

Bressler Decl. In Support of Apple's Opp. to Samsung's Mot. For Summary Judgment

Ex. 1

Peter W. Bressler, FIDSA

Founder & Board Chair, Bresslergroup, Inc.
Adjunct Associate Professor, University of Pennsylvania
Fellow Member of the Industrial Designers Society of America (IDSA)

Personal Information Date of Birth: June 24, 1946
Marital Status: Married

Education B.F.A. Industrial Design
Rhode Island School of Design, Providence R.I., 1968
Graduate Research in Design for Disabilities
Rhode Island School of Design, Providence R.I, 1969-70
Certification, Syntectics Group Creativity Process, Philadelphia, PA 1972
Certification: Design Patent Expert Witness Seminar, IDSA, 2008

Employment

2010 to present	Contracted Innovation Process consultant to the Delaware Valley Industrial Resource Center
2006 to present	Adjunct Associate Professor, Integrated Product Design Program, University of Pennsylvania.
1998 to 2011	Founder and Board Chair, Solar Roofing Systems, Inc. T/A SRS Energy
2009 to present	Board Chair, Bresslergroup, Inc.
1988 to 2009	Principal and CEO, Bresslergroup, Inc....A 22 person design research, strategic product planning, industrial design, product development and engineering consulting firm. Noted by <i>Businessweek</i> magazine as "one of the top award winning firms".
1972 to 1988	Principal and President, Designs for Medicine, Inc. T/A Peter Bressler Design Associates...5 to 12 person User research, Product Design, Packaging & Graphic design consulting firm.
1973 to 1974	Contracted consultant to the Franklin Institute Research Laboratories founded "Center for the Enhancement of the Capabilities of the Handicapped."
1970	Founded Designs for Medicine, Inc.

Teaching Experience

2006 to present	Adjunct Associate Professor, Integrated Product Design Program, University of Pennsylvania
Fall 2005	Adjunct Associate Professor, Ergonomics 1332, Philadelphia University, Philadelphia, PA
Fall 2001	Visiting Lecturer, Business Practices, University of the Arts, Philadelphia, PA
Spring 2000	Adjunct Associate Professor, Ergonomics DES 164, Lehigh University, Bethlehem, PA
Fall 1983	Visiting Lecturer, Industrial Design Studio, Rhode Island School of Design, Providence, R.I.
Spring 1972	Instructor, Industrial Design Structures, Philadelphia College of Art, Philadelphia, PA.
1971-72	Instructor, ID Prototype Shop Philadelphia College of Art, Philadelphia, PA.

Expert Witness Experience

8.11.11 completed testimony in US District court in Richmond, VA in Utility patent infringement case regarding consumer electronic kitchen appliances. Awaiting permission to list specifics.

Blanco v Tots in Mind et al (2010) (Scherffius, Ballard, Still & Ayres, Atlanta, GA.) ; *Products Liability*

Becton Dickinson & Co. And Mdc Investment Holdings, Inc., V. Retractable Technologies, Inc., Civil Action No. 5:07-Cv-137 , United States District Court For The Eastern District Of Texas Texarkana Division (2009) (Wilmer Hale, Washington, DC) *Utility patent*

Atlas Equipment Co. LLC v. Weir Slurry Group, Inc., et al. (2008) (Perkins-Coie, Seattle, Washington) ; *Trade Dress*

AJ Intermediate Holdings LLC; and AJ Acquisition 1 LLC d/b/a National Paintball Supply v. Procaps L. P., et al, Civil Action No 1:07-00192, JHR-AMDM, United States District Court of New Jersey (2007) (Volpe-Koenig, Philadelphia, PA); *Trade Dress*

Symbol Technologies, Inc. v. Metrologic Instruments, Inc., Civil Action No. 2:05cv509, LED, United States District. Court of Pa., Eastern District (2007) *Utility Patent*

Becton, Dickinson and Company v. Tyco Healthcare Group LP, Civil Action No. 02-1694-GMS, United States District Court of Delaware (2004) (Wilmer Hale, Washington, DC) *Utility patent*

