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SGK Service Inc.
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EDUCATION

Bachelor of Science, Electrical Engineering, 1980
Fairleigh Dickinson University, Teaneck, New Jersey
Eta Kappa Nu Honor Society, 1977-1980
Engineering Merit Scholarship - Matsushita Corp, 1978-1979

AFFILIATIONS

International Game Developers Association (IGDA)
Academy of Interactive Arts and Sciences
IEEE - Institute of Electrical & Electronics Engineers
BOSSLEVEL - The World's Top 100 Game Developers (invitation only)
Elite Expert for IMS Expert Services, Pensacola, Florida
Guidepoint Global (FNA Vista Research - Society of Industrial Leaders)
Coleman Research Group
Eta Kappa Nu Honor Society
Board of Advisors – Video Game History Museum (vgmuseum.org)

EXPERIENCE

- Conceived and led development of Nickelodeon's AddictingGames mobile app for iOS, which rose to #1 in the Apple app store within 72 hours of launch, becoming the most downloaded app in Viacom's history.
- 30+ years of technical management experience running game development companies, with an unmatched 17 years of management experience in Internet gaming.
- Hands-on technical and creative experience in all genres of game development, including console, PC retail and download, online, mobile and dedicated electronic.
- Leading Expert Witness for the video game industry, with over 30 years of experience in technical consulting on patent infringement, copyright, software development, and business issues for clients such as Nintendo, Sony Computer Entertainment, Zynga, Activision, Taito, and Hasbro (see **Expert Consulting Experience** section below).

EXPERIENCE

(cont'd)

- Strategic business planning - a history of anticipating and influencing industry trends with pioneering initiatives:
 - 1980** Reverse engineered the Atari 2600 in anticipation of the video game revolution
 - 1986** Established the 1st North American-based Nintendo development studio
 - 1996** Pioneered *Advergaming* with the launch of LifeSavers' Candystand.com
 - 2005** Applied dynamic in-game advertising technology to casual games
 - 2008** Repositioned Skyworks as leading iPhone publisher with over 25M downloads
- Expertise in developing comprehensive business plans, with application toward raising investment capital, either through IPO or private equity investment.
- Recognized as an industry expert in video gaming by numerous trade conferences, including Digital Hollywood, iMedia Breakthrough, GDC, CES, Gamer Technology Conference, Casual Game Conference, Advertising in Games conference, DMEXPO, VNU Digital Marketing conference, National Cable Show and the QualComm QTech conference.
- Experience in dealing with broadcast and print media, including CNBC, ABC Eyewitness News, CNN, Good Morning Atlanta, The Today Show, Business Week and various consumer and trade publications.
- Personally developed video game software products generating career retail sales in excess of \$350 million.
- Co-founded Skyworks Technologies, Inc., an industry pioneer in *Advergaming* - sponsorship-supported video games used as advertising vehicles. Skyworks was named a Top 50 Interactive Agency by Advertising Age for the years 2003 and 2004. Skyworks' client list included Nabisco/Kraft Foods, BMW, Toyota, Ford, PepsiCo, Campbell's, Fox Sports, CBS, Mattel, Weather Channel, Microsoft Network, Yahoo!, Miller Brewing Company, GlaxoSmithKline and MTV.
- Developed strategy and business plan for the Casual Games Network (CGN), Skyworks' initiative applying dynamic in-game advertising to online casual games, partnering with Massive Incorporated.

EXPERIENCE

(cont'd)

- Co-founded Absolute Entertainment, Inc., console game publisher licensed by Nintendo, Sega, Sony, 3DO and Atari and video game developer of over 100 marketed titles from 1986 to 1995, generating product retail sales of over \$300 million. Successfully lead Absolute through oversold IPO, raising \$12 million.
- Consulted for RCA David Sarnoff Research Labs (1986-1987) on entertainment applications of Digital Video Interactive (DVI), the first technology to store digital full-motion video on a CDROM.
- Designed & programmed Atari 2600 adaptation of hit arcade game Donkey Kong, 1982 wholesale revenues in excess of \$100 million on four million units sold.
- Conceived, designed and developed Bank Shot, an innovative electronic pool game marketed by Parker Brothers, named "10 Best Games of 1980", *Omni Magazine*.
- Reverse-engineered Atari 2600 game system in 1980, creating one of the first third party 2600-compatible game cartridges - Space Jockey.

