

COMPREHENSIVE EXPERT VETTING REPORT

DR. JOHN R. DOE, PH.D.

MARKETING EXPERT WITNESS

REPORT PREPARED ON JUNE 1, 2015

MarGin
CONSULTING, LLC

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Marketing and Public Policy Expert Witness

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Web: www.johndoe.com

INTRODUCTION

Dr. John Doe's professional interest lies in Advertising Management, Media Marketing, Marketing Strategy and Planning and Management. He has appeared on numerous television and radio programs, including the NBC Evening News, CBS Evening News, ABC Evening News, CBS News' America Tonight, CNN News, ABC's Nightline, History Channel, Financial News Network, Money Radio, Financial Broadcasting Network, The Parenting Network, Senior Report, National Public Radio, the Copley Radio Network, and several other local radio and television stations.

AREAS OF EXPERTISE

Marketing and Public Policy

Marketing Strategy

Marketing Communication

New Product Development

Psychology

ADDITIONAL CONTACT INFORMATION

Home Address

Address: 111 Main St., Any City, USA 99999

Phone: (555) 555-5555

Email: johndoe@expertsample.com

Source: CV | [View on Map](#)

CV/ RESUMES

AVAILABLE ONLINE

1. Expert Resume | [University of Illinois at Chicago Website](#)
2. Expert Resume | [From Expert's Website](#)

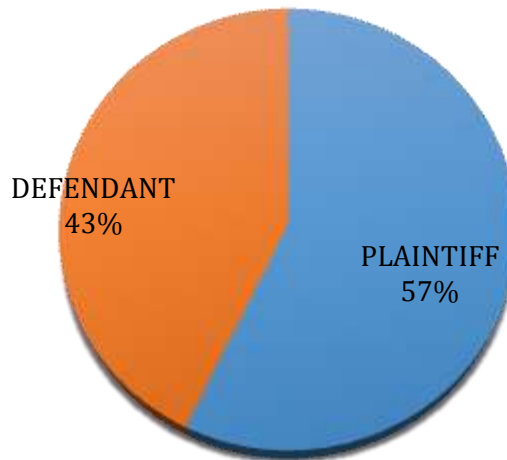
COURT FILED RESUMES

1. Roger v. Smith, USDC – Texas (Southern) | [Request Document](#)
2. American Liability Insurance Co. vs. McDonald Corp. | USDC – California Eastern | [Request Document](#)
3. Apple, Inc. v. Samsung Electronics | USDC – Delaware | [Request Document](#)

OVERVIEW

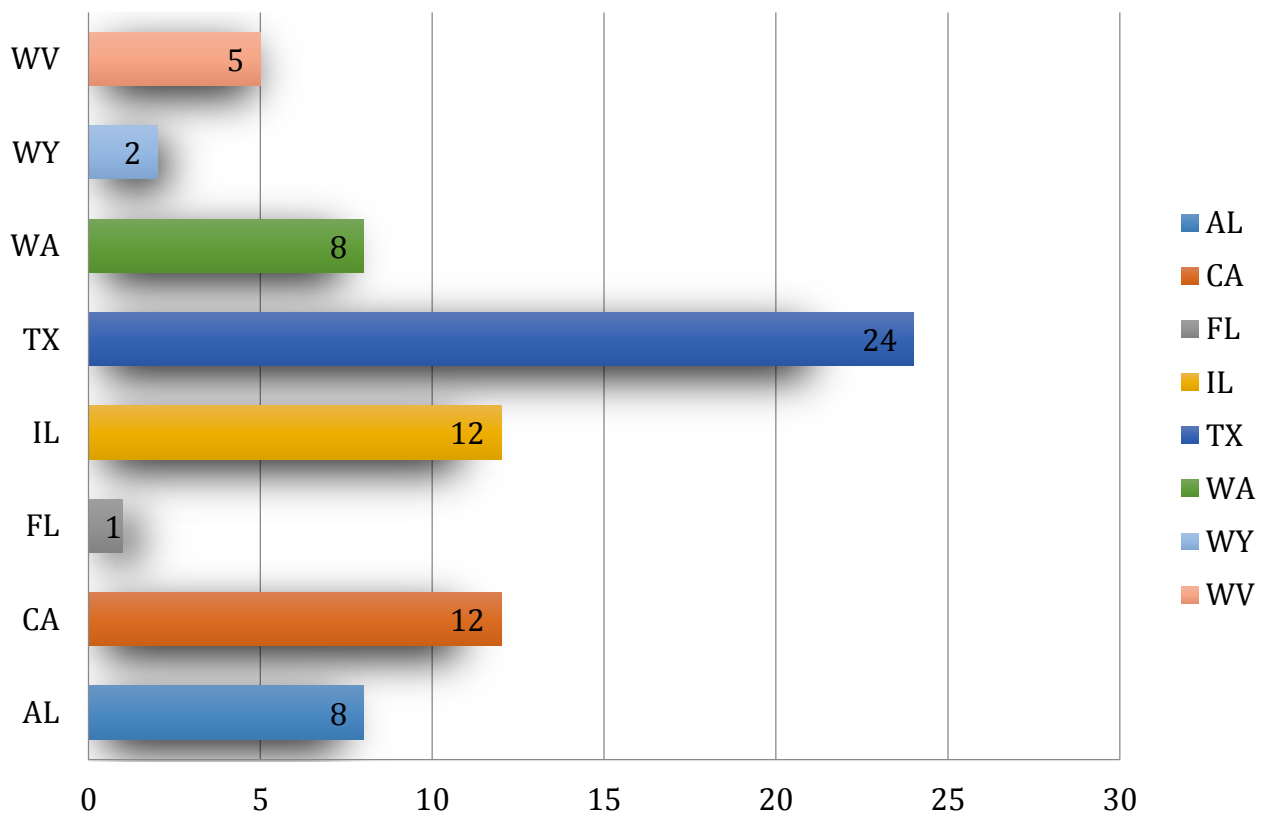
Time Period Covered: 1981 to 2013

RETAINED BY (OVERALL)