Awards and Recognitions

2010 Industrial Designers Society of America Personal Recognition Award for lifetime achievement

2008 IDSA Industrial Design Excellence Awards, Silver

2007 Appliance Manufacturer's EID Award, 1 Gold

2006 IDSA Industrial Design Excellence Award, Gold
Appliance Manufacturer's EID Award, 3 Gold

2005 R&D Magazine R&D100 Award, Gold

Consumer Electronics Association Award

2004	IDSA Industrial Design Excellence Award, Bronze
2003	Appliance Manufacturers' Award
2002	Good Design Awards
2001	IDSA Industrial Design Excellence Award. Bronze
	Good Design Award
	Good Design Award
2000	IF Hanover Award
2000	Appliance Magazine Award
	Consumer Electronics Show Innovations Award
1999	IDSA Industrial Design Excellence Awards, Bronze
1998	Product Design and Development Gold Award
	Consumer Electronics Show Innovations Award
1997	ID Magazine Design Distinction Award
1996	IDSA Industrial Design Excellence Awards, Gold
	Consumer Electronics Show Innovations Award
1995	G-Mark, Japan
1994	IF Award Hanover Fair, Germany
1994	IDSA Industrial Design Excellence Awards, Gold
1994	IDSA Industrial Design Excellence Awards, Bronze
1994	G-Mark, Japan
1993	Consumer Electronics Design Engineering Award, M Series Speakers, Polk Audio
	AudioVideo International Grand Prix, M3 Speaker, Polk Audio
1991	IDSA Industrial Design Excellence Awards, Gold
1991	ID Magazine Design Review, Honorable Mention

- 1991 IDSA Industrial Design Excellence Awards, Bronze
- 1990 ID Magazine Design Review, Honorable Mention
- 1989 Certificate of Excellence, American Institute of Graphic Artists
- 1988 ID Magazine Design Review
 - 2 Selections
 - 3 Honorable Mentions
- IDSA Industrial Design Excellence Awards Recognition
- Retailer's Choice Award of Distinction
- The Krupps International Design Competition, Honorable Mention
- Desi Award for Packaging
- 1987 IDSA Excellence awards, Recognition
- 1986 ID Magazine Designers Choice Award
- 1985 IDSA Industrial Design Excellence Awards, Recognition
 - 3 products selected for exhibition in The United States Information Agency Traveling Exhibit for Eastern Europe, "Design America"
 - Worldesign '85 Certificate of Gratitude
- 1984 Products selected for "the Process of Design Exhibit", The Katonah Museum
- 1982 "DESI" award for packaging design
 - Package Design Council Award of Excellence
- 1981 Package Design Council Award of Excellence
- 1979 DESI" award for packaging design
- 1976 ID Magazine Annual Design Review Award
- 1974 ID Magazine Annual Design Review Award
- 1973 American Iron and Steel Institute
 - Design in Steel" Award for Scientific and Medical Equipment
 - Citation in Engineering for Scientific and Medical Equipment

1971 Ventures in Design Award

1968 Alcoa and Industrial Designers Society of America Merit Awards

Publications, Juries and Lectures

2011 Invited Speaker, United States Patent and Trademark Office, Global IP Academy

2009 Invited Speaker, Industrial Design Evolution, From Visual to Visceral to Virtual, Project Fusion Conference. Miami, FL

2009 Invited Speaker, Entrepreneur's Panel, Wharton Energy Conference, Philadelphia, PA

2008 Invited Speaker, Sustain 08, Chicago, "SRS Energy, Sustainability in Roofing Products

2008 Invited Speaker, Villanova University, "Doing Well by Doing Good".

2008 Invited Speaker, IDSA Spotlight Webinar, Residual Income, the Holy Grail

2007 University of Pennsylvania 20/20 lecture series

Juror, CES Innovation Award

2006 Juror, CES Innovation Award

Juror, Dyson awards

Juror, P&G Innovations Award

2005 Juror, CES Innovation Award

Invited Speaker, National Conference of the Industrial Designers Society of America, Wash DC

Invited Speaker, The Green Conference, Boston, Massachusetts

2004 Juror, National Housewares Association innovations Awards

2003 Invited Speaker, Product Development Management Association, Philadelphia, PA

2001 Invited speaker, Paper presentation, Designing for Global Products, Rockwell Global Learning Fair: A Passport to Asia-Pacific, Cleveland, Ohio

