

# ERIC GOULD BEAR

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## *Corporate Leadership in User Experience Strategy*

*Communication Arts* has described Eric Bear as “one of the most thoughtful and provocative interface and interaction designers working in the field.” He has been leading the design of award-winning human-computer interfaces since 1984, has published numerous articles on the subject, and has been granted a variety of patents for cutting-edge techniques. An enthusiastic and inspirational leader, Bear invites everyone to join in the work of creating easier-to-use technology and more engaging digital media. Key management outcomes have included:

- Competitive customer experience strategy
- Integrated vision for products, services & brand
- Prioritized product requirements & specifications
- Maximized usability & customer satisfaction
- Confidence in solutions prior to public release
- Proven design management methodology
- Leadership of cross-functional collaboration  
*(technology, strategy, marketing, content, design, usability)*
- Engineering resource, schedule & cost optimization
- Protection of proprietary interaction technology

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## CONSULTING

### Chief Experience Officer, Inc. – Austin, Texas

2005 to Present

Executive consulting in corporate user experience strategy and design innovation – Performed “Virtual CXO” role to build in-house competencies, methods and teams. Advised business leaders in design management and intellectual property strategy. Guided entrepreneurs and designers through concept ideation and creative development. Representative projects include:

**Capital Factory** (2013 to Present) – *Partner & Angel Investor*

**Aceable, Inc.** – mobile education start-up; *Advisor*

**Kenguru / KLD Energy, Inc.** – electric wheelchair-accessible vehicle division; *Advisor*

**SubjectMatter, Inc.** – expert network platform start-up; *Advisor*

**Weeva, Inc.** – collaborative storytelling start-up; *Advisor*

**FloSports, Inc.** (2014 to 2015) – sports media network; *Advisor / Acting CXO*

**Logitech International** (2005 to 2009) – award-winning *MX Revolution* and *VX Revolution* mice and award-winning *Harmony One*, *Harmony 900* and *Harmony 1000* touch-screen universal remote controls

**Tektronix, Inc.** (2005 to 2009) – schematic and symbolic systems for protocol-based data analysis

**projekt202, LLC** (2005 to 2009) – *Chief Experience Officer & Strategic Innovation Advisor*

**Charles Schwab** – *StreetSmart Edge* active trader desktop software suite

**e-MDs** – electronic medical record and clinic management software suite

**Motorola** – mobile phone user interfaces

**On-Q / Legrand** – home automation LCD control panel interfaces

**Samsung** – next generation mobile phone user experience strategy

**Thomson Reuters** – *WestlawNext* legal research system

Testifying expert witness in patent litigation matters:

**Alston & Bird LLP** – *Testifying Expert Witness*

8:18-cv-01580 **Universal Electronics Inc. v. ROKU, Inc.**

*Inter Partes* Review 2019-01595 & 2019-01608 **ROKU, Inc. v. Universal Electronics Inc.**

ITC Investigation 337-TA-1200 **Universal Electronics Inc. v. ROKU, Hisense, Funai, TCL, et al.**

**Dickinson Wright LLP** – *Testifying Expert Witness*

*Inter Partes* Review 2018-00059 **Unified Patents, Inc. v. MONKEYmedia, Inc.**

**Etheridge Law Group – Testifying Expert Witness**

2:18-cv-00491; 2:18-cv-00502; 2:18-cv-00504; 2:18-cv-00550 **Uniloc 2017 LLC v. Google LLC**  
*Inter Partes* Review 2019-01187 **Microsoft Corporation v. Uniloc 2017 LLC**  
*Inter Partes* Review 2020-00115 **Google LLC v. Uniloc 2017 LLC**  
*Inter Partes* Review 2020-00041 **Netflix, Inc. v. Uniloc 2017 LLC**  
*Inter Partes* Review 2019-01367 **Sling TV LLC v. Uniloc 2017 LLC**  
*Inter Partes* Review 2020-00441 **Google LLC v. Uniloc 2017 LLC**

**Farney Daniels PC – Testifying Expert Witness**

ITC 337-TA-994 **Creative Tech. v. ZTE, Sony, Samsung, LG, Lenovo, Motorola, HTC, Blackberry, et al.**  
*Inter Partes* Review 2016-01407 **Sony Corp, et al. v. Creative Technology Ltd.**

**Finnegan, Henderson, Farabow, Garrett & Dunner, LLP – Testifying Expert Witness**

CBM2015-00161; CBM2015-00172; CBM2015-00179; CBM2015-00181; CBM2015-00182; CBM2016-00031; CBM2016-00051; CBM2016-00054; CBM2016-00087; CBM2016-00090 **Trading Technologies**

**G2 Technology Law – Testifying Expert Witness**

90/011,365 **MONKEYmedia, Inc. Ex Parte** Reexamination  
 95/001,504; 95/001,506; 95/001,630; 95/002,256 **MONKEYmedia, Inc. Inter Partes** Reexaminations