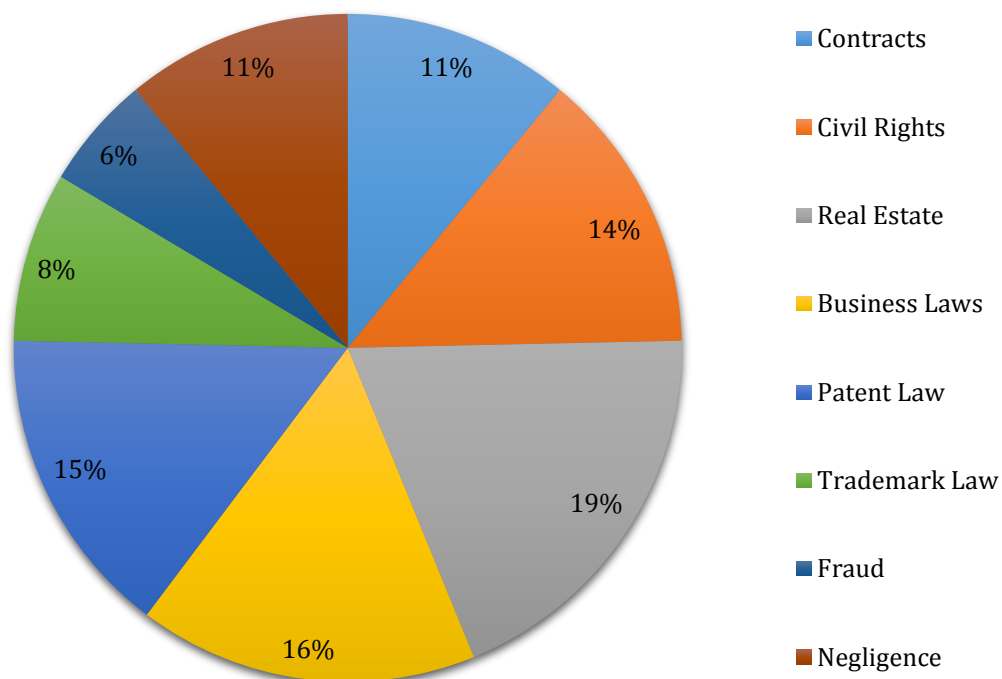


CASE INVOLVEMENT

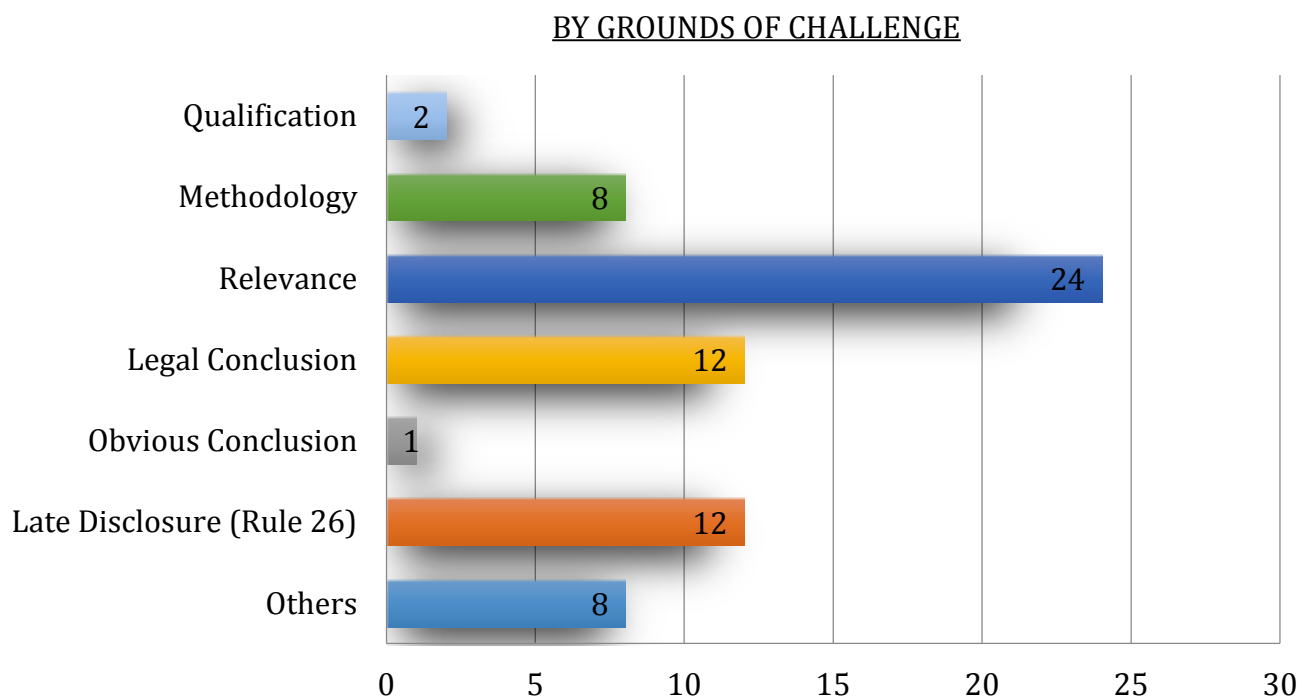
By State:



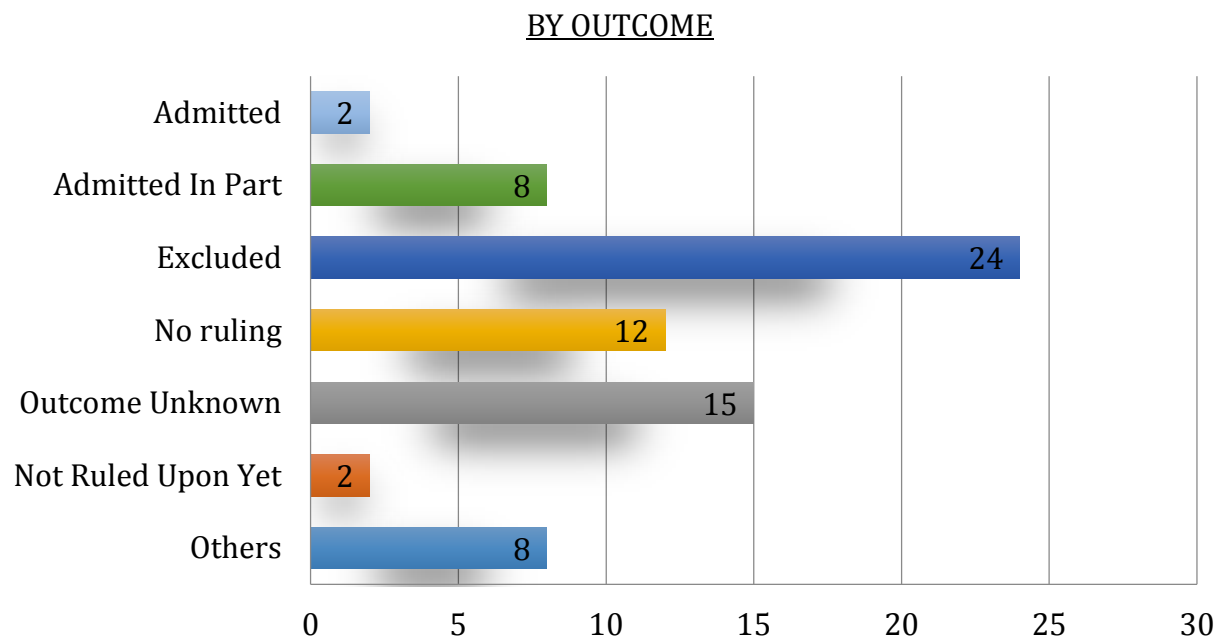
BY AREA OF LAW



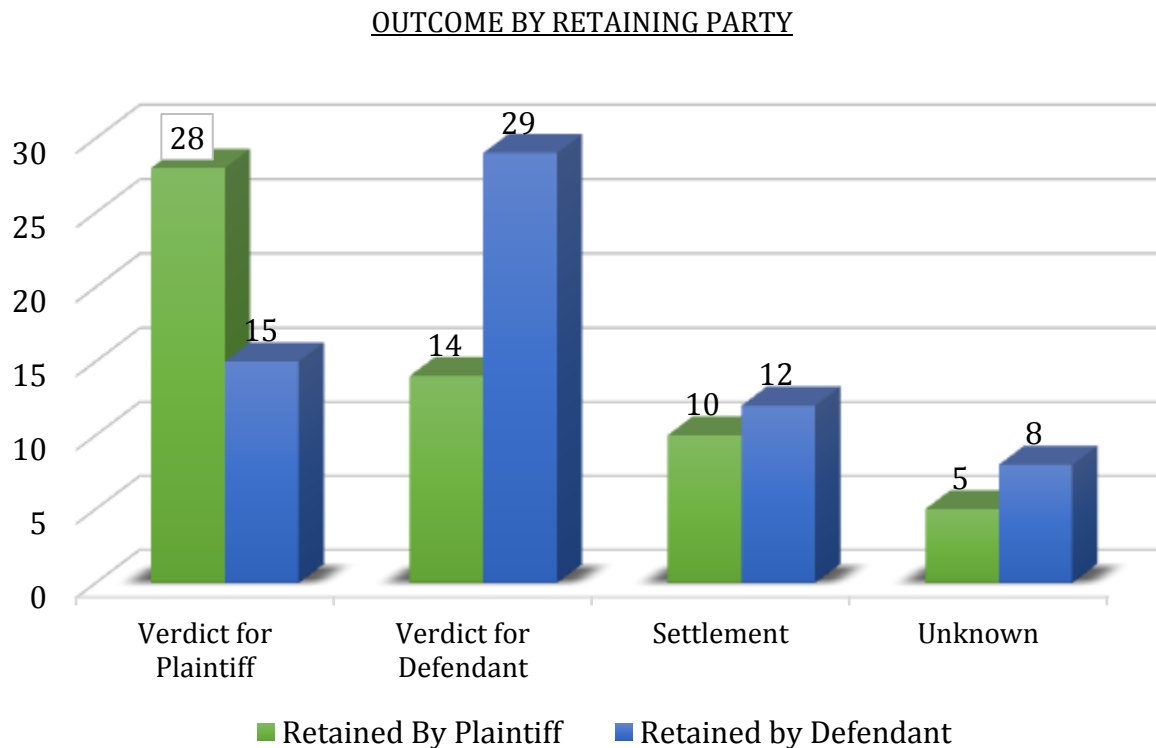
GROUNDINGS OF CHALLENGE



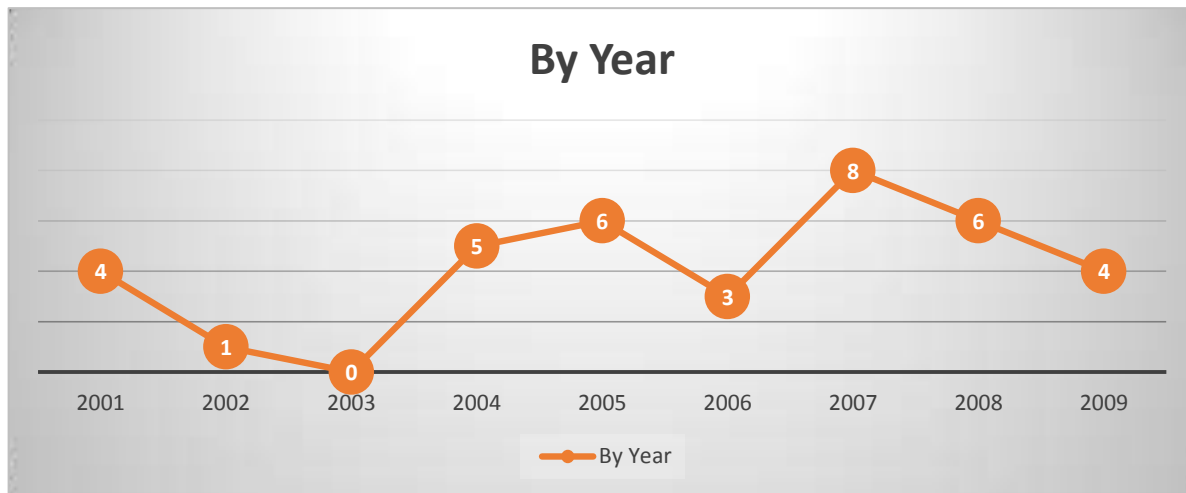
CHALLENGE DISPOSITION



JURY VERDICT ANALYSIS



PUBLICATIONS



OTHER DOCUMENTS AVAILABLE

Direct link to documents available for immediate access have been provided. For documents listed in this report and appended with a Request Document link, a procurement fee of \$15 per document is applicable. All other documents listed which do not have the Request Document link may not be available through MarGin Consulting, LLC.

Deposition Transcripts/ Excerpts: 2

Trial Transcripts: 1

Full Text Opinions: 25

Federal Agency Decisions: 3

State Agency Decisions: 1

Expert Reports/ Affidavits: 6

CASE LAW

This case law section provides references to an expert who has been cited or mentioned in case opinions (reported and unreported), briefs (where available), jury verdicts, dockets, and expert challenges for both state and federal courts. It is again noted that not every jurisdiction and every court makes their case law available, and this report is limited as such.

The following search strings were run to ensure that all available cases and briefs are captured.

1. ((John w/2 Doe) w/100 Expert and (Professor or Psycholog! Or "Marketing" or "Damages Expert" or Econom! or "Product Management" or Analys! or Licensing)

The following legal databases were looked at during the preparation of this report:

1. Federal and State Cases Combined, Jury Verdicts and Settlements, Federal Agency Decisions, State Agency Decisions
2. Court Documents – Trial Filings, Appellate Briefs, Trial Orders, Dockets
3. PACER was searched to retrieve original documents, if available.
4. Google Scholar – Legal Opinion Search

Availability of Supporting Documents

In the course of research, many relevant documents such as opinions, briefs, pleadings, deposition transcripts, motions to exclude, rulings, expert reports, expert CVs etc. are retrieved from various sources. These documents are divided into three categories:

1. Available for Download for no additional cost (These are mainly opinions for which no cost is incurred on the part of MarGin Consulting, LLC.)
2. Available for Instant Delivery (These are documents which can be delivered within one business day after payment.) To know the cost of these documents and to order, click on **(Request Document)** next to the document to send an email with the relevant document title and the Case Caption.
3. These are documents which cannot be procured electronically and can be obtained only from the court. These documents do not have **(Request Document)** mentioned against them. To know how these documents can be procured, please send a mail to **Doc.Request@MarGin-Consulting.com** with the relevant document title and the Case Caption.

DIRECT CHALLENGES

This section includes reported, and numerous unreported cases from both state and federal jurisdictions where a “gatekeeping authority” has been cited or mentioned in a decision and the testifying expert’s methodology or qualifications have been challenged. Gatekeeping authority is defined as a seminal decision or rule of evidence that defines or interprets the standards for admissibility or expert witness testimony for the corresponding jurisdiction. This section includes results from over 165 gatekeeping authorities, including but not limited to Daubert v. Merrell Dow, Frye v. United States, and their progeny. Sources for unreported decisions include docket sheets, litigation reports, jury verdicts, and other online resources. Although care has been followed to gather this information, not all cases involving expert challenges are reported.

Testimony admitted in part and excluded in part.

Case Source:	Opinion, Trial Pleading, Docket
Case Caption:	Brighton Collectibles, Inc. v. Renaissance Group
Docket Number:	06-CV-1115, 306CV01584, 06 CV 01848
Case Cite(s):	2008 U.S. Dist. LEXIS 39707, 2006 Misc. Filings 1115; 2007 Misc. Filings LEXIS 4582; 2007 Misc. Filings LEXIS 4583, 2008 WL 2546408, 2008 WL 2546407, 2008 WL 2546426, 2008 WL 5455245, 2007 WL 7631415
Grounds of Challenge:	Methodology
Area of Law:	Trademark Law
Jurisdiction:	Federal
State:	California
Court Name:	United States District Court For The Southern District Of California
Retained By:	Plaintiff
Plaintiff's Attorney(s):	Peter W Ross, Keith J Wesley , Marta B Almli , Dreier Stein Kahan Browne Woods George LLP, Beverly Hills, CA; Steven W Winton, Winton and Larson, San Diego, CA
Defendant's Attorney(s):	Jessica Marie Helliwell, Michelle M McCliman, Wang, Hartmann, Gibbs & Cauley, P.C., Newport Beach, CA
Judge(s):	Marilyn L. Huff
Date(s):	04/01/2009

Summary of Involvement: Doe was retained by the Plaintiff to provide expert analysis and testimony on surveys conducted regarding the public perception of Plaintiff's products and/or the likelihood that consumers will confuse Defendant's goods with Plaintiff's goods in the instant case. Defendant filed a motion in limine to exclude his testimony. The Court concluded that the Plaintiff had failed to establish that his testimony regarding lost sales satisfied the FRE- Rule 702 standard and failed to demonstrate that his testimony was "based on sufficient facts or data" or that it was "the product of reliable principles and methods" that had been applied "reliably" to the facts of this case. The Court concluded that the challenged portion of his proposed testimony was too speculative to merit admission and accordingly granted Defendant's motion to preclude Plaintiff from presenting his testimony that Plaintiff lost one customer transaction for each Langdon Leather product sold by Defendant. However, the Court declined to exclude his testimony in its entirety.

