

Peter W. Bressler, FIDSA

PBressler, LLC, Product Design Consultant & IP Expert Witness
Founder, 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: Widowed

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,
 Synectics Group Creativity Process, Philadelphia, PA 1972 Certification:
 Design Patent Expert Witness Seminar, IDSA, 2008
 CLE: Design Patents: Modernizing an Old Property Interest, Suffolk University Law
 School, Boston, MA. 11/2013

Employment

2012 to present	Product Design Consultant / Intellectual Property Expert Witness T/A PBressler, LLC
2012 to 2015	Founder, Bresslergroup, Inc.
2010 to 2011	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 2012	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 Development, 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, teaching Ergonomics, Industrial Design & Integrated Product Design
- 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, 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

BODUM USA, INC.V. A TOP NEW CASTINGS, INC.
 Case No.1:16-cv-02916 in The United States District Court for the Northern District of Illinois, Eastern Division.
 (Akerman, LLP. Chicago) (Consultation, expert report, rebuttal report and deposition).

HINRICHS & ASSOCIA TES; and PENTAGRAM DESIGN, INC.(Plaintiffs) v. vs.
 BEATS ELECTRONICS, LLC; A DRE YOUNG PIK/AI DR. DRE, an individual; JIMMY IOVINE, an individual; STEVEN LAMAR, an individual; JIBE AUDIO, LLC; and DOES 1 through 30, inclusive (Defendants)
 Case No. BC 533089 in the Superior Court of the State of California, County of Los Angeles. (Sussman Godfrey, LLP, CA) (Consultation, Declaration, Expert Report, Summary Judgement, Appealed and Remanded in client's favor.

SPORT DIMENSION, INC. V. THE COLEMAN COMPANY, INC.
 Civil Action No. 2:14-cv-00438-BRO-MRW in the United States District Court Central District of California-
 Western Division (Husch Blackwell, St. Louis, MO) (Consultation, Expert Report and Deposition, testimony excluded, Summary Judgement, appealed and remanded on Appeal/ case settled in client's favor)

THOMAS & BETTS INTERNATIONAL, LLC AND THOMAS & BETTS CORPORATION VS. BURNDY LLC,
 HUBBELL INC., 3M COMPANY AND ZHEJIANG SHANGYU CITY FENGFAN ELECTRICAL FITTINGS
 CO., LTD.
 Civil Action no. 2:14-cv-02296-JPM-tmp in the United States District Court for the Western District of
 Tennessee (Steptoe & Johnson LLP, Washington, DC) (Consultation & Expert Report / Case settled in
 client's favor)

FUTURE MOTION, INC., VS. CHANGZHOU FIRST INTERNATIONAL TRADE CO, LTD.
 Civil Action No. 2:16-cv-00013-MMD-CWH in the United States District Court for the District of Nevada
 (Merchant & Gould, PC, Madison, WI) (Consultation and Expert Report / Complaint dropped)

LARRY G JUNKER V. MEDICAL COMPONENTS INC. et al
 Civil Action No. 13-4606 in the United States District Court for the Eastern District of Pennsylvania. (Mason &
 Petruzzi) (Consultation, Expert Report) Awaiting trial

NOKIA V. HTC

International Trade Commission, Washington, DC / Investigation No.337-TA-885 matter of Certain Portable Electronic Communications Devices, Including Mobile Phones and Components Thereof. (Finnegan, Henderson, Farabow, Garrett & Dunner, LLP.) (Consultation)

IMRE BATORI AND PROGRESS PROFILES SPA V. SCHLUTER SYSTEMS L.P. v. IMRE BATORI, PROGRESS PROFILES SPA, and PROGRESS PROFILES AMERICA INC.

Civil Action No. 1:15-cv-00144 CMH-IDD in the United States District Court, Eastern District of Virginia, Alexandria Division (LEE SHEIKH MEGLEY & HAAN, Chicago, IL) (Consultation and Expert Report / cases settled in client's favor)

BOSE CORPORATION V. ABLE PLANET INCORPORATED

Civil Action No. 11-01435
(Wilmer- Hale, Boston, MA)
Consulting Expert ...consultation / resolution unknown

VOLTSTAR TECHNOLOGIES, INC. F/K/A HORIZON TECHNOLOGIES, INC. V. AMAZON.COM, INC.,
Case: 1:13 -cv- 05570 in the United States District Court for the Northern District of Illinois, Eastern Division (Jenner & Block, Chicago, Ill.) (Consultation and Expert Report / Summary Judgment in client's favor)