**Graves Dougherty Hearon & Moody – Testifying Expert Witness**

1:10-cv-00319 **MONKEYmedia, Inc. v. Apple, Inc.**  
 1:10-cv-00533 **MONKEYmedia, Inc. v. Buena Vista Home Entertainment, Inc. d/b/a Walt Disney Studios Home Entertainment; Twentieth Century Fox Home Entertainment, LLC; Lions Gate Entertainment Corp.; Paramount Pictures Corporation; Sony Pictures Home Entertainment; Sony Electronics, Inc.; Sony Computer Entertainment America, LLC; Warner Home Video, Inc.; and Universal Studios**  
 2:17-cv-00460 **MONKEYmedia, Inc. v. Samsung Electronics Co., Ltd.**  
 4:19-cv-04610 **MONKEYmedia, Inc. v. TiVo Corporation**  
 1:20-cv-00010 **MONKEYmedia, Inc. v. Amazon.com, Inc.**

**Greenberg Traurig, LLP – Testifying Expert Witness**

*Inter Partes* Review 2019-01620 & 2019-01621 **ROKU, Inc. v. Universal Electronics Inc.**

**Hagens Berman Sobol & Shapiro, LLP – Testifying Expert Witness**

1:12-cv-00804 **Flatworld Interactives v. Samsung Electronics et al.**  
 1:12-cv-00964 **Flatworld Interactives v. LG Electronics et al.**

**Jones Walker LLP – Testifying Expert Witness**

2:19-cv-10156 **Express Lien, Inc. v. Handle, Inc. et al.**

**McDonnell Boehnen Hulbert & Berghoff LLP – Testifying Expert Witness**

1:10-cv-00715 **Trading Technologies International, Inc. v. BGC Partners, Inc.**  
 1:10-cv-00721 **Trading Technologies International, Inc. v. IBG, LLC, et al.**  
 1:10-cv-00884 **Trading Technologies International, Inc. v. TradeStation Securities, et al.**

**McKool Smith Hennigan P.C. – Testifying Expert Witness**

3:13-cv-02371 **Mad Catz Interactive, Inc. v. Razer USA, Ltd.**

**Troutman Pepper Hamilton Sanders LLP – Testifying Expert Witness**

1:21-cv-01376 **Design With Friends, Inc. v. Target Corporation**

**Warner Norcross & Judd, LLP – Testifying Expert Witness**

2:14-cv-00940 **Tactile Feedback Technology v. Samsung Electronics America, Inc.**  
 2:14-cv-00943 **Tactile Feedback Technology v. ZTE (USA) Inc.**

**Whitmyer IP Group, LLP – Testifying Expert Witness**

3:14-cv-00876 **Karl Storz Endoscopy v. Stryker Corporation et al.**  
 1:18-cv-01691 **Karl Storz Endoscopy v. Steris Corporation**

**Wolf, Greenfield & Sacks, P.C. – Testifying Expert Witness**

1:20-cv-00689 **LiTL LLC v. Lenovo (United States), et al.**

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## CORPORATE

### Curb, Inc. – Austin, Texas

2015 to 2020

*Investor, Director, CXO & Corp. Secretary*

CURB® is an award-winning energy tech startup that builds the world’s most powerful and intelligent integrated hardware/software system for visualizing and managing energy in residential and commercial settings. It provides insight into energy usage, giving people knowledge and tools to make their homes and buildings safer, more energy efficient and more affordable. Was responsible for end-to-end customer experience (including brand, product design, product management, software engineering, customer support), patent portfolio & legal. Sold the company in 2020 to Elevation Home Energy Solutions.

### MONKEYmedia, Inc. – Austin, Texas

1994 to Present

*Founder, President & CEO*

Launched MONKEYmedia® in San Francisco in 1994 to provide desktop computing, new media and consumer electronics industries a design resource focused on human-computer interaction. Relocated to Austin in 1996. Developed portfolio of licensed intellectual property. Formulated structured design & development process with flexibility to meet variety of product requirements and business approaches. Partnered with client leaders in planning and focusing design and development activities; crafting teams to ensure timely shipment of outstanding experiences.

Shipped **Walk-in Theater™** for iOS in 2012 [<http://walk-in-theater.com/>], featuring body-based interaction techniques for 3D audio and video. Adapted to human-scale exhibition at Blanton Museum of Art, Yale and other venues from 2014. In 2017, shipped **Teleport™** for iOS, a first-person drone flight experience powered by intuitive body movement. In 2018, released **BodyNav®** XDK (extended reality development kit) for reducing motion sickness on Oculus Rift & HTC Vive. The **BodyNav** family of technologies are covered by at least nine US patents.

Monetizing inventions of the early-1990s through patent licensing and enforcement litigation. Launched **SeamlessTV® Partner Program** [<http://seamless.tv/>] in 2009. Notable legal matters:

- Sold five families of user interface patents in 2005 (represented by Susman Godfrey)
- Licensed interactive video patents to Microsoft in 2006 (represented by Susman Godfrey)
- **MONKEYmedia, Inc. v. Apple, Inc.** – 2010 (represented by Graves, Dougherty, Hearon & Moody) SETTLED 2016
- **MONKEYmedia, Inc. v. Sony Electronics, Sony Computer Entertainment America, Sony Pictures, The Walt Disney Company, Twentieth Century Fox, Lions Gate Entertainment, Paramount Pictures, Warner Bros, and Universal Studios** – 2010 (represented by GDH&M) SETTLED 2015-2017
- **MONKEYmedia v. Samsung Electronics Co., Ltd.** – 2017 (represented by GDH&M) SETTLED 2018
- **MONKEYmedia v. TiVo Corporation** – 2019 (represented by GDH&M / Finnegan) SETTLED 2019
- **MONKEYmedia v. Amazon.com, Inc.** – 2020 (represented by GDH&M)