EMPLOYMENT HISTORY

President/CEO

SGK Service Inc., Danville, California

March 2007 - Present

Vice President Game Publishing

Viacom Media Networks, San Francisco, California

December 2010 - May 2012

Chief Operating Officer

Skyworks Interactive, Inc., Hackensack, New Jersey

December 2007 - September 2009

Chairman, President & CEO

Skyworks Technologies, Inc., Hackensack, New Jersey

November 1995 - December 2007

EMPLOYMENT HISTORY

(cont'd)

Chairman, President & CEO

Absolute Entertainment, Inc., Upper Saddle River, New Jersey
March 1986 - November 1995

Senior Designer

Activision, Inc., Mountain View, California
June 1982 - March 1986

President

Imaginative Systems Software, New Milford, New Jersey
November 1981 - May 1982

Engineer/Designer

James Wickstead Design Associates, Cedar Knolls, New Jersey
April 1976 - October 1981

HONORS AND AWARDS

- U.S. Patent #8,407,090
Dynamic reassignment of advertisement placements to maximize impression count
Publication date – March 26, 2013
- 2012 Official *WEBBY AWARD* Honoree - Games (Handheld Devices)
AddictingGames Mobile for iOS platform
International Academy - Digital Arts & Sciences WEBBY AWARDS - 2012
- Nomination to *Board of Advisors*
Video Game History Museum (www.vghmuseum.org) - 2010
- Nomination as an *Elite Expert* by IMS Expert Services
IMS Expert Services (www.ims-expertservices.com) - 2009
- Nomination to the Advisory Committee: "Reinventing Advertising: VOD, PVR, Broadband, Games, PODs & Mobile Consortium"
Digital Hollywood - 2005, 2006

HONORS AND AWARDS

(cont'd)

- 2004 Nominee – *Advergame of the Year*
The BMI X3 Adventure
Billboard Digital Entertainment Awards (DECA)
- Lifetime Achievement Award in Video Games
Classic Gaming Expo – 2003
- New Jersey Entrepreneur of the Year - Finalist
Inc. Magazine, Merrill Lynch and Ernst & Young - 1993
- Best Simulation Game
Super Battletank
Game Informer Magazine - 1992
- Sega Seal of Quality Award Nominee - Best Flying/Driving Genesis
Super Battletank
Sega of America - 1992
- Lifetime Achievement Award in Video Games
The Doctor Fad Show
Syndicated educational television program - 1990
- Video Game Designer of the Year
Computer Entertainer Magazine - 1985
- Best Creativity Product - Nominee
Garry Kitchen's GameMaker
SPA Excellence in Software - 1985
- Video Game of the Year - Certificate of Merit
Keystone Kapers
Electronic Games Magazine - 1983
- U.S. Patent #4,346,892
Electronic Pool Game
Bank Shot – handheld game marketed by Parker Brothers - 1981
- Ten Best Games of 1980
Bank Shot
OMNI Magazine - 1980

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HONORS AND AWARDS

(cont'd)

