

VITA

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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).

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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).

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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., "Conduct Multilevel & Open-Ended Interviews to Research 'Ambiguous' Products, Services," The Marketing News, Jan. 21, 1983.

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.

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Research Activities: Publications in Proceedings

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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.

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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)

Alcatel-Lucent USA Inc. v. Amazon.com et al. In the U.S. District Court, Eastern Division of Texas, Tyler Division. Civil Action No. 6:09-cv-422 [LED]

Convolve, Inc. v. Dell et al. In the U.S. District Court, Eastern District of Texas, Marshall Division. Civil Action No. 2:08-cv-244

The Coca-Cola Company v. PepsiCo, Inc. In the U.S. District Court, Southern District of Texas, Houston Division. Civil Action No. 4:10-CV-04184

Personal Audio, LLC v. Apple Inc. et al. In the U. S. District Court, Eastern District of Texas. Case No. 9:09-CV-00111

National Western Life Insurance Company v. Western National Life Insurance Company et al. In the U.S. District Court, Western District of Texas, Austin Division. Case No. A09CA711 LY

Shell Trademark Management B.V. et al. v. Warren Unilube, Inc. et al. In the U.S. District Court, Southern District of Texas, Houston Division. Civil Action No. 4:09 CV-2851

Ryan, Inc. v. Weaver and Tidwell, LLP. In the U. S. District Court, Northern District of Texas, Dallas Division. Civil Action No. 3-10CV-929-M

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, Western District of Kentucky, Bowling Green Division. Civil Action No. 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 No. 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 No. 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

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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 No. 91161403

Mills Well Service LLC v. ProPetro Services Inc. In the U.S. District Court, Western Division of Texas, Midland/Odessa Division. Civil Action No. MO-07-CV-047

Putney Inc. v. Pfizer Inc. In the U. S. District Court, District of Maine. Civil Docket No. 2:07-cv-00108-DBH

Legacy Academy Inc. v. LLC Concepts, L.P. et. al. In the 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. In the U.S. District Court, District of Arizona. No. CV07-1099PHX-SRB

HomeLife Communities Group v. HomeLife Realty Services, Inc. et al. In the 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. In the U.S. District Court, Eastern District of Missouri, Eastern District. Case No. 4:05CV1529 RWS

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