Industry recognition for MONKEYmedia’s design leadership:

40th Annual CLIO Awards 1999 – Self-Promotional Website Design: Silver  
 Communication Arts Interactive Design Annual 1999 – Award of Excellence  
 HOW Design Competition 1999 & 2000 – Interactive Design & Multimedia Merit Awards  
 SXSW Interactive Website Competition 1999 – Best Use of Animation & Best Use of Audio  
 One Show Interactive Awards 1999 – Self- Promotional Website Design: Silver  
 Macromedia Sites with Life Gallery – Shocked Site of the Week 1999, Shocked Site of the Day 1998  
 New Media Invision Awards 1999 – Creative & Technical Excellence: Gold for Interface Design

Representative clients:

Austin Children's Museum – interactive electronic playscape design  
 Chiron Informatics – task analysis & product design for medical informatics suite  
 CPB (Corporation for Public Broadcasting) – interactive TV design consulting  
 FastTrack Systems – interaction design for suite of handheld medical applications

**frogdesign** – various product interaction & navigational architectures  
**GSD&M** – guidelines and architecture for client extranet  
**Human Code** – school of the future interaction design & B2B process design  
**Interval Research Corporation** – interface design for broadband interactivity  
**marchFIRST** – various e-commerce UI blueprints, including ToysRus.com & JCPenney.com  
**Microsoft / WebTV** – next generation set-top product specification & UI production  
**pcOrder.com** – interface design for web-based product ordering system  
**Portal Communications** – user interface for Disney/Epcot Center’s “Home of the Future”  
**Regis McKenna / Hands On Technology** – product and demo design of targeted market analysis tools  
**Sega of America** – advanced technology set-top box UI design and global gaming portal  
**Sprint PCS** – wireless web UI design evaluation & concept development  
**Texas Instruments** – next-generation wireless calculator network UI design & specification  
**Viacom / Noggin** – interface design & developer guidelines for children’s TV + web channels

**Yahoo! Inc. – Sunnyvale, California** **2004 to 2005**  
*Senior Director of User Experience, Communications & Consumer Services*

Grew and lead team of 55 interaction designers, visual designers, user researchers, ethnographers, and prototype engineers responsible for crafting the user experience of Yahoo!’s core communications applications and services. These products collectively served over 340 million people worldwide. Developed thematic roadmap for business unit; established new techniques for rapidly incubating next generation product concepts. Introduced tactical quality control metrics and held ultimate responsibility for the design and integration of email, messaging, VoIP, address book, photo sharing, mobile products, set-top products, dating / match-making apps, and partner-bundled desktop applications.

**Microsoft Corporation – Redmond, Washington** **2001 to 2003**

*Interaction Design Manager, Windows Hardware Innovation Group*

Joined the Windows Hardware Innovation Group at inception to formulate and drive interaction design strategy, counterbalanced against business planning and platform architecture. Championed consistent user experiences across Microsoft products and established cross-company task forces for establishing consensus between Windows shell, Tablet PC, Media Center, Pocket PC, Smart Phone, Smart Display, SPOT, and Office. Established methodologies for designing and validating scalable hardware user experiences for Longhorn, built publicly acclaimed hardware interaction prototypes (*Athens Communications PC* and *Microsoft Navigation Signature*), and set precedent for seeding internal developers with hardware convergence fixtures (e.g. navigation controls, auxiliary displays, actuator/indicator simulators, and communications panel hardware development kit). Lead design of modality-agnostic interactions for real-time telecommunications and video conferencing. First named inventor on over 30 patent applications for notification, navigation, power, security, and telephony control.

*User Experience Manager, Tablet PC*

Framed user experience agenda for the Tablet PC SKU, brought user-centric perspectives to the corporate business plan, delivered world-class Tablet PC product. Managed 32 interface design, industrial design, user research, and user assistance experts; organizing separate disciplines into a unified practice to maximize quality, efficiency and collaboration. Bridged communications with other organizations (e.g. program management, product development, business/marketing groups, OEMs, ISVs, Windows, Office, and other product divisions).

**Vivid Studios – San Francisco, California** **1993 to 1994**  
*Senior Interaction Engineer*

Responsibilities included leadership of information architecture, interface design, and functional specification services as well as creative direction and code architecture on select projects. Representative clients include:

**Delphi** – information architecture & interface for proof of concept graphical online services  
**Regis McKenna / Hands On Technology** – product design of targeted market analysis tools  
**Sega of America** – advanced technology set-top box UI design  
**The WELL** – information architecture & interface for early prototypes of graphical online services

**Element Systems – New York, NY / San Francisco, CA****1984 to 1993***Interaction Engineer*

As an independent contractor, responsibilities included information architecture, interface design, functional specification and code engineering services. Representative clients include:

- Aetna Life Insurance – first generation GUI for online customer financial information services
- Byrnes & Associates – applications for collecting data & generating statistical results
- Kaleida Labs (Apple / IBM) – desktop & handheld multimedia GUI toolkit and developer guidelines
- New York University / Bell Atlantic – "YORB" interactive television program
- SoftWriters – network-updating routines for *VersionTerritory* remote administration tool
- Wesleyan University Psychology Department – test tools for millisecond timing of visual search tasks

**Apple, Inc. – Cupertino, CA****Summer 1992***Design Intern, Advanced Technology Group*

As a student intern in the Human Interface Group, designed and programmed Macintosh user interfaces for docking handheld devices and navigating audio content on the desktop.