Supporting Document(s):

1. Expert Report of John Doe ([Request Document](#))
2. Ralphs' Memorandum In Support Of Motion In Limine No. 4, To Exclude "Expert" Opinion Testimony ([Request Document](#))
3. Defendant's Memorandum Of Points And Authorities In Support Of Its Motion For Summary Judgment ([Request Document](#))
4. Order Regarding Motions In Limine: Finding As Moot Motion In Limine ([Request Document](#))
5. Order Regarding Motions In Limine: Finding As Moot Motion In Limine ([Request Document](#))
6. Brighton's Notice Of Motion To Amend Judgment To Include A Permanent Injunction; Memorandum Of Points And Authorities; Declaration In Support Thereof

Trial court did not allow the expert to testify; affirmed.

Case Source: Brief Bank

Case Caption: [Loughert vs. The Reagan Hospital And Medical Center](#)

Docket Number: 02588EDA9942

Case Cite(s): 1999 WL 033887609 (Pa.Super.); 1999 WL 033888608 (Pa.Super.)

Grounds of Challenge: Obvious Conclusion

Area of Law: Insurance Law

Jurisdiction: State

State: Pennsylvania

Court Name: Superior Court of Pennsylvania

Retained By: Plaintiff

Plaintiff's Attorney(s): Derek R. Lassiter, Klone & Specter, P.C.

Defendant's Attorney(s): Edward L. Stork, Esquire, Roland & Schlegel, P.C.

Judge(s): Marilyn L. Huff

Date(s): 04/01/2009

Summary of Involvement: Doe was retained by the Plaintiff as an expert. On appeal, the Plaintiff argued that the trial court erred in refusing to allow Doe to testify to the non-effectiveness of unsigned insurance policy. However, the judgment was affirmed.

Supporting Document(s):

1. Brief for Appellants ([Request Document](#))
2. Brief of Appellee ([Request Document](#))

Testimony unpersuasive.

Case Source: Opinion, Trial Order, Brief Bank

Case Caption: [Jenkins v. McCarthy](#)

Docket Number: B297993, BC 309975

Case Cite(s): 2009 Cal. App. Unpub. Lexis 9777, 2005 WL 7237970, 2005 WL 7237259, 2009 WL 5707527, 2009 WL 5555529

Grounds of Challenge: Methodology

Area of Law: Business Laws

Jurisdiction: State

State: New York

Court Name: Court Of Appeal Of New York, Second Appellate District, Division Two

Retained By: Defendant

Plaintiff's Attorney(s): Not Applicable

Defendant's Attorney(s): Winston & Strawn, Rebecca Lawlor Calkins and Erin R. Ranahan

Judge(s): Ashmann-Gerst, J.; Boren, P. J., Doi Todd, J. concurred

Date(s): 02/27/2009

Summary of Involvement: Doe was retained by the Defendant as an expert in the instant case. The Court observed that Doe had admitted in his testimony that Plaintiff had failed to conduct any independent work and relied on the Defendant's testimony. The Court found his testimony unpersuasive.

Supporting Document(s):

1. Opinion dated 27th February 2009 ([Request Document](#))
2. Statement of Decision ([Request Document](#))
3. Expert Report of John Doe ([Request Document](#))

Testimony disregarded by arbitrator, affirmed at trial; outcome unknown on appeal.

Case Source: Brief Bank

Case Caption: [Todisco v. Cable](#)

Docket Number: G055555

Case Cite(s): 2000 WL 555555, 2000 WL 111111, 1997 WL 222222

Grounds of Challenge: Qualification

Area of Law: Negligence

Jurisdiction: State

State: New York

Court Name: Court of Appeal, Fourth District, Division 3, New York

Retained By: Defendant

Plaintiff's Attorney(s): David M. Sine, Sanborn & Sine

Defendant's Attorney(s): Sylvia L. Paoli #55555, Paoli & Paoli, Inc.

Judge(s): Hon. Raymond Ikola

Date(s): 07/29/2000

Summary of Involvement: Doe was retained by the Defendant as an expert in accountancy. The arbitrator found his testimony credible but disregarded it at trial. The outcome of the appeal is unknown.

Supporting Document(s):

1. Appellant's Reply Brief ([Request Document](#))
2. Respondent's Brief ([Request Document](#))
3. Appellant's Opening Brief ([Request Document](#))

Testimony rejected by the trial court; outcome of appeal is unknown.

Case Source: Brief Bank

Case Caption: [Wetzel v. Gratzner](#)

Docket Number: G0666666

Case Cite(s): 2002 WL 555555

Grounds of Challenge: Methodology

Area of Law: Labour Law

Jurisdiction: State

State: New York

Court Name: Court of Appeal, Fourth District, Division 3, New York

Retained By: Not Applicable

Plaintiff's Attorney(s): Not Applicable

Defendant's Attorney(s): Not Applicable

Judge(s): Honorable Kim G. Dunning

Date(s): 09/22/2002

Summary of Involvement: Doe was an independent appraiser in the instant case. Doe prepared a report on fair value which the trial court had rejected. The outcome of appeal is unknown.

Supporting Document(s): 1. Appellant's Opening Brief ([Request Document](#))

Testimony was improperly excluded at trial; outcome of appeal is unknown.

Case Source: Brief Bank

Case Caption: [Investments v. Del Curto](#)

Docket Number: B5555555

Case Cite(s): 2000 WL 555555, 2000 WL 111111, 1997 WL 222222

Grounds of Challenge: Qualification

Area of Law: Business Law

Jurisdiction: State

State: New York

Court Name: Court of Appeal, Second District, Division 5, New York

Retained By: Defendant

Plaintiff's Attorney(s): David M. Sine, Sanborn & Sine

Defendant's Attorney(s): Neil Papiani

Judge(s):	Honorable Reginald A. Dunn
Date(s):	02/05/1987
Summary of Involvement:	Doe was retained by the Defendant as an expert in valuation. In the instant case, Defendant argued that the trial court had improperly excluded Doe's testimony. The outcome of appeal is unknown.
Supporting Document(s):	<ol style="list-style-type: none">1. Appellants' Supplemental Brief Regarding Prejudicial Effect of Trial Court's Exclusion of Expert (Request Document)2. Appellants' Reply Brief and Opposition to Respondents Cross-Appeal (Request Document)3. Respondents' Reply Brief and Cross-Appeal (Request Document)

INDIRECT CHALLENGES

This section includes reported, and numerous unreported cases from both state and federal jurisdictions where the expert's testimony has been cited or mentioned in a decision and the testifying expert's testimony has been offered in support of, in response to, or in opposition to motion for summary judgment, class certification, preliminary injunction, motion for a new trial or judgment notwithstanding the verdict. Sources for unreported decisions include docket sheets, litigation reports, jury verdicts, and other online resources. Although care has been followed to gather this information, not all cases involving such indirect expert challenges are reported.

