EXHIBIT 1

BEAR CV

ERIC GOULD BEAR

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Corporate Leadership in User Experience Strategy

Communication Arts has described Eric Gould Bear as "one of the most thoughtful and provocative interface and interaction designers working in the field." He has been leading the design of award winning human-computer interfaces since 1984, has published numerous articles on the subject, and has been granted a variety of patents for cutting-edge techniques. An enthusiastic and inspirational leader, Eric invites everyone to join in the work of creating easier-to-use technology and more engaging digital media. With specialization in interactive telecommunications services and devices, key management outcomes include:

- Competitive customer experience strategy
- Integrated vision for products, services & brand
- Prioritized product requirements & specifications
- Maximized usability & customer satisfaction
- Confidence in solutions prior to public release

- Proven design management methodology
- Leadership of cross-functional collaboration *(technology, strategy, marketing, content, design, usability)*
- Engineering resource, schedule & cost optimization
- Protection of proprietary interaction technology

CAREER HIGHLIGHTS

Chief Experience Officer, Inc. – Austin, Texas   2005 to Present

Providing testifying expert witness services and executive consulting in corporate user experience strategy and design innovation. Performing "Virtual CXO" role on an as-needed basis to build in-house competencies, methods and teams. Advising business leaders in design management and intellectual property strategy. Guiding entrepreneurs and designers through concept ideation and creative development. Representative clients include:

Capital Factory – *Partner & Angel Investor* (2013 to present)
    Aceable, Inc. – mobile education start-up; *Advisor*
    Curb, Inc. – energy monitoring start-up; *Chief Experience Officer*
    KLD Energy, Inc. – electric wheelchair-accessible vehicle division; *Advisor*
    SubjectMatter, Inc. – expert network platform start-up; *Advisor*
    Weeva, Inc. – collaborative storytelling start-up; *Advisor*

FloSports, Inc. – sports media network; *Advisor / Acting CXO*

Logitech International – award-winning *MX Revolution* and *VX Revolution* mice and award-winning *Harmony One*, *Harmony 900* and *Harmony 1000* touch-screen universal remote controls

Tektronix, Inc. – schematic and symbolic systems for protocol-based data analysis

projekt202, LLC – *Chief Experience Officer & Strategic Innovation Advisor* (2005 to 2009)
    Charles Schwab – *StreetSmart Edge* active trader desktop software suite
    e-MDs – electronic medical record and clinic management software suite
    Motorola – mobile phone user interfaces
    On-Q / Legrand – home automation LCD control panel interfaces
    Samsung – next generation mobile phone user experience strategy
    Thomson Reuters – *WestlawNext* legal research system

Hagens Berman Sobol & Shapiro, LLP – *Testifying Expert Witness*
    1:12-cv-00804 Flatworld Interactives v. Samsung Electronics et al.
    1:12-cv-00964 Flatworld Interactives v. LG Electronics et al.

McKool Smith Hennigan P.C. – *Testifying Expert Witness*
    3:13-cv-02371 Mad Catz Interactive, Inc. v. Razer USA, Ltd.

Warner Norcross & Judd, LLP – *Testifying Expert Witness*
    2:14-cv-00940 Tactile Feedback Technology v. Samsung Electronics America, Inc.
    2:14-cv-00943 Tactile Feedback Technology v. ZTE (USA) Inc.

McDonnell Boehnen Hulbert & Berghoff LLP – *Testifying Expert Witness*
    1:10-cv-00715 Trading Technologies International, Inc. v. BGC Partners, Inc.
    1:10-cv-00721 Trading Technologies International, Inc. v. IBG, LLC, et al.
    1:10-cv-00884 Trading Technologies International, Inc. v. TradeStation Securities, et al.

18 April 2016

Blue Lapis Light, Inc. – Austin, Texas   2009 to Present
President, Board of Directors

Blue Lapis Light is an innovative site-specific aerial dance company founded by Artistic Director Sally Jacques to explore movement through the air: extending boundaries, defying edges, suspending graceful athleticism for the risk of igniting ephemeral beauty, and connecting audiences to a sense of wonder, possibility and hope.

MONKEYmedia, Inc. – Austin, Texas   1994 to Present
Founder, President & CEO

Launched MONKEYmedia® in San Francisco in 1994 to provide the desktop computing, new media and consumer electronics industries a design and technology resource focused specifically on human-computer interaction. Moved business to Austin in 1996. Developed a portfolio of intellectual properties for licensing. Formulated structured and reproducible design & documentation processes with flexibility to meet a wide variety of product requirements and ways of doing business. Partnered with client leaders in planning and focusing design and development activities; adding top resources to teams to ensure timely shipment of outstanding user experiences.