## UNIVERSITY APPOINTMENTS

**University of Texas – Austin, Texas****1996 to 1999***Senior Lecturer & Research Fellow in New Media Design, Department of Radio-TV-Film*

Established intensive New Media program. Advised graduate and undergraduate students. Courses taught:

- Basics of Multimedia Interaction Design – interface design perspectives & processes
- Advanced Interaction Design – cutting-edge experimental interaction design
- Advanced Interface Design – advanced applied interface and information design

**San Francisco State University (SFSU) – San Francisco, California****1994 to 1996***Faculty, Multimedia Studies Program*

Empowering the Audience: Basics of Multimedia Interaction Design

## NON-PROFIT

**Born Free USA – Silver Spring, Maryland****2020 to Present***Honorary Council*

Born Free USA is an internationally recognized leader in animal welfare and compassionate conservation. Born Free USA works tirelessly to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs.

**Blue Lapis Light, Inc. – Austin, Texas****2007 to 2020***Director (Board Chair 2009-2016)*

Blue Lapis Light is an innovative site-specific aerial dance company founded by Artistic Director Sally Jacques to explore movement through the air: extending boundaries, defying edges, suspending graceful athleticism for the risk of igniting ephemeral beauty, and connecting audiences to a sense of wonder, possibility and hope.

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## EDUCATION

### **Master's Degree in Interactive Telecommunications – 1993**

*New York University – New York, New York*

Awarded Graduate Assistantship

### **Bachelor's Degree in Cognitive Science – 1991**

*Wesleyan University – Middletown, Connecticut*

International exchange at Doshisha University, Kyoto, Japan

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## ASSOCIATION MEMBERSHIPS

**Association for Computing Machinery – 1992 to present (*Lifetime Member*)**

Special Interest Group on Computer Human Interaction

**Computer Professionals for Social Responsibility – 1992 to present (*Lifetime Member*)**

**Austin Intellectual Property Law Association – 2012 to present**

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## INDUSTRY PRESENCE – CONFERENCES & TALKS

**Silicon Valley International Invention Festival 2020 – *Santa Clara, California***

Senior Advisor, Geneva Invention Fair

**Epic Events: State of Hardware 2020 – *San Francisco, California***

Panel & Judge: “Hardware Investor Panel”

**SXSW (South by Southwest) Interactive 2019 – *Austin, Texas***

Panel: “The Role of Wearables as User Interface”

**Empowering Texas Communities Conference 2018 – *Galveston, Texas***

Panel: “Pioneering Technologies to Reduce Energy Burden”

**Carnegie Mellon Sustainability Conference 2017 – *Pittsburgh, Pennsylvania***

Keynote: “The Intersection Between Technology and Human Behavior”

**SXSW (South by Southwest) Interactive 2017 – *Austin, Texas***

Panel: “IP: What You Need to Know to Protect Your Business”

**Smart Cities Innovation Summit 2016 – *Austin, Texas***

Panel: “How Smart Meters Make Cities, Utilities and Consumers Smarter”

**AlphaLab Gear National Hardware Cup 2016 – *Austin, Texas***

Judge: Pitch competition for early-stage hardware startups

**BIT World Congress of U-Homes 2013 – *Dalian, China***

Presentation: “Interactive Video and Body-Based User Interfaces”

**The TV of Tomorrow Show 2012 – *New York, New York***

Panel: “Beyond the Screen”

**Computer-Human Interaction Forum of Oregon 2010 – *Portland, Oregon***

Presentation: “Designing into the Path of Disruptive Technology”

**McGraw-Hill Media Summit 2010 – *New York, New York***

Panel: “Video Advertising: How New Consumer Habits Are Driving the Community to Innovate”

**International CES (Consumer Electronics Show) 2010 – Las Vegas, Nevada**

Panel: “Television and Video as an Interactive Content Experience”

**The TV of Tomorrow Show 2010 – San Francisco, California**

Panel: “Interactive Television Trend Analysis”

**Digital Hollywood 2009 – Santa Monica, California**

Panel: “Television and Video as an Interactive Content Experience”

Presentation: “Breakthroughs in Entertainment and Technology”

**Windows Hardware Engineering Conference 2003 – New Orleans, Louisiana**

Presentation: “Designing Intuitive Hardware Controls”

**SXSW (South by Southwest) Interactive 2003 – Austin, Texas**

Panel: “Convergent Devices of the Future”

**ACM SigCHI (Human Factors in Computing Systems) 2001 – Seattle, Washington**

Paper: “Poly-Vectoral Reverse Navigation: Simplifying Traversal to and from Shared Nodes”

**American Intellectual Property Lawyers Association 2000 – Pittsburgh, Pennsylvania**

Panel: “Incubating an eCommerce Company Effectively”

