



Chris "Silver" Smith

Strategic Technologist & Search Marketing Expert

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Deep experience in internet development since 1994 • Worked for 10 years for Verizon & awarded 2 patents • Worked for prominent web marketing agencies and provided consulting for many Fortune 500 and Internet Retailer 500 companies • Provide search engine optimization consulting, social media management, and online reputation management

Expert Witness Areas of Expertise

- Search Engine Optimization ("SEO")
- Online Reputation Management
- Internet Application Development
- Online Trademark Infringement
- Online Copyright Infringement
- Internet Advertising
- Pay Per Click ("PPC") Advertising
- Search Engines
- Online Mapping & Geocoding
- Domain Names
- Social Media
- Internet Directories & Yellow Pages
- Online Defamation
- Blogs & Blogging
- Domain Ownership Forensics
- Domain Valuations
- Ecommerce
- Website Development

Experience

President/Founder @ Argent Media
1/2012 to Present

Vice President @ Dallas-Fort Worth Search Engine Marketing Association ("DFWSEM.org") - 2013 & 2016

Lead Strategist @ Netconcepts L.L.C.
4/2007 to 10/2008

Head of Technology Dept. @ Verizon Superpages
5/2006 to 4/2007

Columnist @ Search Engine Land & Marketing Land
1/2007 to Present – (Over 100 articles published)

SEO Advisory Board Member @ Thomson-Reuters FindLaw - 1/2010 to 2015

Dir. of Optimization Strategies @ KeyRelevance
11/2008 to 12/2011

Manager of Technology @ Verizon Superpages.com
1/2000 to 5/2006

Sample Expert Witness Cases

2016 – Provided expert witness service on behalf of the plaintiff in "Jay M. Pensler, M.D., vs. Fox Television Stations, Inc. et al". Status: Favorable settlement.

2015 – Provided expert witness service on behalf of the plaintiff in "Bindu Pariyar, Plaintiff v. Tom Randall Sewell, Defendant" (Cause No. DC-14-06619 in 68th Judicial District Court, Dallas County, Texas). Outcome: Court found in favor of the plaintiff. (See: "[Nepali woman wins \\$7.25M judgment in revenge porn suit against ex-husband](#)".)

2014 to 2015 – Provided expert witness service for defendant, GoDaddy, in "[Academy of Motion Picture Arts & Sciences v. Godaddy.com, Inc; Domains By Proxy, Inc., Greendomainmarket.com, BDS, and XPDreamteam LLC](#)". Outcome: Court found in favor of the defendants. (See "[Film Academy Loses to GoDaddy in Oscars Cybersquatting Battle](#)")

2014 – Provided expert witness service for the plaintiff in "[Daniel Hegglin v. \(1\) Person\(s\) Unknown and \(2\) Google, Inc.](#)". Outcome: Favorable settlement was successfully negotiated with Google.

2014 – Provided expert witness service in, "[PODS Enterprises, Inc. v. U-Haul International, Inc.](#)" on behalf of the plaintiffs. Court found in favor of the plaintiffs. ("[PODS wins \\$62 million award in trademark infringement lawsuit against U-Haul](#)")

2008 – Provided expert testimony for the U.S. Department of Justice — informal hearing on the proposed MicroSoft/Yahoo! ("Microhoo") merger and Google/Yahoo! advertising syndication deals.