



## Biography of Jonathan H. Bari

### Education

- BA, University of Pennsylvania
- MBA, Columbia Business School

**Jonathan (Jon) H. Bari** has over 29 years of professional experience in the marketing and technology industries, including over 22 years working with and teaching about Internet businesses.

Mr. Bari is President of Bari Enterprises, Inc. d/b/a Bari Consulting Group which provides expert witness and consulting services to firms on: Internet history, data breaches (including PCI Compliance), identity theft, digital identity, authentication, social media, Internet strategies, e-commerce, information security, software development, advertising, intellectual property, broadband/speed, user experience, online privacy and security, Internet crime, as well as strategic planning, marketing and business development.

Mr. Bari has also served as the Founder and President of The Constitutional Walking Tour of Philadelphia since 2003. Additionally, Mr. Bari serves as an Adjunct Professor of Business at Temple University's Fox School of Business where he has taught strategic planning on a part-time basis since Spring 2004.

Mr. Bari's thought leadership and expertise in various matters, including in social media, e-commerce, the Internet, identity theft, digital identity, and online privacy and security have been honed through his work on various matters dating back to 1996 including:

- Retained in civil litigation cases involving various Plaintiffs and Defendants including: Amazon, Apple, Citigroup, eBay, Facebook, Go Daddy, Google, H&R Block, JPMorgan Chase, Micros Retail Systems, Micros Systems, New York Angels, Pinterest, Regents of the University of California, Research in Motion, Samsung, State of Delaware, State of New Jersey, Sun Microsystems, Thomson Reuters, Versata Software, and Yahoo!, etc.
- Invented United States Patent entitled, "Method and system for secure registration, storage, management and linkage of personal authentication credentials data over a network." United States Patent Number 7,155,739, filed on January 14, 2000 and issued on December 26, 2006 (principal inventor of U.S. Patent 7,155,739, and corresponding international patent issued in Israel, Patent #150728). Sold IP Portfolio to VeriSign.<sup>1</sup> Provided consulting services to

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<sup>1</sup> Subsequent to VeriSign's acquisition of the IP Portfolio invented by Jonathan Bari, on August 9, 2010, Symantec Corp. (Nasdaq: SYMC) completed its acquisition of VeriSign's identity and authentication business ("VeriSign Authentication Services"). VeriSign Authentication Services provides solutions that allow companies and consumers to engage in communications and commerce online with confidence. With more than one million web servers using VeriSign's SSL certificates, an infrastructure that processes more than two billion certificate checks daily, and a logo that is seen up to 650 million times a day, the VeriSign seal is the most recognized symbol of trust on the Internet. Sources: <http://www.verisign.com/corporate/index.html?tid=footer> (accessed on June 1, 2011) and [http://www.symantec.com/about/news/release/article.jsp?prid=20100809\\_01](http://www.symantec.com/about/news/release/article.jsp?prid=20100809_01) (accessed on July 27, 2012).

VeriSign regarding its IP Portfolio acquisition and VeriSign's online identification and authentication cloud initiative.

- Invented United States Patent Application, "A Method and System for Quantifying and Qualifying Athletic Skills and Competitive Results in a Social Network". Application Number 62003924, Filing Date: May 28, 2014.
- Served as a Judge, Be Your Own Boss Bowl Competition (Business Plan Competition), one of the nation's most lucrative pitch competitions for aspiring entrepreneurs, developed by the Innovation and Entrepreneurship Institute at Temple University's Fox School of Business.
- Served as one of the contributing authors to the first Specifications produced by the Liberty Alliance, the global identity consortium (which initially involved 42 companies including Mr. Bari's firm, Catavault, as well as American Express, AOL and Sun Microsystems) working to build a more trusted Internet for consumers, governments and businesses worldwide.
- Authored "Preventing Risk From Becoming Reality," June 2010.
- Invited to testify in front of the United States Senate Judiciary Committee on online identification and authentication as well as Internet competition in September 2001.
- Served as Founder, Chairman & CEO of PINvault.com Inc. d/b/a Catavault, a single sign-on security software firm that eliminated the need for multiple authentication credentials such as user names, PINs and passwords (Time Warner Cable was its largest client). Catavault was developed as an online "Fort Knox" that was never unlawfully and fully penetrated by any hackers, and Catavault protected its users' personal data with Secure Sockets Layer (SSL) technology which encrypted all communications between a user's Web browser and Catavault's servers. Errors and Omissions insurance was underwritten through a special policy with Lloyd's of London syndicates that utilized IBM Internet Emergency Response Service to audit the security of the Catavault network. Privacy certification was audited and certified by both BBBOnline and TRUSTe. Catavault also employed a multiple-tiered architecture with redundant firewalls that prevented unlawful penetration by outside parties. Recruited and chaired a world-class Board of Directors including the: Former Chief Marketing Officer of The Coca-Cola Company; Retired President and CEO of Philip Morris USA; EVP & CFO of Cott Corp.; and Former Chairman and CEO of Razorfish.
- Met with officials of the U.S. Government's E-Authentication Gateway Team on several occasions about their common authentication service and single sign-on capability initiatives across all Federal e-Government services; responded to the United States General Services Administration's ("GSA") E-Authentication Initiative, Request for Information dated July 12, 2002, GSA RFI Number T02-ALD-001.
- Served as a member of the Computer & Communications Industry Association (CCIA), the leading industry advocate in promoting open, barrier-free competition in the offering of computer and communications products and services worldwide. Provided expert analysis on online identification and authentication and digital identity, specifically pertaining to industry and corporate strategies, software applications as well as privacy and security implications.
- Authored various work product documents and White Papers on Digital Identity including "Open Sesame White Paper - Online Identification & Authentication Federations" and "Catavault Technical White Paper".
- Authored one of the 47 Tunney Act comments regarding the United States v. Microsoft Antitrust Settlement; Catavault's Comments were deemed as "major" by the United States Department of Justice. In total, there were 34,000 comments filed, but less than 0.1% were deemed as major.