**OzCHI (Human Factors in Computing Systems) 2000 – Sydney, Australia**

Paper: “Virtual Force-Feedback: Kinesthetic Engagement without Custom Hardware”

Paper: “Multidimensional Topic Space: From Search to Browse with Relative Salience Controls”

**ACM SigCHI (Human Factors in Computing Systems) 2000 – Den Hague, The Netherlands**

Tutorial: “Interactive Television: New Possibilities, Techniques & Metrics”

Paper: “Seamless Video Expansion: Shaping the Contour of Streams for Personalized TV”

**SXSW (South by Southwest) Interactive 2000 – Austin, Texas**

Sponsor: Interactive Art Exhibition on Emerging Cultural Renaissance

**SXSW (South by Southwest) Interactive 1999 – Austin, Texas**

Panel Moderator: “Interface Design as Social Architecture”

**SXSW (South by Southwest) Interactive 1997 – Austin, Texas**

Panel: “The Future of Interface Design: Wherever You Are, Interaction Is.”

**SXSW (South by Southwest) Interactive 1996 – Austin, Texas**

Panel: “Making Your Content Meaningful”

**Multimedia Live! 1995 – San Francisco, California**

Panel: “Cutting Edge Interface Design”

**ACM InterCHI (Human Factors in Computing Systems) 1993 – Amsterdam, The Netherlands**

Paper: “Relativity Controller: Reflecting User Perspective in Document Spaces”

## INDUSTRY PRESENCE – OTHER PUBLICATIONS

Bear, Eric J. Gould (2014). Model Intellectual Property Report: High-Tech Expert. In J. Mangraviti, Jr., Esq., S. Babitsky, Esq., & N. Nasser Donovan, Esq. (Eds.), *How to Write an Expert Witness Report* (pp. 395-410). Falmouth, MA: SEAK, Inc.

Bear, Eric J. Gould (2014). Model CV. In J. Mangraviti, Jr., Esq., S. Babitsky, Esq., & N. Nasser Donovan, Esq. (Eds.), *How to Be a Successful Expert Witness: A-Z Guide* (pp. 565-575). Falmouth, MA: SEAK, Inc.

## In the Supreme Court of the United States

On Petition for a Writ of Certiorari to the United States Court of Appeals for the Federal Circuit: Brief of Amici Curiae Trading Technologies International, Inc., et al., in Support of Petitioner, *Alice Corporation Pty. Ltd., v. CLS Bank International, et al.*, Civil Action No. 13-298, (filed Oct 7, 2013).

On Writ of Certiorari to the United States Court of Appeals for the Federal Circuit: Brief of Amici Curiae Trading Technologies International, Inc., et al., in Support of Petitioner, *Alice Corporation Pty. Ltd., v. CLS Bank International, et al.*, Civil Action No. 13-298, (filed Jan 28, 2014).

### **IP Watchdog – Leesburg, Virginia**

“Designing Into the Path of Disruptive Technology: An Interview with Software Expert Eric Gould Bear”  
*IPWatchdog.com*, April 28, 2013.

“Software Patents: Drafting for Litigation and a Global Economy”  
*IPWatchdog.com*, April 30, 2013.

“Software Patents: The Engineer vs. Designer Perspective”  
*IPWatchdog.com*, May 5, 2013.

“False Distinctions Between Hardware and Software Patents are Not the Answer”  
*IPWatchdog.com*, June 9, 2013.

“Prelude to SCOTUS Oral Arguments in Alice v. CLS Bank: A Conversation with Eric Gould Bear”  
*IPWatchdog.com*, March 28, 29 & 30, 2014.

### **Interactive TV Today – San Francisco, California**

“Radio Show: Interview with MONKEYmedia’s Eric Gould Bear”  
*ITVT.com*, October 8, 2009.

“ITV Doctor: MONKEYmedia Defines ‘True Telescoping’”  
*ITVT.com*, June 7, 2010.

### **ACM Interactions (Association of Computing Machinery) – New York, New York**

“Industry Snapshot: MONKEYmedia”  
*ACM Interactions*, 2001, March/April, pp. 63-70.

### **InterActivity Magazine (Miller Freeman) – San Mateo, California**

#### *User Interface Design Columnist*

“Empowering the Audience: The Interface as a Communications Medium”  
*Interactivity Magazine*, 1995, September/October, pp. 86-88.

“Connecting Participants to Content: Five Styles of Engagement”  
*Interactivity Magazine*, 1996, January, pp. 76-80.

“Software Interaction Device Characteristics: A Functional Taxonomy”  
*Interactivity Magazine*, 1996, February, pp. 76-80.

“Decoupling the Cursor from the Mouse & Fashioning Their Relationship by Choice (Part I)”  
*Interactivity Magazine*, 1996, March, pp. 70-73.

“Fashioning Practical Relationships between the Cursor and the Mouse (Part II)”  
*Interactivity Magazine*, 1996, April, pp. 78-82.

“Fashioning Creative Relationships between the Cursor and the Mouse (Part III)”  
*Interactivity Magazine*, 1996, July, pp. 68-71.

“Shock Treatment: Redefining Interactivity on the Net”  
*Interactivity Magazine*, 1996, July, pp. 40-52.