Shipped **Walk-in Theater**™ for iPad and iPhone in 2012 [http://walk-in-theater.com/], featuring patent-pending interaction techniques for portable proprioceptive peripatetic polylinear audio and video. Adapted to human-scale video exhibition at Blanton Museum of Art in 2014.

Monetizing inventions of the early-1990s through patent licensing and enforcement litigation. Launched *SeamlessTV® Partner Program* [http://seamless.tv/] in 2009. Notable legal matters:

-   Sold five families of user interface patents in 2005 (represented by Susman Godfrey)
-   Licensed two families of interactive video patents to Microsoft in 2006 (represented by Susman Godfrey)
-   *MONKEYmedia, Inc. v. Apple, Inc.* – 2010 (represented by Graves, Dougherty, Hearon & Moody)
-   *MONKEYmedia, Inc. v. The Walt Disney Company, Twentieth Century Fox Home Entertainment, LLC, Lions Gate Entertainment Corp., Paramount Pictures Corporation, Sony Pictures Home Entertainment, Sony Electronics, Inc., Sony Computer Entertainment America LLC, Warner Home Video, Inc., and Universal Studios Inc.* – 2010 (represented by Graves, Dougherty, Hearon & Moody)

Industry recognition for MONKEYmedia's design leadership:

40th Annual CLIO Awards 1999 – Self-Promotional Website Design: Silver
Communication Arts Interactive Design Annual 1999 – Award of Excellence
HOW Design Competition 1999 & 2000 – Interactive Design & Multimedia Merit Awards
SXSW Interactive Website Competition 1999 – Best Use of Animation & Best Use of Audio
One Show Interactive Awards 1999 – Self- Promotional Website Design: Silver
Macromedia Sites with Life Gallery – Shocked Site of the Week 1999, Shocked Site of the Day 1998
New Media Invision Awards 1999 – Creative & Technical Excellence: Gold for Interface Design

Representative clients:

Austin Children's Museum – interactive electronic playscape design
Chiron Informatics – task analysis & product design for medical informatics suite
CPB (Corporation for Public Broadcasting) – interactive TV design consulting
FastTrack Systems – interaction design for suite of handheld medical applications
frogdesign – various product interaction & navigational architectures
GSD&M – guidelines and architecture for client extranet
Human Code – school of the future interaction design & B2B process design
Interval Research Corporation – interface design for broadband interactivity
Intuitive Design – task analysis and information architecture for online gaming
marchFIRST – various e-commerce UI blueprints, including ToysRus.com & JCPenney.com
Microsoft / WebTV – next generation set-top product specification & UI production
pcOrder.com – interface design for web-based product ordering system
Portal Communications – user interface for Disney/Epcot Center's "Home of the Future"
Regis McKenna / HOT – product and demo design of targeted market analysis tools
Sega of America – advanced technology set-top box UI design and global gaming portal
Sprint PCS – wireless web UI design evaluation & concept development
Texas Instruments – next-generation wireless calculator network UI design & specification
Viacom / Noggin – interface design & developer guidelines for children's TV + web channels

Yahoo! Inc. – Sunnyvale, California   **2004 to 2005**
Senior Director of User Experience, Communications & Consumer Services

Grew and lead team of 55 interaction designers, visual designers, user researchers, ethnographers, and prototype engineers responsible for crafting the user experience of Yahoo!'s core communications applications and services. These products collectively served over 340 million people worldwide. Developed thematic roadmap for business unit; established new techniques for rapidly incubating next generation product concepts. Introduced tactical quality control metrics and held ultimate responsibility for the design and integration of:

- Email, instant messaging & VoIP applications for real-time and asynchronous communications
- Address book and PIM offerings for ubiquitous, synchronized & easy to navigate information
- Photo services and app's for editing, storing and sharing images across devices and the Internet
- Mobile products for a wide variety of portable devices, technical platforms and carrier networks
- Living room & set-top products for viewing and managing personal content and broadcast media
- Partner-bundled desktop applications and premium entertainment services (e.g. w/AT&T and BT)
- Community-building services for matchmaking, dating and establishing long-term relationships