2001 Invited Speaker, the Housewares Manufacturer's Association meeting, Chicago, Illinois

1999 Invited Speaker, the Housewares Manufacturer's Association meeting, Chicago, Illinois

- 1998 Invited Speaker, Industrial Designers Society of America Southern District Conference, St Augustine, FL
- 1998 Invited Speaker, The Housewares Manufacturer's Association meeting, Chicago, Illinois
- 1998 Invited Speaker, Temple University Association of Retired Professionals, Philadelphia, PA
- 1997 Invited Speaker, The Housewares Manufacturer's Association meeting, Chicago, Illinois
- 1996 Invited Juror, Innovative Use of Materials Award, Philadelphia Furniture Show, Philadelphia, PA
- 1995 Jury Chair, Industrial Designers Society of America's Industrial Design Excellence Awards program
- 1993 Invited Speaker, Quality in Design Workshop, National Academy of Sciences, Washington, DC
- 1993 Invited Juror, Industrial Designers Society of America's Industrial Design Excellence Awards program
- 1992 Invited Speaker, 14th Annual Design Interaction, Auburn University, Alabama
- 1992 Invited Speaker, The World Class Product Design Conference, Lehigh University, Bethlehem, PA ("The Emergence of Industrial Design")
- 1991 Invited Speaker, EEC Design conference, Toulon, France (" Designing the Product Development Team")
- 1991 Invited Speaker, Taidi' 91 Conference, Taipei, Taiwan ("The product design process")
- 1990 Invited Speaker, IDSA Annual Conference, Santa Barbara, California (" Designing the Product Development Team")
- Invited Speaker, Design forum '90, Taipei, Taiwan ("The product's role in corporate identity")
- Invited Speaker, Benjamin Franklin Technology Seminar Series ("How to evaluate and contract Industrial Design services")
- 1989 Invited Juror, The Krupps International Design Competition
- Invited Speaker, The International Congress of Societies of Industrial Design, Nagoya, Japan ("Design excellence in a socio/cultural context")
- 1988 Invited Juror ID Magazine Design Review
- 1987 Invited Consultant and Lecturer (2 weeks) to The Peoples Republic of China, Tianjin, China ("Consumer electronics in western markets")
- 1986 Invited presenter to Yugoslavia for the "Design America" Exhibit by the United States Information Agency ("Design Consulting in the USA")

- 1985 Invited presenter at the International Congress of Industrial Designers International Conference, Washington, DC ("The concurrent design process")
- 1982 Invited Juror, Industrial Designers Society of America's Industrial Design Excellence Awards program
- 1975 Invited Juror, ID Magazine 1975 Design Review
- 1974 Invited participant of the National Academy of Sciences, National Research Council's 1st Workshop on Mobility for Spinal-cord Impaired People

 Invited presentation of a Paper, "The Development of The Standup Wheelchair", to the American Society of Mechanical Engineers
- 1 1971 "The Stand up Wheelchair" Published in Industrial Design, Interiors and Fortune Magazines; also AP and UP releases
- 1969 Publication of "The Standup Wheelchair" in Design News, Industrial Design and other professional journals

Associations / Affiliations

- 2011 Secretary / Treasurer, Industrial Designers Society of America
- 2007 Academy of Presidents, Industrial Designers Society of America
- 2005 Chair of the 2005 Design Gallery, IDSA National Conference in Washington, DC
- 1999 North East District Vice President, IDSA, two year term
- 1995 1996 National Conference Committee, IDSA
- 1994 National Special Awards Committee, IDSA
- 1993 Industrial Design Excellence Awards Program, Chair
- 1992 Awarded Fellowship, Industrial Designers Society of America
- 1991 Chair of the Board, Industrial Designers Society of America, 2 year term

 President, The Worldesign Foundation, 2 year term
- 1989 President, Industrial Designers Society of America, 2 year term

 Executive Vice President, The Worldesign Foundation, 2 year term
- 1987 Executive Vice President, Industrial Designers Society of America

IDSA Planning Committee, Chair

- 1985 Secretary/Treasurer, Industrial Designers Society of America, 2 year term
- 1984 Developer and Chair, Design Excellence Gallery, Worldesign '85
- 1984 Management & Planning Committee, ICSID Worldesign '85
(meeting of the International Congress of Societies of Industrial Design)
- 1981 National Vice President, Board of Directors, Industrial Designers Society of America, 2 year term
- 1979 Director, National Board of Directors, Industrial Designers Society of America, 2 year term
- 1977 Co-chair, National Committee for development of a professional field definition and entry level professional qualifications
- 1976 IDSA Annual Conference Chair
- 1973 to 1977
Co-founder and Chapter Chair, The Philadelphia Chapter,
Industrial Designers Society of America

