

VITA

Gabriel M. Gelb

Senior Consultant
Gelb Consulting Group, Inc.
1011 Highway 6 South, Suite 120
Houston, TX 77077
281.759.3600 ext. 1014

Residence

119 Sage Road
Houston, Texas 77056
713/623-2203

Education

M.A., University of Missouri School of Journalism
B.S., City University of New York

Offices Held

Current: President, Research Roundtable of Houston
Treasurer, Harris County Drug Court Foundation
Member, Mayor's Arts Marketing Committee

Past: Editorial Review Board, Journal of Marketing
Chair, Market Research and Analysis, United Way of Texas Gulf Coast
Vice President, Advertising Effectiveness Council, Business Marketing Association
Vice President, Friends of the Houston Public Library
Director, M.I.T. Enterprise Forum of Texas
National Director, American Marketing Association
President, Houston Chapter, A.M.A.
President, Houston Chapter, Institute of Management Consultants
Executive Committee and Chair, Marketing Committee, Houston Symphony Orchestra

Accredited

By the State Bar of Texas for 2 CLE hours for my course, "Uses and Misuses of Surveys in IP Litigation."

Member

The International Trademark Association

Books and Monographs

Gelb, Gabriel M., Nuts and Bolts of Business-to-Business Marketing Research. (Chicago, Business Marketing Association, 1996)

Gelb, Gabriel M., Results of Advertising. (Alexandria, VA: Business Marketing Association, 1993).

Gelb, Betsy D., and Gabriel M. Gelb, Marketing is Everybody's Business, Third edition. (Santa Monica, CA: Goodyear Publishing Company, 1980).

Gelb, Gabriel M. and Betsy D. Gelb, eds., Insights for Marketing Management, Revised edition. (Santa Monica, CA: Goodyear Publishing Company, 1977).

Gelb, Gabriel M. and Betsy D. Gelb, Research at the Top: Better Data for Organizational Policy-Making. (Chicago: American Marketing Association, 1975).

Business and Professional Articles

Gelb, Gabriel M. and Betsy D. Gelb, "When Appearances are Deceiving" [Trade Dress], Wall Street Journal, December 1-2, 2007.

Gelb, Gabriel M., "Net Research – Revolution or Evolution?" The Marketing News, November 1, 2006

Gabriel M. Gelb and John M. McKeever, "Walking a Mile in their Moccasins: Customer Experience Mapping," Marketing Management, (July – August 2006).

Gelb, Gabriel M. and Gelb, Betsy D., "Working together – Both marketers and attorneys can help protect a company's intellectual property," Marketing Management, (January-February, 2005).

McKeever, John M. and Gelb, Gabriel M., "Going Online: The New Frontier in B2B Market Research," The Business to Business Marketer, January 2003.

Gelb, Gabriel M., "Houston's Secret Weapon: Women in Technology," Houston Business Journal, June 14-20, 2002.

Gelb, Gabriel M., "Litigation Surveys Have Special Rules," The Marketing News, September 24, 2001.

Gelb, Gabriel M., "Ask Away – The Right Way: Guidelines for Conducting IP Surveys for Litigation," Texas Lawyer, September 27, 1999.

Gelb, Gabriel M., "Research Leads to Better Measure of Customer Value," The Marketing News, June 8, 1998.

Gelb, Gabriel M., "Gambling with Value Can be Costly for Cities, Companies," Houston Business Journal, January 23, 1998.

Gelb, Gabriel M., "Customer-Value Analysis," Business-to-Business Marketer, May 1997.

Gelb, Gabriel M., "Conjoint Analysis Help Explain the Bid Process," The Marketing News, March 14, 1988, p-1; reprinted in Churchill, Gilbert A., Marketing Research: Methodological Foundations, Fifth edition (Chicago: The Dryden Press, 1993)

Gelb, Gabriel M., "Maintaining a Spirit of Innovation in Houston", Houston Business Journal, April 30, 1990.

Gelb, Gabriel M., "Strategic Market Planning for Accountants," New Accountant, March 1989.

Gelb, Gabriel M., and Friedheim, Stephen B., "Using Market Research to Analyze Members' Needs," Association Management, April 1986.

Gelb, Gabriel M., "Key Pointers for Employee Surveys," Houston Business Journal, November 11, 1985.