Microsoft Corporation – Redmond, Washington   **2001 to 2003**

Interaction Design Manager, Windows Hardware Innovation Group
Joined the Windows Hardware Innovation Group at inception to formulate and drive interaction design strategy, counterbalanced against business planning and platform architecture. Championed consistent user experiences across Microsoft products and established cross-company task forces for establishing consensus between Windows shell, Tablet PC, Media Center, Pocket PC, Smart Phone, Smart Display, SPOT, and Office. Established methodologies for designing and validating scalable hardware user experiences for Longhorn, built publicly acclaimed hardware interaction prototypes (*Athens Communications PC* and *Microsoft Navigation Signature*), and set precedent for seeding internal developers with hardware convergence fixtures (e.g. navigation controls, auxiliary displays, actuator/indicator simulators, and *CommPanel* HDK). Lead design of modality-agnostic interactions for real-time telecommunications and video conferencing. First named inventor on over 30 patent applications for notification, navigation, power, security, and telephony control.

User Experience Manager, Tablet PC
Framed user experience agenda for the Tablet PC SKU, brought user-centric perspectives to the corporate business plan, delivered world-class Tablet PC product. Managed 32 interface design, industrial design, user research, and user assistance experts; organizing separate disciplines into a unified practice to maximize quality, efficiency and collaboration. Bridged communications with other organizations (e.g. program management, product development, business/marketing groups, OEMs, ISVs, Windows, Office, and other product divisions).

Vivid Studios – San Francisco, California   **1993 to 1994**
Senior Interaction Engineer

Responsibilities included leadership of information architecture, interface design, and functional specification services as well as creative direction and code architecture on select projects. Representative clients include:

Delphi – information architecture & interface for proof of concept graphical online services
Regis McKenna / HOT – product design of targeted market analysis tools
Sega of America – advanced technology set-top box UI design
The WELL – information architecture & interface for early prototypes of graphical online services

Element Systems – New York, NY / San Francisco, CA   **1984 to 1993**
Interaction Engineer

As an independent contractor, responsibilities included information architecture, interface design, functional specification and code engineering services. Representative clients include:

Aetna Life Insurance – first generation GUI for online customer financial information services
Byrnes & Associates – applications for collecting data & generating statistical results
Kaleida Labs (Apple / IBM) – desktop & handheld multimedia GUI toolkit and developer guidelines
New York University / Bell Atlantic – "YORB" interactive television program
SoftWriters – network-updating routines for *VersionTerritory* remote administration tool
Wesleyan University Psychology Department – test tools for millisecond timing of visual search tasks

Apple, Inc. – Cupertino, CA   **Summer 1992**
Design Intern, Advanced Technology Group

As a student intern in the Human Interface Group, designed and programmed Macintosh user interfaces for docking handheld devices and navigating audio content on the desktop.

UNIVERSITY APPOINTMENTS

University of Texas – Austin, Texas   **1996 to 1999**
Senior Lecturer & Research Fellow in New Media Design
College of Communications / Department of Radio-TV-Film

Established intensive New Media program. Advised graduate and undergraduate students. Courses taught:
>   **Basics of Multimedia Interaction Design** – interface design perspectives & processes
>   **Advanced Interaction Design** – cutting-edge experimental interaction design
>   **Advanced Interface Design** – advanced applied interface and information design

San Francisco State University (SFSU) – San Francisco, California   **1994 to 1996**
Faculty, Multimedia Studies Program

>   **Empowering the Audience: Basics of Multimedia Interaction Design**

EDUCATION

Masters in Interactive Telecommunications – 1993
New York University – New York, New York
Awarded Graduate Assistantship

Bachelors in Cognitive Science – 1991
Wesleyan University – Middletown, Connecticut
International exchange at Doshisha University, Kyoto, Japan

ASSOCIATION MEMBERSHIPS

Association for Computing Machinery – 1992 to present *(Lifetime Member)*
>   Special Interest Group on Computer Human Interaction

Computer Professionals for Social Responsibility – 1992 to present *(Lifetime Member)*

Austin Intellectual Property Law Association – 2012 to present

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INDUSTRY PRESENCE – CONFERENCES & TALKS

>   **BIT World Congress of U-Homes 2013 – Dalian, China**
>   Presentation: "Interactive Video and Body-Based User Interfaces"
>
>   **The TV of Tomorrow Show 2012 – New York, New York**
>   Panel: "Beyond the Screen"
>
>   **Computer-Human Interaction Forum of Oregon 2010 – Portland, Oregon**
>   Presentation: "Designing into the Path of Disruptive Technology"
>
>   **McGraw-Hill Media Summit 2010 – New York, New York**
>   Panel: "Video Advertising: How New Consumer Habits Are Driving the Community to Innovate"

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