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- Authored Catavault’s Comments to the Federal Trade Commission “In the Matter of Microsoft Corporation on the Agreement Containing the Consent Order.”
- Retained by Yodlee, one of the world’s leading providers of trusted data aggregation solutions specializing in the financial services industry to develop new business opportunities with the U.S. Government.
- Served as Director, Business Development for Time Warner’s Road Runner High Speed Online and served as an Analyst for Comcast Online Communications during the nascent days of the Internet revolution in the mid-late 1990s with regard to developing and marketing connectivity augmented by Content, Commerce, Communications and Community. Helped develop Road Runner v.2.0 in terms of user interface design, content acquisition and licensing from best of breed content providers, advertising sales business model, e-commerce deals with third party companies seeking to leverage broadband capabilities, etc. Helped develop Road Runner v.2.0 in terms of licensing and developing back-end technological infrastructure including user interface and functionality with Razorfish, content management system (“CMS”) from Vignette, database from Sybase, advertising serving and reporting from DoubleClick, search tools, personal home pages with Homecom, message boards with Modem Media, etc.
- Received media coverage for his work and/or provided commentary in various media properties including: ABC Radio Networks, BusinessWeek, CNN Headline News, FOX News, Los Angeles Times, The New York Times, The Philadelphia Inquirer, Philadelphia Business Journal, 6ABC (Philadelphia), KYW Newsradio (Philadelphia), The San Jose Mercury News, The Seattle Times, USA Today, The Wall Street Journal, etc.
- Provided business consulting services to Five Below, a start-up retail concept that grew from one initial location to over 100 stores in sixteen states; Five Below offers thousands of trend-right products for teens, as well as pre-teens and other value-minded, trend-conscious consumers, all of which are priced from \$1.00 to \$5.00. Developed Web site, grand opening marketing model including grand opening merchandising marketing materials that could be used to facilitate rapid growth of Five Below store locations across many states.
- Provided business consulting services to DoctorQuality, an online healthcare company, after its servers and its clients’ personal data were breached.
- Provided consulting services to: Bain & Company (tourism and hospitality non-profit – business development), Capsicum Group (legal services - business development), Comcast High Speed Internet - Comcast@Home (broadband Internet Service Provider - strategic planning, business development, content licensing, advertising sales), DoctorQuality (healthcare software - privacy and security, marketing), Eastern National (tourism and hospitality non-profit – business development), Five Below (retail – business development, marketing), The Franklin Institute Science Museum (museum – IT, business development, marketing – with LinuxForce), Independence Blue Cross (healthcare insurance – digital identity, single sign-on across applications – with LinuxForce), LinuxForce (IT services – marketing and business development), MostlyWeb (Web developer and graphic design – business development, marketing), Solution Media (Web site and application developer - strategic planning, marketing, business development), UAS (security services – strategic planning, business development, marketing), and Yodlee (software application provider – marketing and business development).
- Provides business consulting services to Universal Atlantic Systems, Inc. d/b/a UAS, a national provider of integrated security services which serves a diverse client base including food service providers, convenience stores and retailers.