Testimony sufficient to win grant of motion for summary judgment.

Case Source:	Opinion, Trial Pleading
Case Caption:	Lee v. Hendrick
Docket Number:	3:95cv1284
Case Cite(s):	2007 Misc. Filings LEXIS 4545; 2008 WL 2546302; 2008 WL 2546409
Grounds of Challenge:	Others
Area of Law:	Personal Injury
Jurisdiction:	Federal
State:	New York

Court Name: United States District Court For The Southern District Of New York

Retained By: Defendant

Plaintiff's Attorney(s): Soberson Halley, Robert & Soberson, LLP, New York

Defendant's Attorney(s): Marina L. Kaufman, Robert K. Luther

Judge(s): Jill Barschi

Date(s): 04/01/2014

Summary of Involvement: Doe was retained by the Defendant to provide expert analysis and testimony on surveys conducted regarding the public perception of Plaintiff's products and/or the likelihood that consumers will confuse Defendant's goods with Plaintiff's goods in the instant case. Defendant filed his testimony in support of its motion for summary judgment. The Court granted Defendant's motion for summary judgment.

Supporting Document(s):

1. Opinion dated April 01, 2014 ([Request Document](#))
2. Ralphs' Memorandum In Support Of Motion For Summary Judgment ([Request Document](#))
3. Defendant's Memorandum Of Points And Authorities In Support Of Its Motion For Summary Judgment ([Request Document](#))

Testimony filed in support of motion for class certification; outcome unknown.

Case Source: Docket

Case Caption: [Loughert v. Demetrius](#)

Docket Number: 6:93cv254

Case Cite(s): Not Applicable

Grounds of Challenge: Others

Area of Law: Insurance Law

Jurisdiction: Federal

State: Texas

Court Name: US District Court for the Western District of Texas

Retained By: Plaintiff

Plaintiff's Attorney(s): John P. Germani, Richard D. Martemucci And Germani Martemucci Riggle

Defendant's Attorney(s): Elizabeth A. Flynn, James F. Tucker, J. Tucker LLP

Judge(s): S. Gonzalez-Villamil

Date(s): 08/01/2012

Summary of Involvement: Doe was retained by the Plaintiff as an expert in the instant case. Plaintiff filed his testimony in support of its motion for class certification. The outcome of Plaintiff's motion for class certification is unknown.

Supporting Document(s):

1. Testimony of John Doe in support of Plaintiff's Motion for Class Certification ([Request Document](#))
2. Reply and Response to Plaintiff's Motion for Class Certification by Doe ([Request Document](#))

Testimony insufficient to avoid grant of motion for preliminary injunction.

Case Source: Opinion, Trial Order

Case Caption: [Mercy v. McCarthy](#)

Docket Number: B297955, BC 309970

Case Cite(s): 2009 Cal. App. Unpub. Lexis 9873; 2005 WL 7237955

Grounds of Challenge: Others

Area of Law: Products Liability

Jurisdiction: State

State: New York

Court Name: Court Of Appeal Of New York, Second Appellate District, Division Two

Retained By: Defendant

Plaintiff's Attorney(s): David Caspi

Defendant's Attorney(s): Robert McDonald

Judge(s): William B. Stock

Date(s): 02/22/2002

Summary of Involvement: Doe was retained by the Defendant as an expert in the instant case. Defendant filed his testimony in opposition to Plaintiff's motion for preliminary injunction. The Court granted Plaintiff's motion for preliminary injunction.

Supporting Document(s):

1. Opinion dated February 22, 2002 ([Request Document](#))
2. Statement of Decision ([Request Document](#))
3. Expert Report of John Doe ([Request Document](#))

Testimony sufficient to win grant of motion for judgment notwithstanding the verdict at trial; outcome of appeal is unknown.

Case Source: Brief Bank

Case Caption: [Abreu v. CHP Corp.](#)

Docket Number: 113660-06

Case Cite(s): 2010 WL 9615418; 2010 WL 9615423; 2010 WL 8425185

Grounds of Challenge: Others

Area of Law: Negligence

Jurisdiction: State

State: New York

Court Name: Court of Appeal, Fourth District, Division 3, New York

Retained By: Defendant

Plaintiff's Attorney(s): Sandra L. Flushman

Defendant's Attorney(s): Kenneth L. Thompson

Judge(s): Robert Wooten

Date(s): 07/29/2001

Summary of Involvement: Doe was retained by the Defendant as an expert in accountancy. According to the "Appellant's Reply Brief" it was stated that Defendant had cited his testimony in support of its motion for judgment notwithstanding the verdict. The trial court had granted Defendant's motion for judgment notwithstanding the verdict. The outcome of appeal is unknown.

Supporting Document(s):

1. Appellant's Reply Brief ([Request Document](#))
2. Respondent's Brief ([Request Document](#))
3. Appellant's Opening Brief ([Request Document](#))

OTHER CASES INVOLVING JOHN R. DOE

These are cases where the expert was retained. However, no challenge or credibility assessment activity for the expert was found in these cases. Please note that not all cases where an expert is retained mention the name of the expert and hence, these cases do not constitute an exhaustive list of the expert's testimonial history.

Case Source:	Jury Verdict Report
Case Caption:	Decker v. Chen
Docket Number:	N777777
Case Cite(s):	Not Mentioned
Area of Law:	Trademark Law
Jurisdiction:	State
State:	New York
Court Name:	Los Angeles Superior Court - Long Beach, New York
Retained By:	Plaintiff
Plaintiff's Attorney(s):	George T. Kelly; Law Offices of George T. Kelly; Long Beach, CA
Defendant's Attorney(s):	Margaret M. Holm; Bonne, Bridges, Mueller, O'Keefe and Nichols; Santa Ana, CA
Judge(s):	Not Mentioned
Date(s):	02/25/2005
Summary of Involvement:	Doe was retained by the Plaintiff as an expert in economics. The jury returned a verdict in favor of the Defendant.
Supporting Document(s):	1. Jury Verdict Report dated February 25, 2005

Case Source:	Trial Order
Case Caption:	Simmons v. Mitchell
Docket Number:	EDCV 55-5555

Case Cite(s): 2009 WL 555555

Area of Law: Maritime Law

Jurisdiction: Federal

State: New York

Court Name: United States District Court, C.D. New York

Retained By: Plaintiff

Plaintiff's Attorney(s): Law Offices of Brian C. Ostler, Sr., A Professional Corporation,
Brian C. Ostler, Sr., Esq. Bar #55555, William L. Smith, Jr., Esq. Bar
#444444, 555 Any Street, USA 55555, Telephone: (555) 555-5555
Fax: (555) 555-5555

Defendant's Attorney(s): Adam Johnson

Judge(s): Honorable Paul Abrams

Date(s): 05/30/2005

Summary of Involvement: Doe was retained by the Plaintiff as an expert in the instant case.

Supporting Document(s): 1. Joint Witness List ([Request Document](#))

Case Source: Trial Order

Case Caption: [Campbell Advisors, P.C. v. Sundog International, Inc.](#)

Docket Number: 03CC25555

Case Cite(s): 2007 WL 5555555

Area of Law: Labour Law

Jurisdiction: State

State: New York

Court Name: Superior Court of New York

Retained By: Defendant

Plaintiff's Attorney(s): Brian C. Ostler, Sr., Esq.

Defendant's Attorney(s): Not Mentioned

Judge(s): Robert J. Moss

Date(s): 07/30/2007

Summary of Involvement: Doe was retained by the Defendant. He submitted a declaration stating deficiencies in the Plaintiff's declaration in the instant case.