“What OS Toolkits Do with Buttons that Authoring Tools Don’t”  
*Interactivity Magazine*, 1996, October, pp. 60-63.

“Respect Thy Audience: Raising the Lowest Common Denominator”  
*Interactivity Magazine*, 1996, December, pp. 60-63.

“Diversity in Your Audience: What’s Worth Worrying About?”  
*Interactivity Magazine*, 1997, February, pp. 68-69.



“Personal Perception (Part I): Preparing Interfaces for Human Variation”  
*Interactivity Magazine*, 1997, April, pp. 66-67.

“Personal Perception (Part II): Preparing Interfaces for Human Variation”  
*Interactivity Magazine*, 1997, July, pp. 68-70.

“Personal Perception (Part III): How Friendly is Friendly?”  
*Interactivity Magazine*, 1997, October, pp. 80 & 72.

### MIT Press Journals – Cambridge, MA

Rachel Strickland, Eric Gould Bear, and Jim McKee.

“Walk-in Theater: Interaction Design for a Miniature Experience with Peripatetic Cinema.”  
*Leonardo*, Volume 51, Issue 5, October 2018, pp. 482-490.

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**PATENTS**

*Inventor on the following families of United States patents and published patent applications.  
(international catalog available upon request)*

<u>Title</u>	<u>App. Date</u>	<u>App. #</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor(s)</u>	
Computer User Interface with Non-Salience Deemphasis <i>(AKA "Relativity Controller")</i>	12/14/1992	07/990,339	5,623,588	04/22/1997	Gould; Eric Justin (Austin, TX)	
	04/18/1997	08/844,466	6,177,938	01/23/2001		
	11/30/1999	09/451,594	6,335,730	01/01/2002		
	11/30/1999	09/451,595	6,219,052	04/17/2001		
	11/30/1999	09/452,275	6,215,491	04/10/2001		
	09/04/2001	09/947,196	8,381,126	02/19/2013		
Method for Video Seamless Contraction	10/30/2007	11/978,945	8,370,745	02/05/2013	Gould; Eric Justin (Austin, TX)	
Video Player with Seamless Contraction	10/30/2007	11/978,965	8,370,746	02/05/2013		
Electronic Calendar Auto-Summarization	10/10/2008	12/248,931	8,392,848	03/05/2013		
Virtual Force Feedback Interface	03/25/1999	09/276,617	6,433,775	08/13/2002		Gould; Eric Justin (Austin, TX), Trisnadi; Paulus W. (Austin, TX), Ho; Tina Chia (Plano, TX), Wilkins; S. Todd (San Francisco, CA)
	01/20/2000	09/488,616	6,583,782	06/24/2003		
Method and Storage Device for Expanding and Contracting Continuous Play Media Seamlessly	04/23/1999	09/298,336	6,393,158 Re-Exam C1	05/21/2002 02/22/2013		Gould; Eric Justin (Austin, TX), Strickland; Rachel M. (San Francisco, CA)
	03/26/2002	10/107,945	6,615,270 <i>disclaimed</i>	09/02/2003 05/24/2011		
	06/24/2003	10/603,581	7,467,218 <i>disclaimed</i>	12/16/2008 09/30/2013		
Method and Apparatus for Seamless Expansion of Media	04/23/1999	09/298,681	6,621,980	09/16/2003	Gould; Eric Justin (Austin, TX), Strickland; Rachel M. (San Francisco, CA)	
Audiovisual Presentation with Interactive Seamless Branching and/or Telescopic Advertising	10/30/2007	11/978,966	7,890,648 <i>disclaimed</i>	02/15/2011 09/30/2013		
	11/08/2010	12/941,830	8,122,143 <i>cancelled</i>	02/21/2012 01/18/2017		
	01/11/2012	13/348,624	9,185,379	11/10/2015		
	09/10/2012	13/609,157	9,247,226	01/26/2016		
	11/06/2015	14/934,950	10,051,298	08/14/2018		
Method, Apparatus and Article of Manufacture for Displaying Traversing and Playing Content in a Multi-Dimensional Topic Space	06/08/1999	09/327,893	6,281,899	08/28/2001	Gould; Eric Justin (Austin, TX), Strickland; Rachel M. (San Francisco, CA)	
	06/08/1999	09/328,051	6,326,988	12/04/2001		
	09/14/2001	09/952,908	6,556,226	04/29/2003		
	03/11/2003	10/387,359	7,689,935	03/30/2010		