- The Games 100 - The Top 100 Games of 1980

Bank Shot

Games Magazine – 1980

- Engineering Merit Scholarship

Panasonic / Matsushita Corporation of Japan

Fairleigh Dickinson University - 1978, 1979

PUBLICATIONS/SOFTWAREOLOGY

<u>TITLE</u>	<u>PLATFORM</u>	<u>YEAR</u>	<u>PUBLISHER/ LICENSEE</u>	<u>ROLE</u>
Wildfire	Electronic Toy	1979	Parker Brothers	Software
Bank Shot	Electronic Toy	1980	Parker Brothers	Design/Software
Space Jockey	Atari 2600	1980	U.S. Games	Design/Software
Donkey Kong	Atari 2600	1982	Coleco	Software
Keystone Kapers	Atari 2600	1983	Activision	Design/Software
Pressure Cooker	Atari 2600	1983	Activision	Design/Software
Ghostbusters	Atari 2600	1985	Activision	Software
The Designer's Pencil	C64	1984	Activision	Design/Software
Garry Kitchen's GameMaker	C64	1985	Activision	Design/Software
Crossbow	C64	1986	Absolute	Co-design/Software
Stealth ATF	NES	1989	Activision	Co-design/Software
A Boy and His Blob	NES	1990	Absolute	Co-design/Software
Battletank	NES	1990	Absolute	Design/Software
Destination Earthstar	NES	1990	Acclaim	Co-design/Software
The Simpsons: Bart vs the Space Mutants	NES	1991	Acclaim	Co-design/Software
Home Alone	SNES	1992	THQ	Co-design/Software
Super Battletank: War in the Gulf	SNES	1992	Absolute	Design/Software
The Simpsons: Bart vs the World	NES	1992	Acclaim	Co-design/Software
Super Battletank 2	SNES	1993	Absolute	Co-design/Software
LifeSavers Chomp	CDROM	1996	LifeSavers	Co-design/Software
Candystand Yipes Hang Gliding	Web/online	1997	LifeSavers	Design/Software
Candystand Yipes Skate Race	Web/online	1997	LifeSavers	Design/Software
Candystand Video Poker	Web/online	1997	LifeSavers	Design/Software
Candystand Yipes Coloring Book	Web/online	1997	LifeSavers	Design/Software
Candystand Grafitti Contest	Web/online	1997	LifeSavers	Design/Software
Candystand Where in the world...	Web/online	1997	LifeSavers	Design/Software
Bet Your Lifesavers TV Trivia	Web/online	1997	LifeSavers	Design/Software
Candystand Snowboarding	Web/online	1997	LifeSavers	Design/Software
Nabisco Chipulator	Web/online	1997	Nabisco	Design/Software
Bubble Yum Screensaver	Web/online	1998	LifeSavers	Design/Software
Candystand Gummiworks Construction Kit	Web/online	1998	LifeSavers	Design/Software
Ford Basketball Shootout	Web/online	1998	Ford	Design/Software
H.O.R.S.E. Basketball Shootout	Web/online	1998	Sportcut	Design/Software

Bet Your Lifesavers '80s TV Trivia	Web/online	1998	LifeSavers	Design/Software
Fruit Stripe Puzzle game	Web/online	1999	LifeSavers	Design/Software
Ford Fallout	Web/online	1999	Ford	Design/Software
Premium Jigsaw Puzzle Palace	Web/online	1999	Nabisco	Design/Software
Nabiscoworld Ball Toss	Web/online	1999	Nabisco	Design/Software
Nabiscoworld Holiday House	Web/online	1999	Nabisco	Design/Software
Nabiscoworld Greeting Cards	Web/online	1999	Nabisco	Design/Software
S.I. H.O.R.S.E. Basketball Shootout	Web/online	1998	CNN/SI	Design/Software
Candystand Flavor Factory	Web/online	2000	LifeSavers	Design/Software
Candystand 2 Minute Drill	Web/online	2000	LifeSavers	Design/Software
Cornnuts Nuttin' But Net	Web/online	2000	Nabisco	Design/Software
Bell Atlantic Nothing But Net	Web/online	2000	Bell Atlantic	Design/Software
Home Run Derby	Web/online	2001	Century 21	Design/Software
Big League Bash	Web/online	2001	Fox Sports	Design/Software
Kraft Puzzle Maker	Web/online	2001	Kraft	Design/Software
GSK Trivia	CDROM	2001	GSK	Design/Software
Stars Academy Mess of Mass	Web/online	2001	Stars Academy	Design/Software
Stars Academy Space Trivia	Web/online	2001	Stars Academy	Design/Software
GSK Coloring Book	Web/online	2001	GSK	Design/Software
Big Barney Chase board game	Web/online	2001	Kraft/Post	Design/Software
Mission Code Red	Web/online	2001	Pepsi	Design/Software
Trolli Kaboom	Web/online	2002	LifeSavers	Design/Software
Candy Drops	Web/online	2002	LifeSavers	Design/Software
Smack Dab in the Middle	Web/online	2002	Nabisco	Design/Software
Intelsat Satellite game	CDROM	2002	Intelsat	Design/Software
Red & Ned racing	Web/online	2002	Kraft	Design/Software
Tombstone Racer	Web/online	2003	Tombstone Pizza	Design/Software
Barney Spy Caper	Web/online	2005	Kraft/Post	Software
Dandy Drops	Web download	2004	Skyworks	Design/Software
VU Role Playing Game	Web/online	2004	LifeSavers	Design/Software
Acrobats	Web/online	2004	Nabisco	Design/Software
Air Hockey	Web/online	2004	LifeSavers	Design/Software
Poker Puzzle	Web/online	2004	Nabisco	Design/Software
Board Game of Life	Web/online	2004	Fidelity	Design/Software
Swap and Drop	Web/online	2004	Weightwatchers	Design/Software
Craver Catch	Web/online	2005	Kraft/Post	Design/Software
Acrobats Deluxe	Web download	2005	Skyworks	Design/Software
March of the Penguins	DS	2006	DSI	Design
Grind and Grab	Web/online	2006	LifeSavers	Design/Software

