

**Larry Steven Londre**  
**Londre Marketing Consultants**  
**11072 Cashmere Street, Second Floor**  
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**August 2005**

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**310.403.0220 cell      310.889.0221 fax      310/889.0220 VOICE**

**Expert Witness, including Trial Declarations, Testimony by Trial or Deposition Past Four Years**

(The clients I represented with expert reports, depositions or testifying are in bold.)

**Blumcraft of Pittsburgh, L.P.**, Plaintiff v. C.R. Lawrence, Inc., a/k/a CRL  
Jurisdiction: United States District Court For the Central District of California

- Worked with Bruce Gridley, State Bar No.57166  
Burke Williams & Sorensen, LLP  
611 West Sixth Street, Suite 2500  
LA, CA 90017
- Worked with James C. McConnon, Esq.  
Alex Sluzas, Esq.  
Attorneys for Plaintiff  
Paul & Paul Two Thousand Market Street, Philadelphia, PN 19103  
December 2002 – June 2003  
Type: Report of Declaration and Trial Declaration
- Settled in client's favor in July 2003.
- *"In our case where the effect on the market of false claims of origin were made by the defendant, Larry Londre was called upon to investigate the impact of those claims. With innovative investigative techniques and a sophisticated understanding of the factors which influence consumers, Larry Londre developed data and an analytical approach for the identification of damages.... being able to convince our opponent to settle for an amount which exceeded our initial expectations."*

Federal Trade Commission, Plaintiff v. Steven Patrick Garvey, Mark Levine,  
**Modern Interactive Technology, Inc.**

- Worked with Attorneys Harry I. Saferstein State Bar No.49750 and Nada I. Shamonki, representing Modern Interactive Technology, Inc.  
Mintz, Levin, Cohn, Ferris, Glovsky, and Popeo, P.C.  
1620 26<sup>th</sup> Street, Suite 2068N  
Santa Monica, CA 90404  
June-August 2001  
Type: Research and consultation; case was dismissed

Medicus Formulas, Inc., Plaintiff v. **Thane International, Inc.**  
Jurisdiction: Superior Court of Los Angeles.

- Worked with Attorneys Robert F. Helfing (State Bar No. 904180 and Jonathan Pink (State Bar No. 179685), representing Thane International Inc.  
Sedgwick, Detert, Moran & Arnold LLP  
801 South Figueroa Street, 18<sup>th</sup> Floor  
Los Angeles, CA 90017  
Deposition taken June 13, 2003  
Case was settled. Client was delighted with results.

- *“We prevailed on the first phase of the trial (i.e. your analysis and insights on the meaning of “gross media”, and plaintiff settled the next day. A very good result for us. Thanks again for your help.”*

Hulme v. **Giustino, et al**

- Worked with Attorneys John Hourihan and Cheryl Seitz  
Declared expert in November 2003  
Valerian, Patterson, Field, & Stratman  
Employees of the Claims Litigation Dept., Farmers Insurance Exchange and Affiliates  
1320 Harbor Bay Parkway  
Suite 200  
Alameda, CA 94502-0612
- *“I was defending a large income loss claim brought by an independent film director and producer. Larry Londre provided me with advertising and other industry measures that enabled me to argue that the loss claim was significantly inflated.*

*Larry also provided suggestions of how the plaintiff could get back into the business, such as through buying advertising. I found him quite helpful.”*

U-Haul of California, Inc. v. **City of Santa Clarita**

- Worked with Attorneys Joseph P. Buchman and Bruce Gridley, State Bar No.57166
- Declared expert in October 2003  
Burke Williams & Sorensen, LLP  
611 West Sixth Street, Suite 2500  
LA, CA 90017  
Type: Research and consultation; case was settled.

Imagination Theaters, Inc. vs. **Greater Salt Lake Business District**

Jurisdiction: District Court of the Fourth Judicial District in and for Utah County, State of Utah

- Worked with Attorneys Paul H. Van Dyke, State Bar No.3317 and Lynn S. Davies, State Bar No. 0824
- Declare expert in December 2003
- Elggren & Van Dyke (Paul H. Van Dyke)  
7390 South Creek Road, Suite 201 (P.O. Box 900790)  
Sandy, Utah 84090-0790
- Richards, Brandt, Miller & Nelson (Lynn S. Davies)  
Key Bank Tower, 7<sup>th</sup> Floor  
50 South Main Street, (P.O. Box 2465)  
Salt Lake City, Utah 84110-2465

**ICON Enterprises International, Inc.**, vs. American Products Inc., a California corporation; BRIAN HOROWITZ, an individual; and DOES 1-10

Jurisdiction: United States District Court, Central District of California

- Worked with attorneys at Milord and Associates  
10880 Wilshire Blvd., Suite 2070  
Los Angeles, CA 90024
- Declared expert in August 2004. Wrote Expert Reports.
- Trademarks at issue, survey review including test rooms in a mall vs. replicating actual market conditions, self laudatory vs. suggestive trade names.
- Deposition was taken on August 28, 2004.

**Morris Advertising & Design, Inc., a Corporation** v. Anka (Gaslamp), LLC, a Delaware LLC; and DOES 1-50, inclusive Case No. 04 CC 06158

Jurisdiction: Superior Court of the State of California County of Orange.

- Worked with Charles Menzies, State Bar No.198223  
Greenberg Traurig, LLP  
Center Tower, 650 Town Center Drive, Suite 1700  
Costa Mesa, CA 92626
- Declared expert on March 2005

Dennis Gregory, et al. vs. **Jelly Belly Candy Company**

Court Case No.: GIC 836794; Insured: Jelly Belly Candy Company

Jurisdiction: San Diego Superior Court

- Worked with Richard H. Martha, Esq.  
Horton & Ryan  
225 Broadway, Suite 2200  
San Diego, CA 92101
- Declared expert witness in May 2005.

**Electro Source, a California limited liability company**, vs. Fire International, LTD, INC., a United Kingdom corporation; Jason Cooper, an individual; MAD CATZ, a corporation; Ian RICHARDSON, an individual; DOES 1 through 100

Jurisdiction: Superior Court for the State of California, County of Los Angeles

- Worked with Laura K. Stanton, State Bar No. 092951  
Judith L. Meadow, State Bar No. 089665  
Russ, August & Kabat  
12424 Wilshire Blvd., Suite 1200  
Los Angeles, CA 90025
- Declared expert on July 29, 2005

**Carlos Corrales**, individually and on behalf of others vs. The Gillette Company

Jurisdiction: Superior Court for the State of California, County of Los Angeles

- Worked with Taras P. Kick, State Bar No.143379  
G. James Strenio, State Bar No.177624  
The Kick Law Firm, APC  
660 Figueroa Street, Suite 1800  
Los Angeles, CA 90017
- Allan Kanner, State Bar No. 109152  
Allan Kanner & Associates  
701 Camp Street  
New Orleans, LA 70130
- Declared expert on August 15, 2005. Declaration in support of plaintiff's TRO, an order to show cause why a preliminary injunction should not be issued and application for a preliminary injunction

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