

Ivan Zatkovich has 30 years experience in computer science, computer networks, internet, and software engineering. Mr. Zatkovich is the principal consultant with eComp Consultants, a technology consulting firm specializing in intellectual property consulting for the telecommunications, eCommerce, and online Financial transactions. Mr. Zatkovich has 20 years experience providing expert testimony for eCommerce disputes, patent litigation, business IP valuation. Ivan has provided numerous expert reports, depositions, and trial testimony.



He is an industry speaker and consultant in eCommerce, Financial Transactions, and Network Communications, Commercial website development. Consulting for companies such as McGraw-Hill, Caldwell Banker, and Amazon.com. In the role of eBusiness Director and consultant for eCommerce businesses providing POS implementations, securities trading and commodities, Merchant accounts, Fulfillment, for B2B and B2C business models.

<b>Director / Project Manager</b>	13 years	Managed 6 to 35 member teams. Software development, systems Integration, critical path management, PMP/CMM methodologies.
<b>Ecommerce, eMarketing</b>	17 years	Large commercial ecommerce & storefront websites, SEO and PPC strategies, Websphere eCommerce, POS transaction systems, transaction authorization systems, credit card processing and payment gateway systems,
<b>Financial Transactions</b>	9 years	Point of Sale payment transactions and payment gateways. Implemented early version of eTrade online trading website. Developed financial network products and electronic transactions for Smith Barney, Capitol One, Wakovia Bank.
<b>Expert Witness</b>	20 years	Expert testimony and damage assessment for ecommerce litigation, internet & software copyright, telecommunications. 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	1981	University of Pittsburgh
Results published in Byte Magazine		

**Summary of Case Experience:**

**IBM vs. Amazon.com**

Jurisdiction: U.S. District Court, Eastern Texas

Client: Amazon.com  
 Nature of Case: eCommerce and Internet Patent Litigation  
 Engagement: Investigate Prior Art for Telecommunication & eCommerce Technology Report on infringement of Search Engine and Network products  
 Represented by: Fish & Richardson

**Logiclink v. Keylink**

Jurisdiction: U.S. District Court, Southern California, Santa Anna  
 Client: Logiclink  
 Nature of Case: Ecommerce Patent Litigation  
 Nature of Engagement: Testifying expert on the technology and business practices to provide Hotel business centers with connectivity and business applications for hotel guests. Patent Included capability for Hotel to configure their own customized advertising and banner ads. Infringement expert report and Trial testimony.

**eWinWin v. Groupon.com**

Jurisdiction: U.S. District Court, Middle district of Florida  
 Client: eWinWin  
 Nature of Case: eCommerce Patent Litigation,  
 Nature of Engagement: Testifying expert for eCommerce practices, online coupons, aggregate buying, B2B and B2C transactions.,

**PointServe v. Scient**

Jurisdiction: American Arbitration Association – Houston, Texas  
 Client: Scient (defendant - software vendor)  
 Nature of Case: eCommerce Software Contract Dispute  
 Nature of Engagement: Expertise for eCommerce business referral website. Evaluate web product development and standard business features provided by vendor, online directory for commercial services. Review plaintiff claims, failure to meet software specifications.

**Nuance Communications v. TellMe Networks (Microsoft)**

Jurisdiction: U.S. District Court, Delaware  
 Client: TellMe Networks (Microsoft)  
 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.

**Katz v. Fifth Third Bank (and 5 other defendants)**

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 and prepare non-infringement and rebuttal expert report.

**Professional Experience**

**2000 - 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- 2008**

**Global Web Markets 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.

- Design the S&N Corporate web architecture for all intranet, extranet, and Internet sites.
- Direct a staff of web professionals in developing and managing 35 individual S&N web sites maintained in the US and 14 countries for both S&N clients and internal users.
- Manage and maintain the 650 domains currently owned by Smith & Nephew
- Optimize search engine ranking and website meta tagging.
- Develop corporate technology and IT standards and policies including:
  - Create Web hosting agreements and IT service contracts (SLAs)
  - Define Web development standards
  - Research page ranking, redirection, and domain optimization strategies.

**2002 – 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.
- Designed and Implement High Volume web publishing system.
- Projects proposed and delivered include:
  - McGraw-Hill – Enterprise Content Management and automated Web publishing system.
  - ProMarine USA – B2B storefront, complex part search, order processing and fulfillment.
  - Payment Transactions – Implemented Payment Gateway and currency exchange management for eCommerce clients including Wakovia Bank and Capitol One.

- 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:

- Eckerd Pharmacy – Developed eBusiness and web marketing for personalized client web content.
- 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
- eTrade Website – Developed initial version of eTrade website.

**1996 –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:
  - Developed system and network monitors for real-time client system monitoring
  - Implemented client systems for :
    - MobileUP – Mobile Workforce Dispatcher
    - Smartnom – Web Gas Auction System for private gas auctions

**1987-1996**      **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 Service manager, an early videotext hypermedia application for online ordering of Telecom equipment and services.
- 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 – 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. Develop 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 Hypermedia and Windows Manager for PRO-350 microcomputer.
- 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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