Poly-Vectoral Reverse Navigation	11/02/1999	09/433,614	6,505,209	01/07/2003	Gould; Eric Justin (Austin, TX), Buckmaster; Janna (Austin, TX), Wilkens; Todd (San Francisco, CA), Trisnadi; Paulus W. (Austin, TX)
	10/08/2002	10/268,109	6,745,201	06/01/2004	
	04/08/2004	10/822,155	7,461,426	12/09/2008	
	08/31/2006	11/514,373	7,953,768	05/31/2011	
	05/19/2011	13/111,513	8,577,932	11/05/2013	
Display Interface for Navigating Search Results	08/31/2006	11/514,287	7,668,827	02/23/2010	
	02/28/2012	13/407,744	8,606,829	12/10/2013	
User Interface for Simultaneous Management of Owned and Unowned Inventory	12/28/1999	09/473,901	6,693,236	02/17/2004	Gould; Eric Justin (Austin, TX), West; Nick (Austin, TX), McCaskill; Donald (Austin, TX), Clark; Alice (Austin, TX), Trisnadi; Paulus (Austin, TX)
	10/29/2003	10/696,379	7,173,177	02/06/2007	
	08/29/2006	11/512,893	7,642,443	01/05/2010	
	08/29/2006	11/512,894	7,321,093	01/22/2008	
System, Method, and Article of Manufacture for Seamless Integrated Searching	03/23/2000	09/534,912	6,633,903	10/14/2003	Gould; Eric Justin (Austin, TX)
	08/05/2003	10/635,880	7,653,704	01/26/2010	
	08/29/2006	11/512,904	7,739,357	06/15/2010	
Ergonomic and Functionally-Efficient One-Hand User Input Interface	05/02/2003	D/180,925	D517,070	03/14/2006	Bear; Eric Justin Gould (Austin, TX), Teasley; Barbee Eve (Leavenworth, WA), Keely; Leroy Bertrand (Portola Valley, CA), Vong; William Hong (Seattle, WA)
	01/13/2004	D/197,249	D508,492	08/16/2005	
	01/16/2004	D/197,605	D506,747	06/28/2005	
	01/16/2004	D/197,610	D506,757	06/28/2005	
	01/16/2004	D/197,633	D508,048	08/02/2005	
	01/16/2004	D/197,689	D506,197	06/14/2005	
	01/23/2004	D/198,054	D524,294	07/04/2006	
	01/23/2004	D/198,073	D505,952	06/07/2005	
	01/23/2004	D/198,075	D505,953	06/07/2005	
	01/23/2004	D/198,076	D507,572	07/19/2005	
	01/23/2004	D/198,082	D508,049	08/02/2005	
	01/23/2004	D/198,091	D506,467	06/21/2005	
	01/30/2004	D/198,537	D506,468	06/21/2005	
	01/30/2004	D/198,560	D508,050	08/02/2005	
01/30/2004	D/198,581	D505,954	06/07/2005		
Computer System with Do Not Disturb System and Method	05/05/2003	10/429,903	7,443,971	10/28/2008	Bear; Eric Gould (Austin, TX), Magendanz; Chad (Issaquah, WA), Adams; Aditha May (Seattle, WA), Ledbetter; Carl (Mercer Island, WA), Kaneko; Steve (Medina, WA)
Record Button on a Computer System	05/05/2003	10/429,904	7,827,232	11/02/2010	Bear; Eric Gould (Austin, TX), Magendanz; Chad (WA), Adams; Aditha May (WA), Ledbetter; Carl (WA), Kaneko; Steve (WA)

Real-time Communications Architecture and Methods for Use with a Personal Computer System	08/10/2007	11/837,302	7,577,429	08/18/2009	Bear; Eric Gould (Austin, TX), Magendanz; Chad (WA), Adams; Aditha May (WA), Ledbetter; Carl (WA), Kaneko; Steve (WA), Crosier; Dale C. (WA), Plank; Robert Scott (WA), Van Flandern; Michael W. (WA), DeMaio; Pasquale (WA)
Method and System for Standby Auxiliary Processing of Information for a Computing Device	05/05/2003	10/429,930	7,240,228	07/03/2007	Bear; Eric Gould (Austin, TX), Magendanz; Chad (WA), Adams; Aditha May (WA), Ledbetter; Carl (WA), Kaneko; Steve (WA), Schoppa; Chris (WA), Chandley; Adrian M. (WA), Westerinen; William J. (WA), Crosier; Dale C. (WA)
Notification Lights, Locations and Rules for a Computer System	05/05/2003	10/429,931	7,372,371	05/13/2008	Bear; Eric Gould (Austin, TX), Magendanz; Chad (WA), Adams; Aditha May (WA), Ledbetter; Carl (WA), Kaneko; Steve (WA), Chandley; Adrian M. (WA)
Method and System for Auxiliary Display of Information for a Computing Device	05/05/2003	10/429,932	7,221,331	05/22/2007	Bear; Eric Gould (Austin, TX), Magendanz; Chad (WA), Adams; Aditha May (WA), Ledbetter; Carl (WA), Kaneko; Steve (WA), Schoppa; Chris (WA), Chandley; Adrian M. (WA), Westerinen; William J. (WA), Crosier; Dale C. (WA), Plank; Robert Scott (WA)
	08/23/2006	11/509,437	7,913,182	03/22/2011	
Computer Camera System and Method for Reducing Parallax	05/05/2003	10/429,943	7,551,199	06/23/2009	Bear; Eric Gould (Austin, TX), Magendanz; Chad (WA), Adams; Aditha May (WA), Ledbetter; Carl (WA), Kaneko; Steve (WA)
Method and System for Activating a Computer System	05/05/2003	10/430,369	7,424,740	09/09/2008	Bear; Eric Gould (Austin, TX), Magendanz; Chad (WA), Adams; Aditha May (WA), Ledbetter; Carl (WA), Kaneko; Steve (WA), Schoppa; Chris (WA), Chandley; Adrian M. (WA), Westerinen; William J. (WA)
System and Method for Using Telephony Controls on a Personal Computer	09/30/2003	10/677,084	7,440,556	10/21/2008	Bear; Eric Gould (Austin, TX), Magendanz; Chad (Issaquah, WA), Adams; Aditha May (Seattle, WA), Ledbetter; Carl (Mercer Island, WA), Kaneko; Steve (Medina, WA), Crosier; Dale C. (Kirkland, WA), Plank; Robert Scott (Bellevue, WA)

