D.C. C.D. Ca, CV 98-3847 FMC (BQRx), 107 F. Supp. 2d 1212; 55 U.S.P.Q.2D (BNA) 1711; Unemployment Ins. Rep. (CCH) P73,075; June 27, 2000, Decided, Filed, June 28, 2000, Entered; trademark, deposition on behalf of plaintiff.
82. *Compaq Computer Corp., v. eMachines Inc., Trigem Comuter, Inc., and Korea Data Systems*, U.S.D.C. S.D. Texas, Houston Div., Civ. Action No.: H-00-2380, 2000, false advertising, deposition on behalf of plaintiff.
83. *Ethex Corporation v. Warner Chilcott, Inc.*, U.S.D.C. Eastern District of Missouri, 4:99-CV-1358 CAS, 2000, false advertising, deposition on behalf of plaintiff.
84. *First Sav. Bank, F.S.B. v. U.S. Bancorp*, No. 97-10427-NG, United States District Court for the District of Kansas, 117 F. Supp. 2d 1061; 2000 U.S. Dist. LEXIS 18951, August 25, 2000, Decided, August 25, 2000., trademark, deposition on behalf of defendant.
85. *Grupo Gigante S.A. De C.V. v. Dallo & Co.*, Case No. CV 99-07806 DDP (MANx), United States District Court for the Central District of California, 119 F. Supp. 2d 1083; 2000 U.S. Dist. LEXIS 15935, October 27, 2000, Filed, Vacated by, Remanded by *Grupo Gigante S.A. de C.V. v. Dallo & Co.*, 2004 U.S. App. LEXIS 25958 (9th Cir. Cal., Dec. 15, 2004), trademark, deposition on behalf of plaintiff.
86. *I.P. Lund Trading ApS v. Kohler Co.*, U.S.D.C. D.Mass, CV 97-10427-NG, 118 F. Supp. 2d 92; 56 U.S.P.Q.2D (BNA) 1776; October 6, 2000, Decided; trademark, deposition on behalf of defendant.
87. *Northern States Power Company, v. PECO Energy Company*, U.S.D.C. Dist. Minn., Civ. Action No. 00-312 (PAM/JL), 2000, trademark, deposition on behalf of plaintiff.
88. *Sally Beauty Company, Inc., and Marianna Imports, Inc. v. Beautyco, Inc.*, U.S.D.C. Western District of Oklahoma, 2000, trademark, deposition on behalf of plaintiff.
89. *Minnesota Mining & Manufacturing v. Shurtape Technologies, Inc. and Manco, Inc.*, U.S.D.C., Dist. Minn., 2000, trademark, deposition on behalf of plaintiff.

2001:

90. *Calvin Klein Trademark Trust and Calvin Klein, Inc., v. Linda Wachner, Warnaco Group, Inc., Warnaco, Inc., Designer Holdings, Ltd., CKJ Holdings, Inc., Jeanswear Holdings Inc., Calvin Klein Jeansware Co., and Outlet Holdings, Inc.*, U.S.D.C., S.D.N.Y., Civ. No 00-4052 (JSR), 2001, trademark, deposition on behalf of defendants.
91. *Cartier, Inc. and Cartier International, B.V. v. Cartier Agency, Inc.*, RLE, No. 99-1497, 2001, trademark, deposition on behalf of plaintiff.
92. *Chatham Imports, Inc. v. Grolsch International B.V., and United States Beverage, L.L.C.*, U.S.D.C. , S.D.N.Y., CV 00-9073, Judge Baer, 2001, trademark, deposition on behalf of plaintiff.

93. *Edgsardo Victa, et al. v. Kaiser Foundation Health Plan, Inc., et al.*, Superior Court CA, County of San Francisco, Judge Pollack, Case No. 301998, 2001, class certification and false advertising, deposition on behalf of defendant.
94. *Robert Donchez v. Coors Brewing Company, and Foote, Cone, Belding Advertising, Inc.*, U.S.D.C., Dist. Colo., Civ. Action No. 99-S-558, 2001, trademark, deposition on behalf of defendant.
95. *Minn. Specialty Crops, Inc. v. Minn. Wild Hockey Club, LP*, U.S.D.C. Minnesota, Civ. No. 00-2317 (JRT/FLN); July 26, 2002, Decided, trademark, deposition on behalf of plaintiff.
96. *Healthpoint, Ltd. v. Ethex Corp.*, Cause No. SA-00-CA-757-OG, United States District Court for the Western District of Texas, San Antonio Division, 273 F. Supp. 2d 817; 2001 U.S. Dist. LEXIS 25473, April 19, 2001, Decided, April 19, 2001, Filed, Magistrate's recommendation at Healthpoint, Ltd. V. Ethex Corp., 2001 U.S. Dist. LEXIS 25471 (W.D. Tex., April 25, 2001) Accepted by, in part, Rejected by, in part Healthpoint, Ltd. V. Ethex Corp., 2001 U.S. Dist. LEXIS 25470 (W.D. Tex., Aug 3, 2001) trademark, trial testimony on behalf of plaintiff.
97. *CSC Brands LP and Campbell Soup Company v. Herdez Corp. and Hormel Foods Corporation*, U.S.D.C., E.D. of Calif, Sacramento Division, No. CIV S 01-1504 FCD GGH, Judge Frank Damrell, Jr., 2001, trademark, deposition on behalf of defendants.