Spiderman City game	Web/online	2007	Kraft/Nabisco	Design/Software
Arcade Hoops	iOS	2008	Skyworks	Co-design/Software
Arcade Bowl	iOS	2008	Skyworks	Software
Air Hockey	iOS	2009	Skyworks	Design
World Cup Table Tennis	iOS	2009	Skyworks	Exec Producer/Design
Match 3 Poker	iOS	2009	Skyworks	Design/Software
Skyscrapers	iOS	2009	Skyworks	Design/Software
Iron Horse	iOS	2010	AppStar Games	Co-design
Fling Pong	iOS	2010	AppStar Games	Design/Software
Leslie West String Benda'	iOS	2010	AppStar Games	Co-design
Jelly Cannon	iOS	2012	Nickelodeon	Executive Producer
Addicting Games	iOS	2012	Nickelodeon	Exec Producer/Design
Scribble Hero	iOS	2012	Nickelodeon	Executive Producer

EXPERT CONSULTING EXPERIENCE

Year	Law Firm	Client	Case	Description	Report/ Declaration	Deposition	Court Testimony
2014-	Winston & Strawn	RPX Corporation	n/a	Technical consulting re: video game patent			
2014-	Standley Law Group LLP	Bob's Space Racers, Inc.	Marvin W. Wimberly Jr. v. Bob's Space Racers, Inc. 7 th Judicial Circuit in and for Volusia County Florida	Contractual dispute regarding software development for Redemption Arcade video games.			
2014-	Law Offices of Gerald Fox, Inc.	Suhail Calis, Tocali, Inc., ASCII Media, Inc.	Samir Abu-Lughod v. Suhail Calis, et al	Video game-related contractual dispute	√	√	
2014-	Erise IP	Ubisoft, Inc.	Guitar Apprentice, Inc. vs. Ubisoft, Inc.	Patent infringement case involving a media system and method for guitar instruction	√		√
2014-	Klarquist Sparkman, LLP, Erise IP	Microsoft Corporation, Sony Computer Entertainment of America, Inc.	ADC Technology, Inc. v. Microsoft Corporation et al.	Patent infringement case involving an interactive communication system for the rental of digital media	√		
2014-	Susman Godfrey/ Heim, Payne & Chorush, LLP	Micrografx LLC	Micrografx LLC v. Samsung Telecommunication America LLC; et al	Patent infringement case involving online graphics technology	√		
2013-2014	Quinn Emanuel	Zynga Inc.	Agincourt Gaming LLC v. Zynga Inc.	Patent infringement case involving online games			
2013-	Duane Morris	Sony Computer Entertainment of America LLC	Babbage Holdings, LLC v. SCEA et al	Video game related patent infringement case			
2013	Holland & Knight	Hasbro, Inc.	MiTile, Ltd. v. Hasbro, Inc.	Patent infringement case involving electronic toy	√		
2013-2014	Perkins Coie LLP	Nintendo of America Inc.	ThinkOptics, Inc. v. Nintendo of America Inc., et al	Video game related patent infringement case	√	√	
2013-	Feder Kaszovitz LLP	Jakks Pacific	Shelly Conty & Cindy Reichman v. Jakks Pacific, Inc.	Patent infringement case involving electronic toy	√		
2013	Jaburg & Wilk	Christopher Escobedo	Escobedo v. THQ	Tattoo artist sued video game company over unauthorized use of a copyrighted tattoo in a UFC fighting game	√		