Supporting Document(s): 1. Defendants Lori Gulsvig and Sundog International, Inc.'s Reply to Plaintiff's Opposition to Defendant's Motion for Summary Judgment or, In the Alternative, Summary Adjudication; Declaration of Brian C. Ostler, Sr. ([Request Document](#))

Case Source: Brief Bank, Trial Order

Case Caption: [Parlour Enterprises, LLC v. The Kirin Group, Inc.](#)

Docket Number: G037525, 05CC02399

Case Cite(s): 2007 WL 5555555, 2007 WL 444444

Area of Law: Insurance Law

Jurisdiction: State

State: New York

Court Name: Court of Appeal, Fourth District, Division 3, New York

Retained By: Defendant

Plaintiff's Attorney(s): Law Offices of William B. Hanley, William B. Hanley (SBN 555555), 123, Any City, USA 55555, Telephone: (555) 555-5555, Facsimile: (555) 555-5555

Defendant's Attorney(s): Smith, Chapman & Campbell, John C. Smith, SBN 5555, William D. Chapman, SBN 44444

Judge(s): Robert H. Gallivan

Date(s): 07/29/2007

Summary of Involvement: Doe was retained by the Defendant. Plaintiff had argued that although Doe was retained to refute Plaintiff's expert's testimony he had admitted that his calculations had errors.

Supporting Document(s):

1. Appellants' Reply Brief
2. Respondents' Brief
3. Plaintiffs' Opposition to Defendants' Motion for New Trial
4. Plaintiffs' Opposition to Defendants' Motion for Judgment Notwithstanding the Verdict
5. Cross-Defendants, Parlour Enterprises, Inc., Paul Kramer, and Mike Fleming's Motion for Nonsuit [CCP §555c]

Case Source: Docket

Case Caption: **CASC Environmental Et Al V. The Foxboro Co Et Al**

Docket Number: SCVSS72537

Case Cite(s): Not Mentioned

Area of Law: Trademark Law

Jurisdiction: State

State: New York

Court Name: Los Angeles Superior Court - Long Beach, New York

Retained By: Plaintiff

Plaintiff's Attorney(s): William Coffee

Defendant's Attorney(s): Richard Decker

Judge(s): Not Mentioned

Date(s): 02/25/2005

Summary of Involvement: Doe was retained by the Plaintiff. He deposed in the instant case.

Supporting Document(s): 1. Ex-Parte Motion Re: Order Shortening Time To Hear Motion
Disposition: Action Dispo: Complete - Proceedings:
Defendants Joint Application To Depose Plaintiffs Expert, John
C. Doe, Is Heard. Ex-Parte Hearing Is Held. Ex Parte
Application Argued. Per Parties Agreement, The Court Finds
No Need For Further Motion On The Above Matter. Ex Parte
Orders Granted. Expert depositions are to go forward and be
completed prior to the new trial dates. Court Ruling Is Made
As To The Issues Addressed In The Ex Parte Application Only.
Notice Waived

PERSONAL LITIGATION HISTORY

If the expert has been a party to a litigation, such cases are documented in this section.

Case Source: Brief Bank

Case Caption: [Hetro-Risk, Inc. v. Marsh-Macmillan. Inc.](#)

Docket Number: 03125

Case Cite(s): 1997 WL 03817790, 1997 WL 03817791, 1997 WL 03817792

Area of Law: Contract

Jurisdiction: State

State: California

Court Name: Court of Appeal, First District, Division 1, California

Judge(s): H Bruce Guyton

Date(s): 08/07/2005

Summary of Involvement: Plaintiff sued Doe in the instant contracts suit.

Supporting Document(s): 1. Appellants' Reply Brief
2. Respondents' Brief

Case Source: Docket

Case Caption: [John Doe v. First Cry Express](#)

Docket Number: 03CV25555

Case Cite(s): Not Mentioned

Area of Law: Business Law

Jurisdiction: State

State: California

Court Name: Court of Appeal, First District, Division 1, California

Judge(s): Robert Field

Date(s): 08/07/2003

Summary of Involvement: Doe sued the Defendant in the instant business law suit.

Supporting Document(s): 1. Docket Summary

PROFESSIONAL HISTORY

The expert's professional information is assembled from the curriculum vita, where available, or online resources such as websites, directories, and public databases.

EMPLOYMENT / TEACHING / RESEARCH

Employment History

Employment history is gathered from the expert's curriculum vita, directories, employer websites and other online resources.

Intelligent Insurance Company

Job / Position: President

Years: Sep 2008 – Present

Source: www.EVRsample.com

HETRO/RISK, Inc. Insurance Brokers (Now Smithedges Insurance Center)

Job / Position: Founder and Chief Executive Officer

Years: March 1992 – May 2009

Source: www.EVRsample.com

Teaching / Research History

Teaching/ Research history is gathered from the expert's curriculum vita, directories, university websites and other online resources.

Harvard Business School

Job / Position: Professor of Business Administration

Years: 2004 – 2008

Source: www.EVRsample.com

EDUCATION

Educational history is gathered from the expert's curriculum vita, university websites, the National Student Clearinghouse and other online resources. The expert's attendance and degrees granted is not independently verified unless the expert's date of birth is known, and the school's registrar will release that information.

University of San Diego

Degree: BA, Economics

Years: Sep 1971 – June 1974

Sources:

1. www.EVRsample.com/john_doe
2. [National Student Clearinghouse](#)

NATIONAL STUDENT CLEARINGHOUSE INFORMATION

Name On School's Records: JOHN R. DOE

Date Awarded: 06/18/1974

Degree Title: BACHELOR OF ARTS

Official Name of School: DOE UNIVERSITY

Major Course(s) of Study: ECONOMICS

Major Option: APPLIED ECONOMICS

Dates of Attendance: 09/17/1971 to 06/18/1974

REFERENCES

In some instances, an expert will list the names of references to parties or law firms with whom the expert has worked. These can often be found through online resources. These references are provided when available.

Myles Levin

111 Main St.

Any City

USA 99999

Ph: (555) 555-5555

Source: www.EVRsample.com/john_doe

ASSOCIATION MEMBERSHIPS

Information about an expert's membership in associations is found in this section. This may include the association name, the location, information about the association, any committee or positions held, and the years the expert has been a member.

1. [Vice President, The Hobos Club, New York](#)
Years: 1999 to 2008
2. [Member, Business Valuation Section and Economic Damages Section, New York Society of CPAs Litigation Services Section](#)
Years: 1995 – Present
3. [Member, Litigation Sections Steering Committee, New York Society of CPAs Litigation Services Section](#)
Years: 1997 – Present
4. [Member, Board of Directors, and President, Forensic Consultants Association of Orange County](#)
Years: 2008 – 2010

BOARD MEMBERSHIPS

1. [Chairman, Brigham Young University Board of Advisors to Institute of Professional Accountancy](#)
Years: 2001- 2003
2. [Member, Board of Directors, International Group of Accounting Firms](#)
Years: 1992 – 1995
3. [Director, Cardium Therapeutics Inc.](#)
Year: 2006 – Present

AWARDS AND HONORS

1. [Edmund James Scholar from the University of Illinois, Urbana, IL](#) | 1973

CONFERENCES / PRESENTATIONS / SEMINARS

1. [College of American Pathologists, Inspector of National Institutes of Health Clinical Laboratories](#)
| June 1996
2. [Genetic Epidemiology of Lung Cancer Consortium, National Cancer Institute](#) | September 1997

INTELLECTUAL PROPERTY OWNED

Patents

1. [Controlled modification of semiconductor nanocrystals](#)
2. [Medicine delivery device and medicine filling device](#)

Trademarks

1. [DECPAGE](#)
2. [PAGEDEC](#)

EXPERT RATES

If an expert has posted his or her rates on their website, published their fee schedule, or otherwise made public their expert rates, then that information is provided in this section.

