

Jason McDonald

<https://www.jasonmcdonald.org/> - j.mcdonald@jm-seo.net – Tel. 415-655-1071

Expert Witness Experience

SUMMARY

**CABLE WHOLESale.COM, INC. , a California corporation, v. SF CABLE, INC., a California Corporation,
Case No. CV 11-2966 EMC, Northern District of California**

I was an expert witness for the defendant, SF Cable, Inc. The case involved trademark infringement and the use of AdWords. I completed an in-depth analysis of Google Analytics and AdWords data, showing the amount of traffic that was (or was not) diverted from the plaintiff to the defendant website through the use of allegedly deceptive advertising. I was also deposed. The case settled; my client indicated he was very happy with my testimony and its support of the defendant's case.

Attorney: Kevin O'Brien, Tingley Law Group (kobrien@tingleylawgroup.com, Tel. 408-283-7000).

December, 2013

**United States District Court for the District of Colorado. GENERAL STEEL DOMESTIC SALES, LLC, d/b/a/
GENERAL STEEL CORPORATION, a Colorado limited liability company, Plaintiffs.**

v.

Civil Action No. 13-cv-00769-MSK

**ETHAN DANIEL CHUMLEY, individually, ATLANTIC BUILDING SYSTEMS, LLC, a Delaware Corporation,
doing business as ARMSTRONG STREEL CORPORATION**

I was an expert witness for the plaintiff, and certified as an SEO expert witness in Federal Court, Denver, CO. I have done in-depth research on the SEO tactics used by the defendant, allegedly to defame the plaintiff's reputation. This has involved research on on page, off page (link-building) tactics, and a network of SEO blog sites created to optimize defamatory websites against General Steel Corporation.

Attorney: David Fein (david.fein@embsgroup.com, 720-981-6091).

Case was a split decision.

Vincenzo Caloiaro v. University of San Francisco

California State Court, San Francisco

In this case, I was an expert witness on Facebook and social media for the plaintiff, and so certified in State Court, San Francisco, California. The case involved alleged defamation of character of Mr. Caloiaro. I created detailed research and a report on the spread of information via Facebook, and the obligations for brand management by the University of San Francisco. I testified at the trial, and was also deposed before-hand.

This case was decided in favor of the defendant.

Attorney: Steve Martini, (smartini@martinilawgroup.com, 415-488-5046).

May, 2014.

Claudio De Simone v. VSL Pharmaceuticals & ExeGi Pharma

US Federal Court, District of Maryland (Southern Division)

In this case, I was an expert witness on Google AdWords, and specifically on keyword insertion issues. This was a trademark infringement case. I was certified as an expert witness in both SEO and AdWords in Federal court, and testified at a hearing.

Attorney: Turner Broughton, (tbroughton@williamsmullen.com), 804-420-6000

May, 2016.

Equitable Marketing LLC v. Academy of Art University

American Arbitration Association, Case Number: 01-15-0004-0768

In this case, the ad agency (Equitable) was countersued by Academy of Art University for fraud after the agency sued for non-payment of invoices. My analysis concerned what services were performed by the agency for SEO, AdWords, and advertising on Facebook and whether the documentary record supported, or did not support, the billings and results claims. I issued a very detailed report, and the case settled.

Attorney: Michael J. Vartain (mike@vartainlaw.com), Tel. 415-391-1155,

September, 2017