



Gregory Hoffmann, Esq.

Alternative Dispute Resolution:

President: Hoffmann Mediation: Founder of mediation service focused exclusively on the mediation of business disputes, including intellectual property, commercial, corporate and securities matters. Florida Certified Civil Circuit Court Mediator, Federal Court Mediator and FINRA and AAA arbitrator. (www.hoffmannmediation.com). Mediation expertise and experience includes:

- intellectual property matters (patent, trademark, trade dress and copyright), relating, in particular to intellectual property licensing and business exploitation;
- contractual disputes;
- business torts, including disparagement and trade dress;
- insurance, reinsurance and excess coverage;
- corporate ownership and shareholder disputes;
- securities and broker-dealer relations.

Developed and delivered a workshop entitled *Mediation from a Business Perspective: Applying Principles of Leadership Communication to the Role of the Mediator* at the Annual Conference of the Dispute Resolution Center of the Florida Supreme Court in August, 2008 and 2009. This workshop is being developed into a continuing education course in leadership communication skills for mediators. An article concerning the topic is being published in the *Dispute Resolution Journal*, the trade publication of the American Arbitration Association.

Mr. Hoffmann has been involved in numerous mediations and arbitrations during the course of his career, as a mediator, an arbitrator, an attorney and a business client.

Legal:

Partner, Green, Hoffmann & Dankenbring: Over 25 years experience as a co-founder and partner of full-service law firm, with personal emphasis on matters relating to intellectual property and licensing, corporate, business, and securities matters. Notable experience and achievements include:

- Development of strategic planning for growth of full-service law firm;
- Development of numerous intellectual property programs for corporate clients;
- Litigation and jury trial experience in many facets of business and intellectual property law including matters related to patents, trademarks and copyrights (and jury trial of patent and trademark infringement claims);
- Extensive litigation experience in complex business matters, including fraud, securities and professional malpractice matters in various US courts on behalf of both plaintiffs, plaintiff classes and numerous defendant groups;

- Co-counsel in securities fraud class-action litigation obtaining settlements in excess of \$100 million;
- Development and delivery of numerous educational programs relating to various legal matters (intellectual property, securities) in conjunction with continuing legal education curricula.

Business Ownership, Operations and Management:

Owner, Hoffmann Consulting Services, LLC: Owner and president of consulting firm engaged in intellectual property licensing on behalf of world-wide properties (www.hoffmannconsulting.com). Represent intellectual properties in

- patent, trademark, and copyright licensing,
- publishing,
- animation and film production,
- electronic gaming,
- general product branding and development.

CEO and Co-Owner, The ME Companies: During ten year tenure as CEO and co-owner, developed national and international brand recognition for licensing and related businesses. Significant entrepreneurial and management experience includes:

- Development and management of intellectual property strategic plans and employee teams to grow the brand in excess of \$1 billion in lifetime retail sales;
- Awarded Entrepreneur of the Year in the creative business category in 1998;
- Creation, management and financing of nationally distributed women's magazine with net paid circulation in excess of 500,000;
- Creation, management and financing of national retail chain of gift and stationary stores, including an e-commerce store;
- Creation, management and financing of internationally distributed animated film based on an illustrated book publication;
- Development of an interactive web site with extensive use of internet marketing and communication to, among other things, increase awareness and brand development;
- Managed the publication and development of over 250 books (including three NYT bestsellers), thousands of greeting card, calendar, stationary, gift, apparel, home decor, craft, fabric and other related products
- Developed and managed numerous product and promotional programs with major US retailers, including Target, Wal-Mart, Mervyn's, Barnes & Noble, Borders and Hallmark
- Developed and managed numerous product and promotional programs with major US manufacturers, including Georgia-Pacific, Toyota
- Development and delivery of numerous educational programs relating to intellectual property, licensing and the licensing business for the Licensing Industry Manufacturer's Association (LIMA)
- Extensive experience with all facets of intellectual property and brand development, product marketing management and licensing including creation and implementation of strategic planning for brand growth and awareness across numerous channels of retail distribution

Academic and Publishing:

Professor, Webster University, St. Louis, Missouri, St. Petersburg and Sarasota, Florida: Professor in the Graduate School of Business teaching programs in Law, Ethics and Entrepreneurship, with a focus on entrepreneurship and the exploitation of intellectual property.

Visiting Professor, University of Trinidad and Tobago: Developed and delivered graduate level entrepreneurship program for Information Technology students – program was developed in conjunction with the Government of Trinidad and Tobago 20/20 Development Plan

Professor, Keller Graduate School of Management, Tampa, Florida: Delivered graduate courses in corporate law and ethics. Course are taught in hybrid format with classroom and on-line components.

Developed and delivered a workshop entitled *Mediation from a Business Perspective: Applying Principles of Leadership Communication to the Role of the Mediator* at the Annual Conference of the Dispute Resolution Center of the Florida Supreme Court in August, 2008.

Authored an article entitled *Effective Strategic Planning – Lessons from Alice and Yogi* published in The Licensing Journal, a business and legal journal relating to intellectual property licensing Fall, 2006

Developed and participated in Workshop on *Entrepreneurship Pedagogy in Global Settings* at the USASBE 2008 Conference, San Antonio, Texas (January, 2008)

Served for over seven years as a speaker for the *Licensing University* series of lectures sponsored by the Licensing Industry Manufacturers Association (LIMA) at its annual International Licensing Show in New York

Honors, Associations and Academic Credentials:

Washington University in St. Louis: Juris Doctor – Honors Scholar (1974)

Purdue University: BS Industrial Management with Honors in Economics (1971)

Member: Florida Bar Association, Missouri Bar Association, Alaska Bar Association

Entrepreneur of the Year - 1998

Numerous awards and certificates from various trade and academic institutions including the Licensing Industry Manufacturers Association

Board and Charitable Affiliations:

Vice-Chair and Business Counselor, SCORE, Manasota Chapter: Conduct both on-line and in person counseling in entrepreneurship and small business development and management for Sarasota Chapter of Score;

Advisory Board Member: First Book, an international charity devoted to delivering books to underserved children

Volunteer Attorney, Legal Aid of Manasota, Inc.: Counsel not-for-profit business organizations in legal issues relating to non-profit development and management

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Volunteer Guide and Educator, Mote Marine Research Laboratory: Serve as a guide and educator in marine science

Graduate and Member: Leadership Sarasota County (Program for community leaders)

Graduate and Member: Leadership St. Louis (9 month program for community leaders)

Former Board Member and President: Annie's Hope, a bereavement center for children grieving the loss of a close family member

Former Board Member and Marketing Chair: Arts and Education Council of Greater St. Louis, the primary arts funding agency in the St. Louis Community

Former Board Member and President: YMCA of St. Louis, Mid-County Branch and Menier Center for Child-Care

Vista Volunteer: Served as a Vista Volunteer providing legal services to poverty-level Native Americans and others throughout the State of Alaska