2013	Christie, Parker & Hale	Nyko Technologies	Nyko Technologies, Inc. v. Energizer Holdings, Inc., Eveready Battery Co., Inc. and Performance Designed Products LLC	Patent infringement case involving video game controller charging station	√	√	
2013	Kirkland & Ellis LLP	Zynga Inc.	Promotional Technologies LLC v. Zynga Inc.	Video game related patent infringement case			
2013	Paul Hastings LLP	Zynga Inc.	Zynga Inc. v. Alan Patmore, Kixeye Inc. et al	Video game related trade secret dispute	√		
2013	Kaplan Breyer Schwarz & Ottesen LLP	Princeton Digital	n/a	Pre-litigation patent analysis involving audio signal patent.			
2012	Mishcon de Reya LLP	Confidential	n/a	Analysis of video game related patent			
2012-2013	Paynter Law Firm, PLLC	Robin Antonick	Robin Antonick v. Electronic Arts Inc.	Video game related contractual dispute	√	√	√
2012	Perkins Coie LLP	Nintendo of America Inc.	Impulse Technology Ltd. v. Nintendo of America Inc., et al	Video game related patent infringement case	√	√	
2012-	Cooley LLP	Nintendo of America Inc.	SSD v. Nintendo of America Inc.	Video game related patent infringement case	√	√	
2012-	Duane Morris	Sony Computer Entertainment of America Inc	Walker Digital, LLC v. Sony Computer Entertainment Inc. et al	Video game related patent infringement case ('828 patent) involving online game tournaments			
2012-	Duane Morris	Sony Computer Entertainment of America Inc	Walker Digital, LLC v. Sony Computer Entertainment Inc. et al	Video game related patent infringement case ('866 patent) involving adaptation of game devices to playing preferences			
2012	Duane Morris	Sony Computer Entertainment of America Inc	Walker Digital, LLC v. Sony Computer Entertainment Inc. et al	Video game related patent infringement case ('143, '382 patents) involving remote authentication of computer outcomes	√		
2010-2012	Morgan, Lewis & Bokius LLP	Sony Computer Entertainment of America Inc.	Craig Thorner and Virtual Reality Feedback Corp v. Sony Computer Entertainment America Inc. et al	Video game related patent infringement case involving video game controller technologies.	√		

2010	Mudd Law Offices LLP	Jeremy Wise and Wise Buy Now LLC	David Allison dba Cheat Code Central vs. Jeremy Wise and Wise Buy Now LLC	Retained as a consultant/expert witness in the area of copyright infringement related to a game information website.	√		
2009-2010	Paul, Hastings, Janofsky & Walker LLP	Zynga Game Network Inc.	Zynga Game Network Inc. v Playdom Inc. et al. Superior Court of the State of California, County of Santa Clara	Retained as a consultant/expert witness in the areas of game design, copyright infringement and related business issues.	√		
2009	Skadden Arps	Jakks Pacific, Inc.	Jakks Pacific, Inc. v THQ Inc. (arbitration)	Case involved contractual issues in a video game licensing/distribution agreement. Retained as a consultant/expert witness in the areas of game design and related video game business/contract issues.			
2008-2010	Paul, Hastings, Janofsky & Walker LLP	Konami Digital Entertainment Co, LTD. and Konami Digital Entertainment, Inc.	Konami Digital Entertainment Co., LTD and Konami Digital Entertainment, Inc. v. Harmonix Music Systems, Inc., MTV Networks, Co, and Viacom, Inc. United States District Court, Eastern District of Texas, Tyler Division, Case No. 6:08-CV-286	Patent infringement case against Rock Band & Rock Band 2 involving three key patents in the area of rhythm-action video games utilizing custom game controllers. Retained by the patent holder (Konami) as a consultant/expert witness in the areas of video game software development, patent infringement and validity. Tasks included analysis of prior art, opinions on claim construction, analysis of software code regarding infringement.	√	√	
2008-2010	Pillsbury, Winthrop, Shaw, Pitman LLP	Activision Publishing Inc.	n/a	Retained as a consultant regarding a number of patent reexaminations by the USPTO.	√		