Consulting with an attorney: \$250 per hour

Reviewing documents: \$250 per hour

Providing deposition testimony: \$250 per hour

Providing testimony at trial: \$250 per hour

Other Charges:

- Work which requires travel, other than local travel, is billed at \$3,000 per day.
- No charge for normal office expenses such as copies, telephone, and mail.
- Outside copy services, FedEx delivery is billed at cost.
- Travel expenses at cost.

Source: Expert Affidavit Filed in *Abrahams v. Bush* | June 12, 2012 ([Request Document](#))

PUBLICATIONS

Search results of over 10 million expert authored books, articles, newsletters, law reviews, and/or other scholarly papers and journals are included here. This section may include summaries, source information, dates, and any co-authors (if applicable).

Books

1. [Living the Future Not Too Long](#)
2. [How to Kill a Mockingbird](#)
3. [A Hitchhiker's Guide to the Galaxy](#)

Articles

1. [How to research an expert witness.](#)
2. [How not to research an expert witness.](#)

Book Reviews

1. [Intuition Pumps and Other Tools for Thinking](#)
2. [The Dark Side of Liberation](#)

Abstracts

1. [Distinct epithelial gene expression phenotypes in childhood respiratory allergy](#)
2. [Climate change, air pollution and extreme events leading to increasing prevalence of allergic respiratory diseases](#)

Editorials

1. [Editorial Review Board, The Journal Of The American College of Certified Wound Specialists](#)
2. [Editorial Board, Journal Of The American Medical Directors Association](#)

CERTIFICATES AND LICENSES

If the expert has listed any licenses or certifications, that information has been researched, and the result of the investigation is included here. This section may include the expert's occupation, the state, the authority, the license or certification number, the date acquired, and the date of expiration.

1. [Licensed Attorney, State Bar of California](#)
2. [Licensed Attorney, State Bar of Texas](#)
3. [Licensed Physician, Medical Board of California](#)

WEBSITES AND LINKS

Besides the current website, this section includes archived website and web pages to track any change to the expert's website. If there are any sites that link to or from the expert's website, those are included in this section.

Current Websites

1. <http://evrsample.com/Content/yoursociety/lit/economicdamages.aspx>
2. <http://www.example.com/article1>

Archived Websites

<http://evrsample.com/Content/yoursociety/lit/economicdamages.aspx>

Date of Cached Page: 24th June, 2009

Site linked from Current Website

URL: <https://www.margin-consulting.com/>

Site linked to Current Website

URL: <https://www.margin-consulting.com/>

EXPERT DIRECTORIES

Expert directories provide a wealth of information about experts, and this information can be compared to the information that expert has provided through formal discovery efforts as well as on his/her website. A simple comparison of the information provided by the expert with his/her directory listing might reveal discrepancies. A list of the expert's directory listings is provided in this section.

1. [Expert Profile on JurisPro Expert Witness Directory](#)

2. [Expert Profile on FindLaw Expert Witness Directory](#)
3. [Expert Profile on All Law Expert Witness Directory](#)
4. [Expert Profile on ALM Experts Expert Witness Directory](#)
5. [Expert Profile on ARC Expert Witness Directory](#)
6. [Expert Profile on CA Experts Expert Witness Directory](#)
7. [Expert Profile on Exify Expert Witness Directory](#)
8. [Expert Profile on Expert Law Expert Witness Directory](#)
9. [Expert Profile on Expert Pages Expert Witness Directory](#)
10. [Expert Profile on Experts.com Expert Witness Directory](#)
11. [Expert Profile on FEWA Expert Witness Directory](#)
12. [Expert Profile on HG Experts Expert Witness Directory](#)
13. [Expert Profile on Martindale Expert Witness Directory](#)
14. [Expert Profile on LA County Bar Association Expert Witness Directory](#)
15. [Expert Profile on Rominger Legal Expert Witness Directory](#)
16. [Expert Profile on SEAK Expert Witness Directory](#)
17. [Expert Profile on SF Bar Association Expert Witness Directory](#)
18. [Expert Profile on LexVisio Expert Witness Directory](#)

SOCIAL NETWORKING

This section includes any results for the expert's posts, and references to the expert, in blogs and major social networking sites up to the date and time listed. These social networking sites include, but are not limited to, LinkedIn, Facebook, and Twitter.

LinkedIn

www.linkedin.com/john-doe

Facebook

www.facebook.com/JohnDoe

Twitter

<http://www.twitter.com/john-doe>

Google +

<https://plus.google.com/JohnDoe>

PUBLIC PROFILES

There are several websites which create public profiles of individuals based on information gathered from the internet. Such public profiles of the expert are listed in this section.

Zoominfo

[www.zoominfo.com/John Doe/18/178a0/638](http://www.zoominfo.com/JohnDoe/18/178a0/638)

Vitals

[www.vitals.com/John Doe/17/168a1/618](http://www.vitals.com/JohnDoe/17/168a1/618)

Manta

[www.manta.com/John Doe/16/158a2/698](http://www.manta.com/JohnDoe/16/158a2/698)

Healthgrades

[www.healthgrades.com/John Doe/15/148a3/688](http://www.healthgrades.com/JohnDoe/15/148a3/688)

Corporation Wiki

[www.corporationwiki.com/John Doe/14/138a4/678](http://www.corporationwiki.com/JohnDoe/14/138a4/678)

Superpages

[www.superpages.com/John Doe/13/128a5/668](http://www.superpages.com/JohnDoe/13/128a5/668)

Healthtap

[www.healthtap.com/John Doe/12/118a/658](http://www.healthtap.com/JohnDoe/12/118a/658)

GROUPS

Some experts will join an online discussion group, or will be mentioned in such a group. Results of an archive of more than 700 million Usenet postings from a period of more than 20 years are included here.

1. [South Bay Cycling Group](#)
2. [American College of Radiology](#)

BLOGS

If an expert maintains a blog, or has been mentioned in a blog post, those results are included here.

[Obama responds to Palin in red state](#)

The Washington Bureau- The Scoop | 01/21/2011

[Obama Denies Role In Government](#)

New Yorker | 06/02/2013

[Obama to hand over some CIA drone operations to Pentagon](#)

RT Question More | 09/22/2012

[Senator accuses former IRS head of engaging in "lie of omission"](#)

Prison Planet | 04/12/2013

[Michael Jackson's Alleged Molestation Victim Wade Robson Calls Popstar "Pedophile" On Today!](#)

Perez Hilton | 08/11/2013

MULTIMEDIA

When located, the source for the audio, video, and podcasts (audio programs distributed over the Internet) are included here.

Audio

[Audio File containing speech given at National Insurance Forum, 2010](#)

Video

[Video File containing speech given at National Insurance Forum, 2010](#)

Podcasts

[Doe's weekly podcast](#)

NEWS ARTICLES

Thousands of publications, newspapers, and articles have been searched to locate information, quotes, or references about this expert. It should be noted that not every publication and newspaper is available to be searched for every year. If information about the expert has been located, then this section includes the headline, name and location of the publication, date, and excerpt regarding this expert.

