



## IVAN ZATKOVICH

PRINCIPAL CONSULTANT

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### COMPANY PROFILE

eCompCONSULTANTS is a firm providing expert witness litigation and consulting services in the areas of internet technology, telecommunications, information technology and digital media. eComp Consultants consists of a collaborative staff of senior industry experts and executives. Ivan Zatkovich founded the company in 2000. Today he serves as principal consultant providing expert services and leadership for the companies testifying and consulting experts. Mr. Zatkovich has 25+ years' experience in the computer science, computer networks, and software engineering.

### AREAS OF EXPERTISE

#### INTERNET AND ECOMMERCE INCLUDING

- eCommerce, eMarketing, eSecurity
- Internet marketing, search engine optimization
- Web development, design and testing, App Servers
- Electronic transactions, Financial, Banking, Insurance
- Social media, gaming, online catalogs, CRM
- Geolocation, supply chain, ERP, POS, card services

### PROFESSIONAL SERVICES

#### SUMMARY OF SERVICES:

- Expert Reports: IP, contract disputes, copyright, trademark
- Prior Art Analysis: Triage & Detailed Analysis
- Software project analysis, code review
- Special Services for multi-defendant cases
- Deposition and Trial Testimony
- Damages, valuation

### PROFESSIONAL EXPERIENCE

#### SUMMARY OF INDUSTRY EXPERTISE

- 25+ years IT & Computer Science
- Internet and eCommerce – 18 years (Amazon, GEICO)
- Telecommunications – 11 years (Verizon, Alcatel)
- Digital Media - 18 years (McGraw Hill, Digital Equipment)
- Banking, Insurance and Financial – 7 years (Citicorp, Hartford)

### PRINCIPAL CONSULTANT / EXPERT WITNESS

#### – 16 YEARS

- Patent litigation consulting, IPR filings, Non-infringement, Infringement, 101 declarations
- Software contract and due diligence consulting for disputes involving custom software projects
- Copyright, Trade Marks, Trade Secrets Litigation

### SAMPLE OF EXPERT TESTIFYING CASES:

*IBM v. Amazon.com [Fish & Richardson]*

**Nature of case:** Intellectual Property Litigation

**Engagement:** Expertise in web marketing, online advertising, eCommerce technology for prior art, patent validity & non-infringement.

*Rembrandt v. Facebook [Cooley]*

**Nature of case:** Patent Litigation

**Engagement:** Expertise Mobile application transactions, user authentication, security and privacy on Facebook mobile applications (Android, iPhone, etc.)

*12 v. Oracle - Patent Litigation [McKool Smith]*

**Nature of case:** Patent Litigation

**Engagement:** Testifying expert in B2B Sales and Supply Chain systems focusing on systems for predicting Supply & Demand, Pricing & development on systems for predicting Supply & Demand, Pricing & development of schedules.

*3M Future Africa (PTY) LTD v. The Standard Bank of South Africa LTD, MTN Group Limited and MTN Mobile Money SA (PTY) LTD [STEMELA & LUBBE]* (South African High Court)

**Engagement:** Testifying expert patent infringement and patent validity for the Plaintiff for Online Payments Technology. Bench trial: Testified on the stand for 2.5 days (bench trial). The judge ruled in favor of the Plaintiff on all points of contention for both Infringement and Patent Validity and cited the expert's opinion in each ruling.

*Bid for Position v. AOL, Google, Microsoft, MIVA [Dorsey & Whitney]*

**Nature of case:** eCommerce Patent Litigation

**Engagement:** Invalidity report for web keyword auction technology, Internet search engine technology.

*SFA v. 1-800-Flowers, et.al, 6:2009-cv-00340-LED (E.D. Tex)*

*SFA v. Barnes & Noble, et.al, 6:2011-cv-00399-LED (E.D. Tex)*

**Nature of case:** Patent infringement, for Computerized Sales Force Automation System.

**Engagement:** Testifying expert for joint invalidity (9 defendants) and non-infringement (5 defendants).

*Geotag v. Nordstrom, Godiva, et.al.*

**Nature of case:** Patent Litigation

**Engagement:** Testifying expert for 12 defendants for web and mobile based Geolocation applications to identify proximity to and location of Merchants