

Ivan Zatkovich

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Ivan Zatkovich has 28 years experience in computer science, computer networks, and software engineering. Mr. Zatkovich is the principal consultant with eComp Consultants, a technology consulting firm specializing in intellectual property consulting for the telecommunications, Financial, and eCommerce. Mr. Zatkovich has 9 years experience providing expert testimony for patent litigation and software & application disputes in ecommerce, web publishing, and internet copyright cases providing expert reports, depositions, and trial testimony.



Mr. Zatkovich has designed and developed eCommerce, Investment, and Financial Transaction systems for Banking, Brokerage, Insurance, and Retail industries. He has also designed Web Publishing & Personalized systems for publishers and clients such as McGraw Hill & AAA Travel. He has testified on cases involving B2B & B2C eCommerce systems, point of sale card transactions, and financial transaction and interest bearing products.

Director / Project Manager	13 years	Managed 6 to 35 member teams. Software development, systems Integration, critical path management, PMP/CMM methodologies.
Internet, ecommerce	8 years	Commercial and high volume content websites, web marketing and personalization, search engine optimization, Storefront, fulfillment systems, B2B/B2C portals, ERP/supply chain. (Warner Brothers, Caldwell Banker, AAA Travel, Pro Marine)
Financial & Insurance	7 years	Implemented early version of eTrade retail trading website. Developed financial network products and electronic transactions for Citicorp and Smith Barney. Implemented policyholder services, claims processing, and subrogation handling for GEICO and Hartford Insurance.
Expert Witness	9 years	Expert testimony and damage assessment for ecommerce litigation, internet & software copyright, telecommunications. Over 24 cases providing expert reports, depositions, & trial testimony.

Education:

B. S. Computer Science 1980 University of Pittsburgh
 Minor in E.E. digital circuit design
 Master's study and thesis in Computer Networks, Results published in Byte Magazine

Sample Case Experience:

Ronald A. Katz v. Fifth Third Bank

Jurisdiction: U.S. District Court, Northern California
 Client: Defendants
 Nature of Case: Patent Litigation for Call Center, and Telecom technology
 Engagement: Expertise in Call center systems for Banking, Mortgage, credit cards. Analyze client call center applications, prepare non-infringement and rebuttal reports.
 Status: Open
 Represented by: Vorys LLP, Wood Herron and Evans.

Progressive Exhibit 2021
 Liberty Mutual v. Progressive
 CBM2013-00009

IBM v. Amazon.com

Jurisdiction: U.S. District Court, Eastern Texas
Client: Amazon.com as defendant in complaint and plaintiff in counterclaim
Nature of Case: Intellectual Property Litigation
Nature of Engagement: Provide expertise in web marketing, online advertising, and ecommerce technology for prior art, patent validity and non-infringement investigations
Represented by: Fish & Richardson
Status: Settled 2007

Bid For Position v. AOL, Google, Microsoft, MIVA Inc

Jurisdiction: U.S. District Court, Eastern District of Virginia, Norfolk
Client: MIVA, Inc.
Nature of Case: Ecommerce Patent Litigation
Nature of Engagement: Invalidity report for web keyword auction technology, internet search engine technology.
Represented by: Dorsey & Whitney
Status: Settled 2008

Dallal v. New York Times

Jurisdiction: U.S. District Court, Southern New York
Client: Thomas Dallal as plaintiff
Nature of Case: Web Copyright
Nature of Engagement: Provide expertise in media publishing practices, content licensing, web content customization
Represented by: Rubin, Bailin, Ortoli, Mayer & Baker
Status: Trial completed 2008, verdict in favor of plaintiff

TGIP v. AT&T, IDT, et.al.

Jurisdiction: U.S. District Court, Eastern Texas
Client: IDT Corporation
Nature of Case: Patent Litigation
Nature of Engagement: Expertise in eCommerce transactions, Cell phone provisioning, Point-of-sale calling card transactions. Provide report on patent non-Infringement and Invalidity.
Represented by: Finnegan, Henderson, Farabow, Garrett & Dunner, L.L.P.
Status: Settled 2007

Nuance Communications v. TellMe Networks (Microsoft)

Jurisdiction: U.S. District Court, Delaware
Client: TellMe Networks, A MicroSoft Subsidiary
Nature of Case: Patent Litigation
Nature of Engagement: Provide expertise in speech recognition and call center technology, prior art investigation, opinions on patent validity and non-infringement.
Represented by: Patterson Belknap Webb & Tyler, LLP
Status: Expert Reports and deposition completed 2009

Professional Experience:**2000 to Present****Principal Consultant
eComp Consultants****Tampa, FL**

Provide consulting on design and development of software product development, and ecommerce technology. Provide technology consulting and expert support for telecommunications, internet, and ecommerce applications in the areas of:

- Patent portfolio evaluation, market valuation, identification of potential prior art, and licensing opportunities.
- Independent consulting for Alcatel-Lucent (AT&T Bell Labs) to review, recommend, and rate Alcatel's extensive Patent portfolio specifically in the area of telecommunications and web-based ecommerce.
- Patent litigation consulting for telecommunications and internet technology patents.
- Software contract and due diligence consulting for disputes involving custom software projects.
- Internet publishing and copyright consulting for web content management and licensing.
- Commercial websites, search engine, and web marketing strategies.
- Sample clients include: Alcatel-Lucent, LogicLink, NWI Corp, Jones Day, Finnegan Henderson, Fish & Richardson, Cozen O'Connors, Morrison Foerster

2007 to 2008**Global Web Manager
Smith & Nephew Inc.****Clearwater, FL**

Smith & Nephew is a global manufacturer of medical, wound, orthopedic, and surgical supplies. Smith & Nephew has facilities in 33 countries and maintains 35 websites for different product areas and country marketing.