[Press Release: Smithedges Announces Acquisition of HETRO/RISK](#)

Smithedges Insurance Centre website

08/11/2013

[BrahMos supersonic cruise missile successfully test-fired](#)

The San Francisco Chronicle

04/12/2013

[Oklahoma tornado: family pictured round the world identified](#)

The Sun Sentinel

09/22/2012

[Microsoft Xbox One launched with Kinect, Live Tv: All you need to know](#)

The Business Chronicle

06/02/2013

[Larsen & Toubro Posts Lower January-March Profit](#)

The Wall Street Journal

01/21/2011

DISCIPLINARY ACTIONS

All state governments and some professional associations maintain records of professional misconduct. When located, the type of misconduct, the action take, the date of the action, and the authority are included.

Name of Authority: Insurance Certification Board of San Diego, California

Type of Action: Suspension of CPCU License for three months.

Reason: Bad faith insurance claim handling

Date: December 1, 2010

Source: www.EVRsample.com/disciplinary/december2010/doe.html

PERSONAL INFORMATION

Personal information about this expert, if found, is included in this section. This includes the expert's family history, political contributions, and public information such as bankruptcies, liens, and UCC filings, if any.

RELATIONS

Wife: Jane Doe

Source: www.EVRsample.com-1973-transcription.txt

*A search on December 3, 2010 of online resources revealed that Jane Doe, the wife of John Doe died in a traffic accident in San Francisco at the age of 39. It also stated that John Doe was also severely injured in the accident.

Source: www.EVRsample.com-1973-transcription.txt

Sons: William Doe and Harry Doe

Daughter: Amy Doe

Source: www.ReportSample.com-1973-transcription.txt

BANKRUPTCIES

If the expert, or his company, has participated in a bankruptcy proceeding, then information about that proceeding can be found here. This information is taken from public records and court filings.

Debtor Name: John Doe
Debtor Company: Hetro Risk, LLC
Debtor Address: 111 Main St., Any City, USA 99999
Debtor Phone: (555) 555-5555
Date of Filing: July 12, 2008
Court: United States Bankruptcy Court for the Southern District of California
Bankruptcy Judge: Myles Robinson
Case # 0773H
Debtor's Attorney Name: Mark Anthony, Esq.
Debtor's Attorney Firm: Mark Anthony Law Offices
Debtor's Attorney Firm Address: 111 Main St., Any City, USA 99999
Debtor's Attorney Firm Phone: (555) 555-5555
Type of bankruptcy (Chapter #): Chapter 13
Date discharged: Undischarged
Creditors: Punyark Legal, LLC
Assets: \$10 million
Other parties of interest: None
Source: <http://EVRsample.com/bankruptcy/california/sandiego/johndoe.html>

JUDGMENTS AND LIENS

If a judgment or lien has been filed by or against the expert, then this information is found here. Drawn from public records, the information includes the claimant information, type of lien or judgment, amount, and date.

Claimant Name: Bank of America
Lien holder Company: Bank of America
Lien holder Address: 111 Main St., Any City, USA 99999
Lien holder Phone: (555) 555-5555
Lien filed against (Name): John Doe
Lien filed against (Address): 111 Main St., Any City, USA 99999
Lien filed against (Phone): (555) 555-5555
Type of claim/lien: Banker's Lien
Amount of the lien: \$450000
Reason for claim/lien: Unpaid Mortgage
Court (if applicable): Not Applicable
City: San Diego
State: California
Case title (if applicable): Not Applicable
Case cite (if applicable): Not Applicable
Date: May 21, 2006

Plaintiff's Attorney: Mark Anthony

Plaintiff's Firm: Mark Anthony Law Offices

Defendant's Attorney: Michael Bengelsdorf, Esq

Defendant's Firm: Bengelsdorf and Stevenson, LLC

Excerpt/Summary (including expert's name):

A lien was put on John Doe's deposits with the Bank of America for failure to pay the mortgage of this house.

Source: <http://MarGinConsultingSample.com/liens/california/johndoe.html>

UCC FILINGS

If a UCC filing has been made involving the expert, then this information is found here. Drawn from public records, the information includes the claimant information, description of filing, amount, and date.

Filed By: John Doe and America Loan Givers, LLC

Date of Filing: April 10, 2005

Description: The filing was made on a home loan given by America Loan Givers, LLC to John Doe

Amount: \$500,000

Source: www.MarGinConsultingSample.com/templogin.asp

SEC FILINGS

If an SEC filing has been made involving the expert, then this information is found here. Drawn from public records, the information includes the form type, filing no., and date.

Filing Date: 03/17/2009

Form Type: 4

Company: Cardium Therapeutics, Inc.

Filing No.: 633

Source:

www.EVRsample.com/Archives/edgar/data/772320/000118143309016151/0001181431-09-016151.txt

PROPERTIES OWNED

If the expert owns a property, that information can be found here. The information is drawn from public records and includes the description, location and consideration paid for the property.

111 Main St., Any City, USA 99999

Lot Size: 135X184.2IRR

Consideration: \$45,500.00 as of 01/01/1982

Source: www.MarGinConsultingSample.com

POLITICAL CONTRIBUTIONS

Political contributions, and the expert's likely political persuasion, are generally gathered from the Federal Election Commission (FEC), an independent regulatory agency that tracks federal campaign contributions over \$200. Information about this section may have also been gathered through other government public records.

Political Persuasion: Republican

Cause/ Campaign: BRADY, KEVIN VIA BRADY FOR CONGRESS

Date: 06/29/1998

Donation Amount: \$500

Source: <http://images.nictusa.com/cgi-bin/fecimg/?98033373995>

DONATIONS

This section contains all non-political donations made by the expert. The information may be procured from various sources found on the internet, such as donor's directory, event brochures etc.

Name of Organization: California Aquarium

Date of Donation: 09/21/1985

Amount of Donation: \$200

Source: www.MarGinConsultingSample.com

CRIMINAL HISTORY

Not every criminal record is available for public viewing. As such, the information included here is not exhaustive. If any information from criminal records is located about this expert, then this information is found here.

Name: John Doe

Date of Birth: November 16, 1951

Type of charge (Felony or Misdemeanor): Assault and Battery

Charge: Aggravated Assault

Jurisdiction / Location: San Diego, California

Case Number: 01-cr-1895676

Offense Date: January 29, 2001

Arrest Date: February 2, 2001

File Date: February 28, 2001

Disposition Date: March 12, 2001

Other Case Information: The accused was found to be guilty of the charges and served a sentence of 6 months of imprisonment.

Source: Criminal Records (Subscription Database)

SEXUAL OFFENSES

Information about any sexual offenses is derived from public information found through the Dru Sjodin National Sex Offender Public Website (NSOPW). Coordinated by the U.S. Department of Justice, The NSOPW is a cooperative effort between Jurisdictions hosting public sex offender registries and the federal government.

Name: John Doe

Aliases: Johnny

Tier Level: Community Notification: Tier Level 2

Race: White

Hair Color: Blond or Strawberry

Eye Color: Green

Height: 5'10"

Weight: 180 lbs

Conviction Date: 1989-10-24

Court: First Judicial District Court

Conviction Location: Carson City, NV

Conviction State: NV

Statute: NRS201.230

Conviction Description: Lewdness with a Child Under 14

Incarceration: Hospital: Carson City Jail – Carson

Source: www.MarGinConsultingSample.com

INTERESTS / HOBBIES

If the expert has made public any interests or hobbies, that information is included here. Information about the expert's interests and hobbies is derived from the expert's website, curriculum vitae, and other online sources.

A search on May 19, 2013 of the expert's memberships revealed that he has a keen interest in arts and music especially musical compositions by Beethoven.

Sources:

1. www.EVRsample.com/john-doe1
2. www.ReportSample.com/john-doe2