2008-2009	Kirkland & Ellis	Activision Publishing Inc.	Activision Publishing v. CONFIDENTIAL	Confidential arbitration case involving patent infringement and invalidity, copyright infringement and related video game industry business issues in the field of rhythm-action video games utilizing custom game controllers. Tasks included prior art research and analysis, numerous reports including Patent Invalidity and Copyright Infringement. Deposed numerous times and testified in front of the Arbitration Panel.	√	√	√
2008	Allan Law Group, PC	CONFIDENTIAL	n/a	Retained to undertake pre-litigation search and analysis of potential prior art regarding a virtual world patent. Uncovered critical prior art, which lead to a significant modification in the client's litigation strategy.	√		
2007-	McDonnell Boehnen Hulbert & Berghoff LLP	NetJumper Software, LLC	NetJumper Software, LLC vs Google Inc. United States District Court, Eastern District of Michigan, Southern Division, Case No. 04-70366-CV	Patent infringement cast involving search technology. Wrote infringement report including demonstrative video presentation.	√		
2005-2009	Valauskas & Pine LLC	Neomedia Technologies	Scanbuy Inc. vs. Neomedia Technologies, Inc. United States District Court, Southern District of New York, Civil Action No. 04 CV 02443 (JES)	Copyright and patent infringement case involving UPC barcode recognition software on mobile devices. Tasks included comparing source codes for Copyright Infringement and opining on Patent Infringement/Validity.	√	√	

2005	Laura Ringelheim, Esq.	Hopeton Overton Browne	Hopeton Overton Browne, p/k/a Scientist vs. Greensleeves Records, LTD, Take Two Interactive Software, Inc. and Rockstar Games, Inc. United States District Court, Southern District of New York, Civil Action No. 03 CV 7696 (MGC)	Case involved copyright infringement for unauthorized inclusion of the client's music in the video game Grand Theft Auto 3. Wrote report opining on licensing costs and potential damages for usage of music in video games.	√	√	
2003	Rich Barbuto, Esq.	Tritech	Tritech v. Ectaco, United States District Court, Southern District of New York, Civil Action.	Retained as a consultant/expert witness in a case involving defective language translator units purchased by the client from an overseas manufacturer. My tasks included an engineering analysis to determine the cause for the malfunction (software), writing a report and testifying at trial.	√		√
2002	Jenkins & Gilchrist	NCR	NCR Corporation v. Palm, Inc. and Handspring, Inc. United States District Court, Delaware, Civil Action No. 01-169-RRM	Client (NCR) sued Palm & Handspring for patent infringement regarding a handheld, tethered computing device. Tasks included code analysis to opine on patent infringement, associated report and deposition testimony.	√	√	
2000	Jacob Weingarten	Sylvan Gonska	Gonska v. Gonska	Web development	√		
2000	Wilson, Sonsini, Goodrich & Rosati	Engineering Animation Inc.	Engineering Animation Inc. v. THQ	Video game development	√	√	
1998	Drinker, Biddle & Reath	QQP/Bruce Williams	QQP v. Impact	Video game contractual and business issues	√	√	
1995-1997	Brinks, Hofer, Gilson & Leone	Taito of America	Magnavox v. Taito of America	Patent infringement	√	√	
1995	Brinks, Hofer, Gilson & Leone	Taito of America	Atari v. Taito of America	Copyright infringement	√	√	

1991	Latham & Watkins LLP	Nintendo of America	Atari v. Nintendo	Video game contractual issues	√	√	√
1990	-	Nintendo of Japan	Nintendo v. Codemasters	Copyright infringement	√	√	
1985	Howard Rice	Activision Inc.	Magnavox v. Activision	Patent infringement / Damages phase	√		√