SEED COMPANY LTD and SHGERU TAMAI v. WILLIAM F. WESTERMAN, ET AL

Case No. 1:08-CV-00355-RJL in United States District Court for The District of Columbia (London & Mead, Washington DC) (Consultation, Expert Report & Rebuttal Expert Report)

APPLE, Inc. v SAMSUNG Electronics Co., LTD, Case No. 11-cv-01846-LHK, United States District Court of Northern California, San Jose Division (Morrison Foerster San Francisco, Ca.) (Expert Reports, Depositions, Testimony)

APPLE, Inc. v SAMSUNG Electronics Co., LTD, International Trade Commission, Washington, DC / Investigation No. 337-TA-796 matter of Certain Electronic Digital Media Devices, before the Honorable Thomas B. Pender. (2012 for Morrison Foerster, Washington DC) (Expert Reports, Deposition, Testimony)

HAMILTON BEACH BRANDS, INC. V SUNBEAM PRODUCTS, INC., D/B/A JARDEN CONSUMER SOLUTIONS, Civil Action No. 11-cv-22345, United States District Court for the Eastern District of Virginia, Richmond Division (Panitch, Schwartz & Belasario, Philadelphia, PA) (Expert Report, Deposition, Testimony)

BLANCO V TOTS IN MIND ET AL (2009) (Scherffius, Ballard, Still & Ayres, Atlanta, GA.) (Expert Research and Report)

ATLAS EQUIPMENT CO. LLC V. WEIR SLURRY GROUP, INC., ET AL. (2008) (Perkins-Coie, Seattle, Washington) (Expert Report)

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) (Expert Report)

SYMBOL TECHNOLOGIES, INC. V. METROLOGIC INSTRUMENTS, INC., Civil Action No. 2:05cv509, LED, United States District. Court of Pa., Eastern District (2007) (Deposition)

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, Deposition and Testimony)

Awards and Recognitions

- 2017 Nominated for the Cooper Hewitt National Design Award in Product Design
- 2015 Recognized by IDSA as one of the top 50 Industrial Designers of the past 50 years 2010
Industrial Designers Society of America 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

- 2016 Invited Presenter & Panelist, SPE Design in Plastics Conference
- 2015 Invited Presenter, United States Patent and Trademark Office, Design Day.
- 2014 Invited Panel Facilitator, Greater Philadelphia Manufacturing Summit, Track 1, Innovation:
Creating New Value, Products, Processes & Markets
- 2014 Invited Opening Speaker, Wharton Education Design Studio; Design Thinking Intensive.
- 2014 Invited Speaker, Eastman Design Educators Luncheon, IDSA International Conf., Austin, TX
- 2013 Invited Juror, CES Innovation Award 2014
- 2013 Invited Juror, IDEA Brazil Awards, Objeto Brasil, Sao Paulo, Brazil
- 2013 Wharton Small Business Development Center, "Innovation in Small Business"
- 2012 Invited Speaker, United States Patent and Trademark Office, DesignDay.
- 2012 Invited Speaker, Industrial Designers Society of America NED Conference
- 2011 Invited Speaker, Delaware Valley Industrial Resource Center
- 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 Standup 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

- 2016 Invited Guest Editor, Innovation Journal, professional journal of IDSA
- 2015 Member IDSA Intellectual Property Section, Co-chair Design IP Committee
- 2015 Member IDSA Nominations Committee
- 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
- 2004 IDSA Academy of President's
- 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 of 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	4553711	Modular Holder for Paper Rolls
70	CA1138939	Door Mounted Microwave Oven Controls
71	3839751	Modular Therapy Pool Construction
72	3589769	The Standup Wheelchair

As a Design Consultant for over 45 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.
DeWalt
Dentsply International, Inc.
E.I. Dupont de Nemours Co.
Edmund Scientific
Energizer
Gridless Power, Inc.
Honeywell
Honeywell Controls
IBM R&D
Kidsmart
Leeds & Northrup
Litton, Microwave Division
Litton, Specialty Products Division

Motorola, Inc.
Metrologic
Moore Process Control (Siemens)
Polk Audio
RCA, Broadcast Division
Scott Paper Company
Scott/ Tyco Safety Division
Schick Wilkinson Sword
Siemens Automotive
Siemens Medical
Southco Inc.
Solar Roofing Systems, Inc.
Thomson Consumer Electronics
Teleflex
Trojan Yachts
Vidar Corporation
Zenith Products Corp.