Method and System for Capturing Video on a Personal Computer	09/30/2003	10/677,118	7,548,255	06/16/2009	Bear; Eric Gould (Austin, TX), Magendanz; Chad (Issaquah, WA), Adams; Aditha May (Seattle, WA), Ledbetter; Carl (Mercer Island, WA), Kaneko; Steve (Medina, WA)
Method and System for Navigation Using Media Transport Controls	09/30/2003	10/677,106	7,194,611	03/20/2007	Bear; Eric Gould (Austin, TX), Magendanz; Chad (Issaquah, WA), Adams; Aditha May (Seattle, WA), Ledbetter; Carl (Mercer Island, WA), Kaneko; Steve (Medina, WA), Crosier; Dale C. (Kirkland, WA)
Method and System for Unified Audio Control on a Personal Computer	09/30/2003	10/677,101	7,216,221	05/08/2007	Bear; Eric Gould (Austin, TX), Magendanz; Chad (Issaquah, WA), Adams; Aditha May (Seattle, WA), Ledbetter; Carl (Mercer Island, WA), Kaneko; Steve (Medina, WA), Crosier; Dale C. (Kirkland, WA)
	11/14/2006	11/559,821	8,245,027	08/14/2012	
	03/12/2007	11/685,014	7,624,259	11/24/2009	
	04/28/2009	12/431,597	8,127,125	02/28/1012	
	09/18/2009	12/563,026	8,166,287	04/24/2012	
	09/18/2009	12/563,041	8,644,481	02/4/2014	
04/12/2012	13/445,221	8,443,179	05/14/2013		
Systems and Methods for Interfacing with Computer Devices	01/30/2004	10/768,777	7,469,386	12/23/2008	Bear; Eric Justin Gould (Austin, TX), Vong; William Hong (Seattle, WA), Keely; Leroy Bertrand (Portola Valley, CA), Teasley; Barbee Eve (Leavenworth, WA), Richardson; Adam John (Oakland, CA), Tsang; Michael H. (Bellevue, WA), Greene; Richard (San Rafael, CA), Fogarty; Michael David (San Francisco, CA), Hinckley; Kenneth Paul (Redmond, WA)
Symbolic Representation of Protocol-Specific Information	12/19/2006	11/612,639			Frishberg; Leo David (Portland, OR), Bear; Eric Gould (Austin, TX)
Schematic Display of Protocol-Specific Information	04/25/2007	11/740,135	8,837,294	09/16/2014	
Data Object Based Data Analysis	08/09/2007	60/954,873	<i>provisional</i>	n/a	
	09/27/2007	11/862,830	7,827,209	11/02/2010	

Method and System for Maintaining Data Recoverability	09/03/2009	12/553,579			Bear; Eric Justin Gould (Austin, TX), Bouteruche; David (Austin, TX), Debrouette; Stephane (Lambersart, France), Leman; Christian (Austin, TX), Power-Freeman; Mark Benjamin (Austin, TX), Moorman; Jan (Austin, TX), Sayre; Vasken N. (Austin, TX), Oshima; Peter (Austin, TX)
Method and System for Backup and Recovery	06/04/2009	61/184,267	<i>provisional</i>	n/a	Norwood; Erik (Austin, TX), Bohde; Josh (Austin, TX), Bear; Eric Gould (Austin, TX)
	11/06/2009	12/613,689			
Home Intelligence System	06/21/2016	14/944,118	10,187,707	01/22/2019	Norwood; Erik (Austin, TX), Bohde; Josh (Austin, TX), Bear; Eric Gould (Austin, TX)
	01/21/2019	16/253,164			
Head-mounted (or Handheld) Display Device for Navigating Virtual & Augmented Reality  (AKA "Portable Proprioceptive Peripatetic Polylinear Video Player")	06/29/2012	61/666,216	<i>provisional</i>	n/a	Bear; Eric Justin Gould (Austin, TX), Strickland; Rachel M. (San Francisco, CA), McKee; James (San Francisco, CA)
	07/25/2015	14/810,262	9,791,897	10/17/2017	
	06/20/2016	15/186,776	9,612,627	04/04/2017	
	02/07/2017	15/426,828	9,656,168	05/23/2017	
	02/26/2018	15/905,182	10,596,478	03/24/2020	
	02/18/2020	16/793,056	11,266,919	03/08/2022	
	01/25/2022	17/583,940			
	02/18/2022	17/676,082			
Remote Controlled Vehicle with Head-mounted (or Handheld) Display Device & Augmented Reality	06/20/2016	15/186,783	9,563,202	02/07/2017	
	06/20/2016	15/186,793	9,579,586	02/28/2017	
	02/06/2017	15/425,666	9,658,617	05/23/2017	
	02/07/2017	15/426,697	9,782,684	10/10/2017	
	09/01/2017	15/694,210	9,919,233	03/20/2018	