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Previously, Mr. Bari worked with various high profile companies in the following roles:

- Chairman & CEO - Catavault, a single sign-on security software firm that eliminated the need for multiple authentication credentials such as user names, PINs and passwords (Time Warner Cable was its largest client) – see above for additional information.
- Vice President, Business Development - MoreCom, a cable TV software concern in the IPTV arena (acquired by Liberate Technologies for approximately \$561 million).
- Director, Business Development - Time Warner's Road Runner High Speed Online (Road Runner was spun off as a separate entity after receiving hundreds of millions of dollars in equity stake investments from the likes of Compaq).
- Analyst and Business Development Consultant - Comcast Online Communications launch team (started when Comcast had 48 trial homes in Montgomery County, Pennsylvania, which evolved into Comcast High-Speed Internet and the nation's largest broadband provider with over 11 million subscribers).
- Account Executive - EZ Communications/WIOQ-FM (Q102) in Philadelphia (clients included Anheuser-Busch, Coca-Cola and Sears).

### **Awards**

In 2005, Mr. Bari received the Philadelphia Business Journal's "40 Under 40" award which recognized Mr. Bari's labor of love with The Constitutional Walking Tour and honored "proven performers in their respective industries and communities."

### **Board of Directors & Volunteer Experience**

- Board of Directors, United States Tennis Association (USTA) Middle States Section. Chair, Audit Committee (organization has about approximate \$3.2 million in annual revenues and \$3.2 million in annual expenses, as well as about \$3.5 million in assets).
- Board of Directors, Legacy Youth Tennis and Education (formerly Arthur Ashe Youth Tennis and Education), a United States Tennis Association Certified Regional Training Center. Chair, Marketing Subcommittee; Search Committee, President and CEO; and Development Committee.
- Judge, Be Your Own Boss Bowl Competition (Business Plan Competition), Temple University's Fox School of Business
- Peer Chair to Anti-Defamation League's Glass Leadership Institute in Philadelphia.
- Advisory Board, Solution Media.
- Fellow, Irwin L. Gross eBusiness Institute<sup>2</sup> at Temple's Fox School of Business.
- National Advisory Board of DoctorQuality (acquired by Quantros in 2003).

### **Sample Speaking Engagements**

- Columbia Business School
- Temple University's Fox School of Business
- University of Pennsylvania's Wharton School - Leadership in the Business World

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<sup>2</sup> The Irwin L. Gross eBusiness Institute (EBI) Fellows program recognized information technology and e-commerce leaders and provided a model for involving practitioners with The Fox School. The vision of the Fellows program was to create a simple structure so that IT leaders can interact with and contribute to the mission of the Fox School and specifically the information technology programs, students, and research activities.

- The Press Club
- eTV World
- Friends of Independence National Historical Park
- Anti-Defamation League's Board of Directors, Philadelphia
- The Constitutional Walking Tour of Philadelphia's "Modern Day Constitutional Conventions"

### **Personal**

- Mr. Bari works and lives in Penn Valley, a Philadelphia suburb, along with his wife, Leslie, their daughter, Lexi, and son, Jax.
- Mr. Bari is an avid supporter of the Olympic Movement and its ideals, and he has enjoyed attending Summer and Winter Olympics to root for Team USA. Jon and his family were one of the five international winning families in the Olympic Families Tour Beijing blogging contest sponsored by The Beijing Organizing Committee for the Games of the XXIX Olympics (BOCOG) to help celebrate the one year countdown to the Beijing 2008 Olympics. Jon's family blog about the Olympics was one of the top five international vote recipients in this worldwide contest.

### **Linkedin**

[www.linkedin.com/in/jonbari](http://www.linkedin.com/in/jonbari)



## Case Listings for Jonathan H. Bari

Jonathan Bari has performed consulting and expert witness work on various cases including:

Commonwealth of Pennsylvania v. Kenneth Christopher Shepherd, Court of Common Pleas, Chester County, Pennsylvania, Criminal Action No. CR-4020-2016, OTN: T842710-1, Retained By: Defendant (March 2017)

John Wells (Plaintiff) v. State of Delaware, and The Office of the Delaware State Fire Marshall [sic], and Detective Michael Spadea, Individually and as a detective for the Office of the Delaware State Fire Marshall [sic] (Defendants); United States District Court for the District of Delaware, Civil Action No. Civil Action No.1:15-cv-00642. Retained By: Defendants (May 2016)

Theodore Schroeder, Rendezvoo LLC, Skoop Media Associates Inc. v. Pinterest, Inc., Brian S. Cohen, New York Angels Inc., Supreme Court of the State of New York, County of New York, Index No. 652183/2013. Retained By: Plaintiffs (February 2016) Testified at Deposition (August 2-3, 2016)

