



Peter Kent

Internet/Ecommerce Consultant

399 E Bayaud Ave, Denver, CO 80209 ♦ 720-771-3246 ♦ Peter@PeterKentConsulting.com ♦
www.PeterKentConsulting.com

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* (7 editions)

CONSULTING PRACTICE

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

EXPERT WITNESS

- Internet-Technology Patents, Inter Partes Re-exams, CBM/Post-Grant Challenges
- Trademark/Copyrights
- Ecommerce-related Unfair Business Practices
- Domain Names
- Online Defamation/Online Libel
- Internet Fraud

SUMMARY OF EXPERIENCE

- eCommerce Consultant
- 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 & Corp. Development for re-commerce startup *Buybak*
- Extensive authorship related to Internet, technology
- 3 Lynda.com video courses on SEO and Selling through Amazon
- 20 years working in all areas of online business

AUTHORSHIP

- *Complete Idiot's Guide to the Internet*
- *SEO for Dummies* (7 editions)
- *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

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)

Katherine Dines v. Toys "R" US Delaware, Inc., ecommerce-related trademark infringement case

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
