



## Peter Kent

Internet/Ecommerce Consultant, Expert Witness

Denver, CO ♦ 720-771-3246 ♦ Peter@PeterKentConsulting.com ♦ www.Internet-Expert-Witness.net

*[Full Resume, List of Litigation Experience, & References Available on Request]*

Working in computing since 1979 ♦ Software development since 1981 ♦ Cyberspace since 1984 ♦ Internet/Ecommerce since 1993 ♦ SEO since 2000 ♦ PPC since 2003

Author, *Complete Idiot's Guide to the Internet* ♦ *SEO for Dummies* ♦ *Cryptocurrency Mining for Dummies* ♦ dozens more tech & digital marketing books ♦ Online video courses in SEO, Amazon Marketplace, Cryptocurrency & Blockchain

### CONSULTING PRACTICE

- Internet Technology
- Ecommerce & "Conversions"
- Online Marketing
- Search Engine Optimization (SEO)
- Social Networking
- Online Advertising/Pay Per Click (PPC)
- Web Development
- Amazon Marketplace

### EXPERT WITNESS

- 30+ Internet-Technology Patents, Inter Partes Re-exams, CBM/Post-Grant Challenges
- 30+ Trademark & Copyright Cases
- Ecommerce-related Unfair Business Practices
- Domain Names, Cybersquatting
- Online Defamation/Online Libel
- Internet Fraud, Cryptocurrency
- Fake Online Reviews
- 37 Depositions, 10 Court Testimonies

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### SUMMARY OF EXPERIENCE

- Founder of an eBusiness Service Provider, funded by Softbank (world's largest VC firm)
- Founder of an Internet-enabled publishing firm
- VP of Web Solutions for national ISP
- VP of Marketing for Web-applications company
- VP of Business Dev. for re-commerce startup *Buybak*
- Extensive authorship related to Internet, technology
- Video courses on SEO, Amazon, Blockchain, with tens of thousands of students
- 20 years working in all areas of online business

### AUTHORSHIP

- *Complete Idiot's Guide to the Internet*
- *SEO for Dummies*
- *Pay Per Click Search Engine Marketing for Dummies*
- *How to Make Money Online with eBay, Yahoo!, and Google*
- *The Official Netscape JavaScript Book*
- Dozens more Internet & Technology books
- Hundreds of Internet & Technology newspaper & magazine articles

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### SAMPLE EXPERT CASES

*Geotag, Inc. v. Frontier Communications Corp., et al.*

Testifying expert, non-infringement, for 21 retail-company defendants in this online mapping/store-locator patent case.

*FTC v. Jeremy Johnson, I Works Inc., et al.*, provided a report on affiliate marketing for defendant in this Internet fraud case.

*Walker Digital v. Expedia*. Testifying expert for Expedia, non-infringement, patent case involving ecommerce check-out systems.

*Indacon, Inc. v. Facebook, Inc.* Consulting expert, non-infringement, in this software-patent case (for Facebook)

*Pinterest v. Pintrips*. My report was instrumental in invalidating Pinterest's "Pin" trademark

*Coaster Co. of America v. Xiamei*. Testifying expert for plaintiff; trademark, passing off, false designation of origin, unfair competition, related to selling products through the Amazon marketplace.

*RIPL Corp. vs. Google, Inc.* Testifying expert for Google in this trademark-infringement case

*DDR v. Hotels et al.* Non-infringement & invalidity reports for five clients in this ecommerce-related patent case.

*Ameranth, Inc. v. Intercontinental Hotels Group*. Report, testimony for defendant accused of stealing plaintiff's Web-development intellectual property

*Angela Bolger v. Herocell, Inc & Amazon*. Declaration regarding Amazon's role as an Internet retailer

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