2002:

98. *Kirkbi AG and Lego Canada Inc. (plaintiffs) and Ritvik Holdings Inc./Gestions Ritvik Inc., and Ritvik Toys Inc./Jouets Ritvik Inc.* (defendants), Canada Federal Court – Trial Division, Court File No. T-2799-96, 2002, trademark, trial testimony on behalf of plaintiff.
99. *TY Inc., v. Softbelly's Inc., and Positive Products Consultants*, U.S.D.C., N.D. Ill. Eastern Division, Civ. Action No. 00 C 5230, 2002, Judge Norgle, Magistrate Judge Levin, trademark, trial testimony on behalf of defendant.
100. *Kathy Gibson, Rachel Gibson and Benjamin Gibson v. Nissan Motor Company, Ltd., Nissan North America, Inc., and Nissan Motor Manufacturing Corporation USA, Inc.*, U.S.D.C., Dist. Colo., Civ. Act. No. 00-M-1819, 2002, products liability, deposition on behalf of defendant.
101. *Sears, Roebuck and Co. v. Menard, Inc.*, U.S.D.C., N.D. Ill. Eastern Division, Civil Action No. 01 C 9843, 2002, trademark, deposition on behalf of defendant.
102. *Altira Group LLC v. Philip Morris Companies Inc. and Philip Morris Capital Corp.*, U.S.D.C., Dist. Colo., Civil Action No. 01-K-2344, 207 F. Supp. 2d 1193, 63b U.S.P.Q.2D (BNA) 1438, 2002, Judge Kane, trademark, hearing testimony on behalf of defendant.
103. *Cirque, Inc. v. The Dream Merchant Co. L.L.C.*, U.S.D.C. Dist Nevada: CV-S-99-1767-LDG, 2002, trademark, deposition on behalf of plaintiff.
104. *Verizon Communications Inc. and Verizon Trademark Services LLC v. Inverizon International, Inc.*, Civ. Act. No. 4:00CV01380HEA, E.D. Mo.; August 30, 2000, Filed, 2002, trademark, deposition testimony on behalf of plaintiff.

2003:

105. *The Iams Company v. Nutro Products, Inc.*, Case No. C-3-00-566, U.S.D.C., S.D. Ohio, W.D. Dayton, 2003, false advertising, deposition on behalf of plaintiff.

106. *McNeil-PPC, INC., v. Bayer Corporation*, U.S.D.C., N.J., Civil Action No. 02-3765 (KSH), 2003, false advertising, deposition on behalf of defendant.
107. *Ken's Foods, Inc. v. Ken's Steak House, Inc.*, Civil Action No. 01-CV-11878-NG/JDG, District of Massachusetts, 2003, trademark, deposition on behalf of plaintiff.
108. *Kal Kan Foods, Inc. v. The Iams Company and Procter & Gamble Company*, Case C3 01-083. S.D. Ohio, Western Division (Dayton), 2003, false advertising, deposition on behalf of defendant.
109. *Mattel, Inc. v. RealToy International Limited*, U.S.D.C. C.D. of California, Western Division, 2003, trademark, deposition (2003) and trial testimony (2004) on behalf of defendant.

2004:

110. *Lily Kephart et al, vs. Duncan Rob Graham, Toyota Motor North American Inc., et al*, Superior Court of CA, Case No. CV011499, products liability, deposition on behalf of defendant.
111. *Jacques Loussier v. Universal Music Group, Inc. et al.*, U.S.D.C. Southern N.Y., 2004, copyright infringement, deposition on behalf of plaintiff.
112. *Northwest Airlines, Inc. v. NWA Federal Credit Union*, U.S.D.C. D. Minnesota, 2004, Case No. 03-3625 DWF/JGL, copyright infringement, deposition on behalf of defendant.
113. *Seattle Gourmet Foods, Inc. v. The Bon, Inc.*, King County Superior Court (Washington), No. 03-2-24937-8-SEA; trademark, deposition on behalf of defendant.
114. *A&W Food Services of Canada Inc., and A&W Trade Marks Inc. v. McDonald's Restaurants of Canada Limited*, Court File No. T-2023-01, Toronto, Canada, trademark infringement, testimony on behalf of defendant.
115. *Government Employees Insurance Company v. Google, Inc, and Overture Services, Inc.*, Civil Action No. 1:04cv507 LMB/TCB, U.S.D.C. Eastern District VA, Alexandria Division, trademark infringement, deposition on behalf of plaintiff.

2005:

116. *Hormel Foods Corporation and Hormel Foods, LLC, Petitioners, v. Spam Arrest, LLC, Registrant*. Cancellation No. 92,042,134, Registration 2,701,493, Registered March 25, 2003, trademark registration, deposition on behalf of opponent.
117. *Jamdat Mobile Inc. v. Jamster International Sarl Ltd. Et. al.*, Case No. CV05-3945 PA, U.S.D.C. Central District of California, trademark infringement, deposition on behalf of defendant.
118. *E.T.Browne Drug Co., Inc., v. CocoCare Products, Inc.*, U.S.D.C. New Jersey, Civil Action No. 03-5442 (KSH), deposition on behalf of plaintiff