Gelb, Gabriel M., "Research is Key to Curbing Public Anti-business Mood," Advertising Age, July 12, 1976.

Peer-Reviewed Journal Articles

Gelb, Betsy D., Stephanie A. Geiger-Oneto and Gabriel M. Gelb, "From Knowing to Doing: Experience and Flexibility Make the Difference," Journal of Business Strategy (September-October, 2008).

Gelb, Gabriel M. and Betsy D. Gelb, "Internet Surveys for Trademark Litigation," The Trademark Reporter, September-October 2007.

Gelb, Betsy D., and Gabriel M. Gelb, "What Research Inside the Organization Can Accomplish," Marketing Research: Management and Applications, December 1991.

Gelb, Gabriel M. and Laurie M. Gelb, "Matching Motive to Method: The Best Research Tool for the Job," Journal of Health Care Marketing, March 1989.

Gelb, Betsy D., Samuel V. Smith and Gabriel M. Gelb, "What Marketers of Services Can Learn from the Professionals," Business Horizons, September-October 1988.

Gelb, Gabriel M., and Betsy D. Gelb, "Physicians and Hospital Decisions Making: A Two-Stage Technique for Improvement," Hospital and Health Services Administration, May 1987.

Gelb, Betsy D., and Gabriel M. Gelb, "New Coke's Fizzle: Lessons to the Rest of Us," Sloan Management Review, Fall 1986.

Gelb, Gabriel M., "Arm Your Consulting Practice with Market Research," Journal of Management Consulting, 1986, vol.3 no.1.

Gelb, Gabriel M., "The Uses and Misuses of Feedback," Journal of Organizational Communication, 3rd Quarter 1976.

Gelb, Betsy D., and Gabriel M. Gelb, "Strategies to Overcome 'Phony Feedback'" MSU Business Topics, Autumn 1974.

Gelb, Gabriel M., "The Coming Market for Vacation Homes," California Management Review, Spring 1970.

Gelb, Gabriel M., "Market Analysis in Planning More Productive Advertising." University of Houston Business Review, Spring 1967

Research Activities: Publications in Proceedings

Gelb, Gabriel M., "Market Research is Thriving in Cyberspace," August 2001, Business Marketing Association, Houston.

Gelb, Gabriel M., and James Gambrell, "Trademark and Trade Dress Surveys and the Expert Witness," in 1990 Proceedings, 6th Annual HIPLA Intellectual Property Law Institute.

Gelb, Gabriel M., and Betsy D., "Applications of Research Findings in Industrial Advertising," in Peter LaPlace, ed., 1979 Proceedings, American Marketing Association.

Gelb, Gabriel M., and Betsy D., "When Advertising Research Goes Beyond Advertising," in Betsy D. Gelb, 1978 Proceedings, American Marketing Association

Gelb, Gabriel M., and Betsy D., "Big Payoffs from Low-Budget Research," in William Locander, ed., 1976 Proceedings, American Marketing Association.

Expert Witness in Past 4 Years (underlined parties are clients)

BBU, Inc., Bimbo Bakeries USA, Inc., Arnold Products Inc. v. Sara Lee Corporation et al. In the U. S. District Court, Southern District of California. Case No. 09-CV-1787-DMS (RBB)

Holley Performance Products, Inc. v. Quick Fuel Technology, Inc. and Marvin V. Benoit Jr. In the U.S. District Court for the Western District of Kentucky, Bowling Green Division. Civil Action 1:07-CV-00185-M

Homax Products Inc. v. Homax Inc. In the U.S. District Court for the Southern District of Texas, Houston Division. Civil Action 4:08-cv-01560

LaShea, LLC v. Noble Home Fashions, LLC, Wal-Mart Stores Inc. et al. In the U.S. District Court for the Northern District of Alabama, Northeastern Division. Civil Action 5:08-CV-01162-SLB

Patricia Weiner and Stephen R. Berube, On Behalf of Themselves, All Others Similarly Situated and the General Public v. The Dannon Company, Inc. In the U. S. District Court, Central District of California, Western Division. No. CV-08-00415-SJO(AGRx)

The Modern Group LTD and Offshore Rental LTD v. Tiger Environmental and Rental Services L.L.C. and Karl Comeaux. In the U.S. District Court for the Western District of Louisiana, Lafayette Division. Case No. 6:07-CV-660

Dallas Cowboys Football Club Ltd. and NFL Properties LLC v. America's Team Properties Inc. In U. S. District Court for the Northern District of Texas, Dallas Division, Civil Action 06-ev-01906.

