

**UNITED STATES PATENT AND TRADEMARK OFFICE**

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**BEFORE THE PATENT TRIAL AND APPEAL BOARD**

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PRONG, INC.,

Petitioner

v.

YEOSHUA SORIAS,

Patent Owner

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Case IPR2015-01317

Patent 8,712,486 B2

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**DECLARATION OF MR. ROBERT JOHN ANDERS  
UNDER 37 C.F.R. § 1.68 IN SUPPORT OF  
PATENT OWNER SORIAS' RESPONSE**

## I. INTRODUCTION

1. My name is Robert John Anders. I am the owner of Robert Anders, A Design Consultancy in Warwick, N.Y. My business address is 78 Continental Road, PO Box 609, Warwick, N.Y. 10990-0609. I have been involved in the industrial design field for more than fifty (50) years. I am over eighteen (18) years of age and I would otherwise be competent to testify as to the matters set forth herein if I am called upon to do so at trial, hearing or deposition.
2. I have been retained as an industrial design expert witness by the Patent Owner Yeoshua Sorias (hereinafter “Sorias”) to opine on specific issues related to the *Inter Partes* Review No. IPR2015-01317 addressing the validity of claims in United States Patent No. 8,712,486 to Sorias, *et al.*, issued on April 29, 2014 (hereinafter the “486 patent”).
3. I previously submitted a Declaration for related Civil Action No. 1:14-cv-02897-WFK-SMG in the United States District Court, Eastern District of New York in which the Plaintiffs, Yeoshua Sorias and Zilicon Accessories, LLC brought action of patent infringement against National Cellular USA, Inc., Mark Grossman, Zeev Grosman, Yishai Z. Pliner, Lloyd Gladstone, Prong LLC, Amazon.com, Inc., Best Buy Co., Inc., and DOE’s 1 through 10.

4. My background, education and qualifications are set forth in Section II below and in my *Curriculum Vitae* attached as Exhibit A to this Report.

## II. BACKGROUND, EDUCATION, AND QUALIFICATIONS

5. I am a resident of Warwick, New York, I have been an Industrial Designer<sup>1</sup> for more than fifty (50) years, and have experience in both the practical and academic areas of the industrial design field, which is detailed in my *Curriculum Vitae* attached hereto as Exhibit A.

6. In August of 2000, I retired as a tenured professor of industrial design from Pratt Institute, one of the largest and most prestigious schools of Art, Design and Architecture in the United States. I had been a member of the faculty at Pratt since 1988.

7. Throughout my teaching career, I developed a wide variety of course materials related to industrial design and ergonomics. I authored nineteen (19) papers that were published and /or presented to professional societies and organizations. A listing of my publications is contained in Exhibit B.

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<sup>1</sup> “Industrial Design (ID) is the professional service of creating products and systems that optimize function, value and appearance for the mutual benefit of both user and manufacturer. Industrial designers develop products and systems through collection analysis and synthesis of data guided by the special requirements of the client and manufacturer. They prepare clear and concise recommendations through drawings, models, and descriptions. Industrial designers improve as well as create, and they often work with multidisciplinary groups that include management, marketing, engineering and manufacturing specialists.” <http://www.idas.org/education/what-is-industrial-design>.

7. Among the many courses that I taught were those involving consumer product design as well as ergonomics, i.e., the relationship of people to both products and environments.
8. I co-authored a syllabus and taught a course entitled *Universal Design* which emphasized the design of consumer products used by a broad spectrum of individuals, including those with a range of disabilities. The syllabus was sold nationally by the Industrial Designers Society of America (IDSA). This course emphasized the design of consumer products held and manipulated by hands, and some of the student work is depicted and discussed in *Universal Design, Creative Solutions for ADA Compliance*. Roberta L. Null, Ph.D., Professional Publications, Inc. Belmont, CA. 1996. Pages 111-113.
9. I also lectured and/or taught Design at the following institutions:
  - 9.1. University of Southwestern Louisiana, School of Architecture, Lafayette, Louisiana;
  - 9.2. Miami University, Miami, Ohio;
  - 9.3. University of Industrial Arts, Helsinki, Finland;
  - 9.4. North Carolina State University;
  - 9.5. Department of Interior Design, Pratt Institute;

- 9.6. High School of Art & Design, Industrial Design Department, New York;
  - 9.7. Cooper Hewitt Museum, New York;
  - 9.8. University of Seville, Spain; and
  - 9.9. Department of Industrial Design, University of Essen, Essen, Germany.
10. I was founder and Head of the Design Management Program at Pratt, which was the first and only graduate program in the United States awarding a master's degree in design management. One of the courses I researched, taught and wrote about concerned what is commonly called the “design process”, or how new design concepts are nurtured, developed and managed from inception to actuality.
  11. I also created and was Head of the Graduate Arts & Cultural Management Program at Pratt. I had previously served as Acting Associate Dean of the School of Art and Design. In 1995 I was elected by my peers to a three-year term as President of the Academic Senate at Pratt Institute.
  12. I majored in Industrial Design at one of New York City's elite public high schools and the largest high school in the United States, Brooklyn Technical High School.

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