

Resume of:

Robert John Anders, IDSA
78 Continental Road
PO Box 609
Warwick, NY 10990-0609

Voice: 845-987-8674
Fax: 845-987-8675
Cell: 845-987-6534
email: rjanders@msn.com

Expertise:

Within the field of **industrial design**, expert in the design of:

- Consumer Products
- Corporate Identification
- Exhibits and Exhibitions
- Packaging
- Interior Environments
- Design Management
- Furniture
- Retail Displays

Expert Experience:

During the past 29 years he has been retained as an Industrial Design consulting and/or testifying expert in more than 300 legal matters in the following types of cases:

• Design Patents	80	• Trade Secrets	3
• Utility Patents	27	• Copyrights	9
• Trade Dress	28	• Product Liability	174
• Trademarks	11	Total Cases	332

In such cases he has testified at 58 depositions and at 29 trials.

Professional Experience:

More than fifty years experience as an industrial designer and design manager for the U.S. Government, consultant design firms, as owner of design consultancies and as head of corporate design for Bristol-Myers and head of Revlon's Visual Merchandising Department.

Academic Experience:

Retired with the rank of full Professor (with tenure) after twelve years of teaching at Pratt Institute. Taught both undergraduate and graduate courses in Industrial Design. Created, and was the Head of two graduate programs, *Design Management* and *Arts and Cultural Management*. Served as Acting Associate Dean of the School of Art & Design for two years. Elected by the faculty to be President of the Academic Senate for a three-year term.

Publications:

Authored or co-authored twenty (20) papers presented to and/or published by professional societies.

Education:

Bachelor of Industrial Design (BID) Pratt Institute.
Awarded highest departmental honor, the Dean's Medal.

Professional Societies

Industrial Designers Society of America #19785 (**IDSA**);
Human Factors and Ergonomics Society #12595 (**HFES**);