Patents (authorship or co-authorship)

1	7018344	Retractable needle shielding device
2	7000988	Lift chair
3	D511203	Hose coupling
4	6926700	Needle assembly
5	6925716	Shaving apparatus
6	6881202	Needle assembly
7	D501673	Hose coupling
8	6651890	Combination hand-held and counter-top Omni directional scanner
9	D479405	Shark tooth shaped suede shoe brush
10	6553882	Pencil sharpener with integral receptacle
11	D471409	Ice cream scoop

12	D469789	Table saw
13	6412738	Portable stenographic machine stand
14	D455666	Streamlined pressure gauge
15	D450257	Pressure gauge
16	6257492	Combination hand-held and counter-top Omni-directional scanner
17	6241091	Decorative container for storing plunger
18	6206600	Combination toothbrush and toothpaste dispenser
19	D427200	Stand for a hand held optical scanner
20	D409931	Compact tire pressure gauge
21	5904806	Tape dispensing applicator and replaceable tape cartridge
22	D409509	Deluxe tire pressure gauge
23	D408806	Optical scanner
24	D408532	Hand held optical scanner
25	5830779	Method of making photovoltaic module
26	D399121	Slide latch
27	5735999	Applicator
28	D385881	Home health care terminal
29	5670014	Tape dispensing applicator and replaceable tape cartridge
30	5590495	Solar roofing system
31	5558232	Apparatus for sorting documents
32	5518576	Applicator
33	5466223	Needle assembly having single-handedly activatable needle barrier
34	D361785	Tape applicator
35	D351839	Speaker
36	D351388	Combined speaker and integral stand
37	5348544	Single-handedly actuatable safety shield for needles
38	D343782	Sealed lever latch
39	5248286	Aerobic climbing step/bench
40	5118096	Aerobic climbing step/bench

41	5116044	Aerobic climbing step/bench
42	5096186	Aerobic climbing step/bench
43	D324165	Flexible draw latch
44	D320950	Combined transmitter buoy and bracket therefor
45	D319799	Transmitter buoy
46	D319407	Transmitter buoy
47	D313761	Actuator plate for temperature control valve
48	D313719	Bathroom cabinet
49	4981453	Emergency transmitter buoy and bracket assembly
50	D303044	Lighted mirror
51	4856811	Device for transporting ski equipment
52	4636613	Combination dryer and iron
53	D285200	Handset telephone unit
54	D285197	Handset telephone unit
55	D278831	Paper and document handling and counting apparatus
56	D274520	Paper and document handling apparatus
57	D267553	Engine analyzer
58	D265482	Telescope
59	D262442	Engine analyzer
60	4269312	Apparatus for inflating a deflated tire
61	4255640	Door mounted oven controls
62	4129278	Tripod
63	D247854	Telescope
64	6918891	Safety device
65	D253598	Telescope mount
66	D253238	Telescope cradle
67	D253113	Telescope
68	D313761	Actuator Plate for Temperature Control Valve
69	6753554	Water Flow Regulating Device

70	4553711	Modular Holder for Paper Rolls
71	4255640	Door Mounted Microwave Oven Controls
72	3839751	Modular Therapy Pool Construction
73	3589769	The Stand up Wheelchair

As a Design Consultant for the past 40 years, Bressler has provided product design and development services to the following selected partial list of regional, national, and international Clients:

Applica
 Becton Dickinson
 Black & Decker
 Bose Corporation
 Clairol Inc.
 Dentsply International, Inc.
 E.I. Dupont de Nemours Co.
 Edmund Scientific
 Energizer
 Honeywell
 IBM R&D
 Litton, Microwave Division

Motorola, Inc.
 Polk Audio
 RCA, Broadcast Division
 Scott Paper Company
 Schick Wilkinson Sword
 Siemens
 Southco Inc.
 Thomson Consumer Electronics
 Teleflex
 Trojan Yachts
 Vidar Corporation
 Zenith Products Corp.