Bravo Development Group, LLC d/b/a A Lighter Me ("Bravo") ("Plaintiff") v. Shahram Elli aka Ron Elli, an individual d/b/a Sourcis; Sourcis, Inc. (collectively "Sourcis") ("Defendants") ("Bravo v. Sourcis"); Superior Court of the State of California in and for the County of Sacramento, Case No.: 34-2012-00133552. Retained By: Defendant (September 2014) Testified at Deposition (August 7, 2015) and testified at Trial (October 29, 2015)

Ogletree, Abbott, Clay & Reed Law Firm, LLP (Plaintiff) vs. Findlaw, an assumed name, West Publishing Corporation, a Minnesota Corporation, and Thomson Reuters Holdings Inc., a Delaware Corporation (Defendants); United States District Court, District of Minnesota, Civil No.: 0:14-CV-0340-RHK-TNL. Retained By: Plaintiff (November 2013)

Ogletree, Abbott, Clay & Reed Law Firm, L.L.P. ("Plaintiff") vs. Findlaw, Inc. and Brian Vogel ("Defendants"), 152<sup>nd</sup> Judicial District of Harris County, Texas; Case Number 2013-59869; October 7, 2013. Retained By: Plaintiff (November 2013)

State of New Jersey vs. [male juvenile name], Juvenile Delinquency, Superior Court of New Jersey, Chancery Division, Family Part, County of Atlantic, Violation: 2C:20-25b, Computer Criminal Activity, Degree 2<sup>nd</sup> and Violation: 2C:17-3 and Criminal Mischief, Degree 3<sup>rd</sup>, October 31, 2013. Retained on Behalf of: Defendant (November 2013)

Summit 6 LLC (Plaintiff) vs. Research in Motion Corporation, Research in Motion Limited, Samsung Electronics Co. Ltd., Samsung Telecommunications America LLC, Multiply, Inc., Facebook, Inc., and Photobucket Corporation (Defendants), Texas - United States District Court for the Northern District of Texas, Dallas Division, Civil Action No. 3:11-CV-367; February 23, 2011<sup>3</sup>

Retained By: Plaintiff (March 2012)

Testified at Deposition (November 29, 2012)

Versata Software, Inc., f/k/a Trilogy Software Inc.; and Versata Development Group, Inc., f/k/a Trilogy Development Group, Inc. (“Plaintiffs”) vs. Internet Brands, Inc. f/k/a Carsdirect.com, Inc., Autodata Solutions Company, and Autodata Solutions, Inc. (“Defendants”);

Texas - United States District Court for the Eastern District of Texas, Marshall Division, Civil Action No. 2:08-cv-313 TJW; August 25, 2008 (first amended complaint)

Retained By: Plaintiffs (August 2011)

Eolas Technologies Incorporated and The Regents of the University of California (Plaintiffs) vs. Adobe Systems Inc., Amazon.com, Inc., Apple Inc., Argosy Publishing, Inc., Blockbuster Inc., CDW Corp., Citigroup Inc., eBay Inc., Frito-Lay, Inc., The Go Daddy Group, Inc., Google Inc., J.C. Penney Company, Inc., JPMorgan, Chase & Co., New Frontier Media, Inc., Office Depot, Inc., Perot Systems Corp., Playboy Enterprises International, Inc., Rent-A-Center, Inc., Staples, Inc., Sun Microsystems Inc., Texas Instruments Inc., Yahoo! Inc., and YouTube, LLC (Defendants)<sup>4</sup>

Texas: United States District Court for the Eastern District of Texas, Civil Action No. 6:09-cv-446 (October 6, 2009)

Retained By: Plaintiffs (May 2011)

Testified at Deposition (January 10, 2012)

Faber, Coe & Gregg, Inc. and Faber, Coe & Gregg of Pennsylvania, Inc. (Plaintiffs) vs. Micros Retail Systems, Inc. and Micros Systems, Inc. (Defendants);

New Jersey: Superior Court of New Jersey, Hudson County, Civil Division #6, Docket No. L-766-10, Filed - February 4, 2010

New Jersey

April 2011

Retained By: Defendants

Louis F. DiSciullo (Plaintiff) vs. D’Ambrosio Dodge, Inc. t/a Jeff D’Ambrosio’s Dodge (Defendant)

Pennsylvania: United States District Court for the Eastern District of Pennsylvania, Civil Action No: 06-1775

2006

Retained By: Defendant (November 2007)

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<sup>3</sup> Defendant Facebook filed a Daubert Motion to strike the report and testimony of Jonathan Bari, however Facebook settled its litigation prior to a ruling by the Court.

