

1. Alston Bird in *Kroy IP Holdings, LLC v. Autozone, Inc.* in Civil Action No. 2:13-cv-888-WCB. Dr. Palmatier generated an expert report but the case was settled before depositions. The case involved patent infringement in loyalty and incentive programs.

2. Paul Hastings in *Power Integration, Inc. v. Fairchild Semiconductors International, Inc.* in 09-CV-05235-MMC. Dr. Palmatier provided a rebuttal report and depositions. The case involved a past patent infringement and determining the value of the infringing feature in the damages case.

3. McNaul, Ebel, Nawrot & Helgren PLLC in *Education Logistics INC. v. Datsopoulos, MacDonald & Lind, P.C.* Dr. Palmatier provided a report and depositions. The case involved a contract dispute, typical practice in sales channels, market determination, and potential lost sales. **Testimonial**, “Dr. Palmatier is an effective expert witness in the sales and marketing domain. I especially like that his background includes both executive business experience as well as an exceptional academic practice.” Avi J. Lipman, Attorney at McNaul, Ebel, Nawrot & Helgren.

4. Church State Council in *Wealth Counsel Case*. Dr. Palmatier provided a report evaluating sales, marketing, and selling strategies of a software firm in a case involving wrongful termination. The report evaluated best practices in sales channel strategies, surveys, and the potential impact of channel decisions.

5. Akin Gump, Strauss Hauer & Feld LLP in *Amy Converse V. Vizio, Inc.* in 3:17-cv-05897-BHS. Dr Palmatier provided marketing research and a report in a class action suit regarding the evaluation of the relative importance of and the uniformity of importance of the YouTube application (“app”) as a feature in Vizio’s Smart TV across

consumers that purchased a Vizio's products (Flash-based products, i.e., "VIA Smart TV") during 2012 to 2014. Data pertinent to the decision was found through a large-scale search of past published business and academic research from relevant time period.

6. Summit Law Group in Cathleen Robertson v. Valley Communications Center in Case 16-2-06437-0 KNT. Dr. Palmatier provided expert opinions regarding a survey instrument, process, and results. **Testimonial**, "Dr. Palmatier was a very effective expert witness. His analyses and reports were impeccable. We found his knowledge of survey design and sample methodology to be especially strong." Quinn Oppenheim, Partner with Summit Law. 206-676-7106; quinno@SummitLaw.com