



## INSIGHT DESIGN

*Complex information, clearly presented.*

### **Bradley Hower** Curriculum Vitae

#### *Academic Background*

B.A., Fine Arts, Washington State University, Pullman, Washington, 1984

Photographic Studies, Nihon University, Tokyo, Japan, 1983

#### *Professional Experience*

Partner, Insight Design LLC, St. Michaels, MD, 1999-present. Consults with a variety of clients on communications and other design projects. Primary areas of consultation are identification of project team members, leading brainstorming activities, producing design briefs, and leading design teams.

Senior Litigation Consultant, FTI Consulting Inc., Washington DC, 1997–1999.

Responsible for consulting with clients to articulate objectives, audience, and content, and leading creative teams in communications concept development, testing, design, and production.

Senior Producer, Visual Communications/Director of Technical Photography, FTI Corporation, Annapolis, Maryland, 1993-1997. Lead visual communications expert on a variety of high-exposure litigation matters including patent, defense contracting, medical and commercial disputes.

Producer, Creative Services, FTI Corporation, Annapolis, Maryland, 1992-1993. Responsible for the conceptualization, design and production of demonstrative evidence.

Photographic Services Manager, FTI Corporation, Annapolis, Maryland, 1990-1992. Managed FTI's full-service in-house photography lab, including scientific, industrial and remote photography and videography operations.

#### **Maryland**

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Marketing Analyst, Time-Life, Inc., Alexandria, Virginia, 1987-1990. Responsible for the tracking, measurement, analysis and forecasting of the effectiveness of direct mail, space, and broadcast advertising.

Photo Coordinator/Technician, Time-Life, Inc., Alexandria, Virginia, 1985-1987. Responsibilities included photographic image management and photography lab operation.

#### *Professional Activities*

Faculty, Trial of a Patent Case, American Law Institute-American Bar Association, 1995-1999

Faculty, Advanced Advocate Program, National Institute for Trial Advocacy, 1998

Faculty, Demonstrative Evidence, The District of Columbia Bar Trial Skills Program, 1995, 1996

#### *Selected Credits*

Padcom v. NetMotion. Consulted with Padcom legal team to develop trial themes, prepared multi-media demonstrative evidence, supported team during trial to assert patents on seamless switching during transmission of data from mobile workstation. Jury found patents to be valid and infringed.

RCT v. Microsoft. Consulted with Microsoft counsel to develop non-infringement, invalidity, and unenforceability demonstratives. In a one day bench trial, patents were ultimately found to be unenforceable, resolving a damage claim of nearly \$4 billion.

*Communications Design for the Trial of a Patent Case*, Trial of a Patent Case, ALI ABA, September 1998. Paper and oral presentation.

Interdigital v. Motorola. Created animated, video, and graphic exhibits to distinguish between Motorola's digital cellular technology and Interdigital's radio local-loop patents. Jury found that Motorola did not infringe and also invalidated Interdigital's patents.

Nintendo v. Atari. Conceptualized and produced graphic and animated exhibits to explain a computer algorithm patent, and demonstrate how a competitor had infringed upon it. The jury found for our client.



Powell v. Iolab. Created graphic exhibits in support of a hearing for summary judgment. The exhibits illustrated the non-infringement of a patent by contrasting it visually with our client's products. Further exhibits compared the patent in the suit to prior art, questioning its validity. The court held for our client.

Breach of Contract Matter. In a case where the court warned our client to settle because it was too complex for a jury to follow, graphic exhibits were created to explain a series of partnership transactions. Mid-trial, the judge advised the other side to settle, saying that the jury could certainly follow the graphics. A favorable settlement was reached.

*Ultrasound Guided Fine Needle Percutaneous Biopsy*, College of Veterinary Medicine, Washington State University, 1984. Designed, illustrated and animated this biomedical teaching video.

*Director*

Evergreen Cove Holistic Learning Center Inc, Easton MD

*Past Director*

Bay Hundred Educational Foundation, St. Michaels MD  
Washington State University Museum of Art, Pullman WA  
Port Tobacco Players, Inc., La Plata MD