



**ROB WALLACE**  
— LEGAL EXPERT —

## Expert Witness: Brand Identity

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Rob@robwallaceexpert.com

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www.RobWallaceExpert.com

### Areas of Expertise:

Trademark/Trade Dress  
Package/Product Design  
Intellectual Property  
Brand Communications

Marketing Strategy  
Licensing  
Visual Brand Identity  
Advertising Claims

Consumer Research  
Copyright Damages  
Consumer Research  
Planning/Analysis

### Industry Experience:

Food  
Beverage  
Personal Care  
OTC and Rx Drugs  
Home Products

HBA/Beauty Care  
Wellness  
Toys/Sporting Goods  
Hard Goods  
Beer/Wine/Spirits

B to B  
Apparel  
Retailer Brands  
Financial Services  
Technology Brands

### Partner with leading global CPG firms on branding and brand identity issues including:

Procter & Gamble  
Nestle  
Pepsico  
Heinz

Pfizer  
Unilever  
Target  
Bacardi

E.J. Gallo  
Colgate Palmolive  
Mead Johnson  
Dell

### Professional Appointments:

**Best of Breed Branding Consortium**  
Owner, Brand Advocate

June 2014- Present

**Wallace Church, Inc.**, New York, NY and San Francisco, CA  
Managing Partner, Strategy

1985-2014

**Modular Marketing, Inc.**, New York, NY  
Senior Account Manager

1983-1984

**Grey Advertising, Inc.**, New York, NY  
Account Manager

1981-1983

### Professional Activities:

- Board of Directors: The Design Management Institute--Co Chair, Design ROI Project
- Speaker on brand identity at more than 40 marketing, design and research industry events across the US, UK Europe, Latin America and Asia
- Co Author, *Really Good Package Design Explained*, Rockport Press, 2009
- Lecturer on brand identity at Columbia Business School, Georgetown University, Seton Hall, University of Texas, School of Visual Arts Masters in Branding and other MDA programs of leading universities.