- Designed the Smith & Nephew corporate web architecture for all intranet, extranet, and internet sites.
- Directed a staff of web professionals in developing and managing 35 individual Smith & Nephew websites maintained in the US and 14 countries for both Smith & Nephew clients and internal users.
- Managed and maintain the 650 domains currently owned by Smith & Nephew
- Optimized search engine ranking and website meta tagging.
- Developed corporate technology and IT standards and policies including:
- Created web hosting agreements and IT service contracts (SLAs)
- Defined web development standards
- Researched page ranking, redirection, and domain optimization strategies.

2002 to 2007**eBusiness Director
Eva-Tone Inc****Clearwater, FL**

Eva-Tone is a \$45M commercial multimedia company specializing in ecommerce and marketing solutions, media and content customization, order processing and fulfillment, print & web publishing, CD & DVD manufacturing.

- Set strategic direction of client service offerings in ecommerce and content management.
- Consulted with clients on: web marketing strategy using personalized sales collateral. Defined client profile information to be used to generate customized presentations and brochures.
- Projects proposed and delivered included:
 - McGraw-Hill – Enterprise Content Management and automated Web

publishing system.

- Caldwell Banker – Real Estate property and transaction tracker. Website to search properties, identify recent sales, and identify other transactions.
- Wachovia – Commercial Banking and Loan Information website. Online application to identify commercial loan products and provide online qualification and rates.
- AAA Travel – CRM sales collateral system, instant customized brochures, print-on-demand.

1999 to 2002 **eBusiness Engagement Manager**
Tanning Technology and IMRGlobal

Tanning Technology is an international systems integrator specializing in network infrastructure and channel integration for financial markets and the insurance industry. Proposed and managed eBusiness and Internet infrastructure projects focused on client and user personalization, data mining, and web marketing practices.

Client web engagements proposed and managed:

- eTrade – Developed stock and derivative trading website including arranging deposits to sweep investment accounts.
- GEICO – Developed a personalized policyholder web service that uses clients' account history and demographics to customize product literature for cross-sell & up-sell opportunities.
- Hartford Insurance – Integrated 3 tier online claims processing & subrogation with legacy systems
- Citicorp Bank – Designed mortgage and loan payment system; managed sale of loan contracts
- Smith Barney – Developed remote access network infrastructure & wireless PDA financial system

1996 to 1999 **Director of Network & Customer Support**
Utility Partners, Inc.

Tampa, FL

Utility Partners developed and customized utility company software for scheduling service appointments, assigning and routing mobile workforce (field technicians), and dispatching and coordinating resources during power outages.

- Managed client engagement leads for development of client customizations and standardization of product features.
- Setup client support department to manage UP's growing client and product base. This department:
- Provided Network and IT management for over 800 customer users
- Created a 24x7 Helpdesk for Utility dispatch centers and IT departments
- Developed system and network monitors for real-time client system monitoring
- Received trouble calls & provided live client support for the following applications:
 - MobileUP – Mobile Workforce Dispatcher
 - TroubleUP – Power outage manager
 - Smartnom – Web Gas Auction System for private gas auctions
 - CAS – Customer Appointment and Call Center application

1987 to 1996 **Project Manager: Telecom Software**
GTE Data Services (currently Verizon)

Tampa, FL

GTE was an \$8B Telecommunications company and formed the Commercial Services division to customize their telephone business software to sell to other telephone companies internationally.

- Managed large product implementations for Telecom billing, service order, and

- Switch management.
- Developed project proposals, and provided client pre-sales support.
- Created project plans, managed resources, and set expectations for customer delivery projects.
- Specific projects managed:
 - Mercury Communication – setup Service Bureau to bill their new intelligent network services.
 - PTT Netherlands – managed \$5M inter-carrier billing project for PTT Netherlands
 - Bell Canada – developed Pricing Plan & Table Management system
 - Deutsche Telekom – designed and developed a German billing prototype system.
 - Received GTE personal best award.

1980 to 1987 Software Engineer / Technical Lead
Digital Equipment Corp.

Maynard, MA

As Technical Lead, led the development of manufacturing automation and control software. Projects Included:

- Supply Chain, CAD/CAM – Designed system to retrieve parts information from circuit board CAD design. Developed a parts ordering system based on expected volumes.
- Pick & place automation – Automatically program IC insertion machines. Developed system to determine IC insertion order, generate machine instructions, and download program to machine.

As Software Engineer for embedded controllers and video subsystems, designed and developed PDP-11 operating system and device drivers.

- Enhanced high-speed DecNet drivers for Synch, Asynch, and Parallel communications.
- Designed/developed disk firmware and drivers for floppy & Winchester disks.
- Developed and enhanced video controller firmware and layered graphics system for PRO-350.
- Developed Computer Telephony Integration (CTI) product for telephone answering machines.

Technical Tools & Environments:

- Unix, Windows, NT, Microsoft .NET, C#, C/C++, VB, Assembler
- Java, Java script, JSP, IBM Websphere, Microsoft Commerce engine, Blue Martini
- SQL, Oracle, Foxpro, DB2, Crystal Reports, Active-Reports, MQ Series, Tuxedo, Documentum, Interwoven

Certifications & Publications:

- Industry Speaker: Internet Publishing standards (Momentum conference)
- Department of Justice: Proposal for internet forensics technology
- IBM Websphere – Certified ecommerce Solutions Expert
- Byte Magazine – Published Network Design articles
- Sync Magazine – Published Programming Techniques and Tutorials
- IEEE SigGraph – Presented ICGS Computer Graphic Standards for IEEE SigGraph conference.
- CMM & PMP – Project management methodologies
- ISO and ANSI – On International ISO and National ANSI Committees for Disk and Media format standards

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