Stuart Spector Designs Ltd., et al. v. Fender Musical Instruments Corporation. In the U.S. Patent and Trademark Office Before the Trademark Trial and Appeal Board. Opposition 91161403.

Mills Well Service LLC v. ProPetro Services Inc. In the U.S. District Court, Western Division of Texas, Midland/Odessa Division. Civil Action MO-07-CV-047.

Putney Inc. v. Pfizer Inc. In the U. S. District Court, District of Maine. Civil Docket 2:07-cv-00108-DBH.

American Honda Motor Co., Inc. v. The Pep Boys – Manny, Moe and Jack et al – U.S. District Court for the Central District of California, Western Division, Los Angeles. Case No. CV05-8879 SJO (VBKx)

Legacy Academy Inc. v. LLC Concepts, L.P. etal – U.S. District Court for the Northern District of Texas, Dallas Division. Civil Action no. 3:06-CV-0745-P

Ecce Panis Inc. v. Maple Leaf Foods Inc. et al. – U.S. District Court, District of Arizona. No. CV07-1099PHX-SRB

HomeLife Communities Group v. HomeLife Realty Services, Inc. et al. – U.S. District Court for the Northern District of Georgia, Atlanta Division. Civil Action No. 1:06 - CV-1607

Powertrain Inc., Toolmart Inc., Wood Sales Co. Inc. v. American Honda Motor Co., Inc. – in the U.S. District Court for the Northern District of Mississippi, Eastern Division. Civil Action no. 1:30CV668MD

American Equity Mortgage Inc., v. Ray Vinson Jr.
Cause number 4:05CV1529 RWS – In the U.S. District Court, Eastern District of Missouri, Eastern District

Directed Electronics, Inc., v. Cobra Electronics Corporation
Opposition No.: 91162506 In The United States Patent and Trademark Office
Trademark Trial and Appeal Board

Helen of Troy L.P. v. I & JC Corp. and Bayside Brush Co., d/b/a Camila Paris, Jorge E. Castillo and Ivan Lopez-Bosch, – Cause Number 2003-665 In The District Court Of El Paso County, Texas 34th Judicial District [Deposition and Trial Testimony]

Cordua Restaurants, L.P. v. Uptown Dining, Inc., d/b/a/ Americas Restaurant and Bar, Jorge Hector Hinojosa, and Alfredo N. Hinojosa – Civil Action No: 305CV0449-D In The United States District Court for The Northern District Of Texas, Dallas Division

MediFlex, Inc. v Nice-Pak Products, Inc. and Professional Disposables, Inc., –
Case No.: 06-2015 KHV In The United States District Court for The District of Kansas [Deposition and Trial Testimony]

Endo Pharmaceuticals Inc., v. TAP Pharmaceutical Products Inc., –
Opposition No.: 91168481 In The United States Patent and Trademark Office
Trademark Trial and Appeal Board

Celgene Corporation v. Centocor, Inc. – 03-CV-05978 In The United States District Court for The Eastern District of Pennsylvania

Van Well Nursery Inc. et al. v. Mony Life Insurance Company, et al. U.S. District Court, Eastern District of Washington. No. CV-04-0245-RHW.

Latin American Courier Inc. et al. v. Airborne, Inc. et al. In the 285th Judicial District Court of Bexar County, Texas. Cause No. 204 CI 03951.

Universal Computer Consulting Ltd. et al. v. The Paul Gillrie Institute, Inc. et al. In the 113th Judicial District Court of Harris County, Texas. Cause No. 2004-50577.

Southwest Bank v. Southwest Securities Bank and SWS Group Inc. U. S. District Court, Northern District of Texas, Dallas Division. Civil Action No. 3:04-CV-1738-M.

Tiger Direct, Inc. v. Apple Computer Inc. – U.S. District Court, Southern District Court, Southern District of Florida. Case no. 05-21136 – Civ – Lenard Klein

The Estate of Mercer K. Ellington v. Gibson Piano Ventures, Inc., Baldwin Piano, Inc., Ellington Pianos et. Al – In the United States District Court for the Southern District of Indiana, Indianapolis Division. Case no. 1:03-cv-0804DFH-WTL