<sup>4</sup> Defendants filed a Daubert Motion to strike the report and testimony of Jonathan Bari, and the Court denied that Daubert Motion in January 2012.

Sheran Ferrero (Plaintiff) vs. D' Ambrosio Dodge, Inc. t/a Jeff D' Ambrosio's Dodge  
(Defendant)<sup>5</sup>  
Pennsylvania  
2006  
Retained By: Defendant (November 2007)

Robert F. McCall (Plaintiff) vs. D' Ambrosio Dodge, Inc. t/a Jeff D' Ambrosio's Dodge  
(Defendant)<sup>6</sup>  
Pennsylvania  
2006  
Retained By: Defendant (November 2007)

National Community Pharmacists Association (Plaintiff) vs. Strategic Domain, Inc. (Defendant)  
Virginia: United States District Court for the Eastern District of Virginia, Alexandria Division,  
Civil Action No: 1:2007CV1152  
November 2007  
Retained By: Plaintiff (February 2008)

Strategic Domain, Inc. (Plaintiff) vs. National Community Pharmacists Association (Defendant)  
Counterclaim  
Virginia: Associated with case pending in the United States District Court for the Eastern District  
of Virginia, Alexandria Division, Civil Action No: 1:2007CV1152  
December 2007  
Retained By: Defendant (February 2008)

Angela Merrow (Claimant) vs. H&R Block Tax Services, Inc. (Respondent)  
Michigan: American Arbitration Association, Case No. 54 420 00729 08  
June 2008  
Retained By: Respondent (July 2008)

Jennifer Tomaszewski (Claimant) vs. H&R Block Tax Services, Inc. (Respondent)  
Michigan: American Arbitration Association, Case No. 54 420 00730 08  
June 2008  
Retained By: Respondent (July 2008)

Jerry Stacy, Emily Stacy, Theresa Anders, Aja Smallwood, Cynthia Tluczek (Plaintiffs) vs. H&R  
Block Tax Services, Inc. (Defendant)  
Michigan: Civil Action No. 07-CV-13327, United States District Court for the Eastern District of  
Michigan, Southern Division  
July 2007

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<sup>5</sup> Subsequently consolidated with Louis F. DiSciullo, et al., (Plaintiffs) vs. D' Ambrosio Dodge, Inc. t/a Jeff  
D' Ambrosio's Dodge (Defendant); United States District Court for the Eastern District of Pennsylvania, Civil  
Action No: 06-1775.

<sup>6</sup> Subsequently consolidated with Louis F. DiSciullo, et al., (Plaintiffs) vs. D' Ambrosio Dodge, Inc. t/a Jeff  
D' Ambrosio's Dodge (Defendant); United States District Court for the Eastern District of Pennsylvania, Civil  
Action No: 06-1775.



Retained by Defendant (July 2008)<sup>7</sup>

United States of America (Plaintiff) vs. Neal D. Saferstein, Tyrone L. Barr and Billy D. Light (Defendants)

Pennsylvania: United States District Court for the Eastern District of Pennsylvania

Criminal Case No: O7-CR-557

September 2007

Retained by Defendant Saferstein (November 2008)

Ron Brostrom vs. Wochok & Associates

Pennsylvania – Matter was resolved/withdrawn prior to case filing

Retained By: Plaintiff (March 2010)

Universal Atlantic Systems, Inc. (Plaintiff) vs. Bret Schwartz (Defendant)

Pennsylvania

April 2007

Case settled

Retained By: Plaintiff

The Constitutional Guided Walking Tours, LLC, Jonathan Bari and Leslie Bari (Plaintiffs) vs. Independence Visitor Center Corporation, William W. Moore, National Park Service, Dennis Reidenbach, Cynthia MacLeod and Darla Sidles (Defendants)

Pennsylvania at No. 09-cv-03083

July 2009

Provided work for Plaintiff<sup>8</sup>

Updated: January 1, 2018

## **LinkedIn**

[www.linkedin.com/in/jonbari](http://www.linkedin.com/in/jonbari)

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<sup>7</sup> Due to the commonalities of circumstances with the cases cited above - Angela Merrow (Claimant) vs. H&R Block Tax Services, Inc. and Jennifer Tomaszewski (Claimant) vs. H&R Block Tax Services, Inc. – most of the consulting work that was performed was consolidated in these two named matters.

<sup>8</sup> Mr. Bari and Mr. Bari's company were named plaintiffs in this matter. While Mr. Bari provided various consulting as a party to the litigation, Mr. Bari's work was not that of an independent consultant/expert.