

## **Gregory D. Hoffmann Esq.**

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### **Dispute Resolution, Legal and Business Management**

President and Owner, Hoffmann ADR ([www.hoffmannadr.com](http://www.hoffmannadr.com)): Founder of mediation, arbitration and dispute resolution service focused on the mediation and arbitration of business disputes, including franchising and licensing relationships and pre-litigation business ownership disputes. Specific areas of expertise (international and domestic) include:

- Commercial transaction and contract disputes
- Franchisee and Franchisor contracts, as well as related business transactions related to franchises (e.g. equipment leasing, real estate)
- Intellectual Property Licensing (both as a mediator and business consultant)
- Business-Consumer Transactions
- Technology Licensing and Development
- Copyright, Trademark and Trade Dress Disputes
- Investment and Securities Transactions
- Software and Internet Development
- International Supply Chain Covenants

I have been a mediator and arbitrator (also certified by the Florida Supreme Court) for the past twelve years and have been involved in several hundred mediation and arbitration matters during that time. In this capacity I have focused primarily on arbitration and mediation of business disputes administrated by the American Arbitration Association and the Financial Industry National Regulatory Association. As an arbitrator, I have chaired or managed a number of complex business litigation matters. Certifications and membership include:

- Florida Certified Circuit Civil Court and Foreclosure Mediator
- United States District Court Arbitrator and Mediator
- AAA Arbitrator and Mediator
- Member of the AAA Franchise Panel
- Member of the AAA Complex Litigation Panel
- Member of the AAA Consumer Panel
- Arbitrator in the international Upwork online arbitration program administered by the AAA
- FINRA (Financial Industry National Regulatory Association) Arbitrator

- Author and speaker on Leadership Communication in Mediation for the American Arbitration Association
- Annual speaker and teacher at the Florida Supreme Court Dispute Resolution Conference and educator in numerous continuing education courses for mediators and arbitrators

I have extensive working knowledge of both international, Chinese and US law relating to the foregoing items. I have taught business courses in the US and China which have been focused on most of these areas of expertise and I have also coached and advised both US and Chinese businesses in these areas.

President and Owner: Hoffmann Consulting Services, LLC: Owner and president of consulting firm engaged in brand management and intellectual property licensing on behalf of world-wide properties, including publishing, video gaming, animated film and production and product development. Representation of a vast array of clients from educational game and toy developers to nationally-known television programs and series.

CEO and Co-Owner: The ME Companies (November 1995 to June, 2006): During ten- plus year tenure as CEO and co-owner, developed national and international brand recognition in a privately-held group of businesses involved in art and brand licensing, product development, wholesale and retail distribution and sales, book and magazine publishing and related brand, licensing and business development. Significant entrepreneurial and management experience includes:

- Development and management of strategic plans and employee teams to grow a key US brand in excess of \$1 billion in lifetime retail sales by 2005, with over 350 employees in 13 US cities involved in retail, publishing and product development
- Companies awarded Entrepreneur of the Year in the creative business category in 1998
- Creation, management and financing of nationally distributed women's magazine, *Mary Engelbreit's Home Companion*®, with net paid circulation in excess of 500,000
- Creation, management and financing of national retail chain of Mary Engelbreit® gift and stationary stores, including an e-commerce store with both b2b and b2c capability
- Creation, management and financing of internationally distributed animated film
- Development of an interactive web site with extensive use of internet marketing and communication to increase fan awareness
- Managed the publication and development of over 250 books (including two NYT bestsellers), thousands of greeting cards, calendars, 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 many educational programs related to the licensing business at the International Licensing Show
- Extensive experience with all facets of 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

Partner: Green, Hoffmann & Dankenbring (January, 1981 to November, 1996):  
Co-founder and partner of full-service law firm, with personal emphasis on matters relating to intellectual property and licensing, including franchisor representation, corporate and commercial transactions, finance and securities and real estate. Notable experience includes:

- Development of several intellectual property programs, all of which were licensed in various aspects of commerce including software, animation, television, books, toys, clothing, infant and baby wear, food products, paper products, calendars, greeting cards, and other product categories
- Representation of Master Franchisors in US operations
- Litigation experience in many facets of business and commercial law, including intellectual property, employment, franchise, securities and class action litigation
- Counsel in securities fraud class-action litigation obtaining settlements in excess of \$100 million;
- Representation of banks, trust companies, attorneys and accountants in complex securities, malpractice and contract litigation matters
- Representation experience in turn-around matters, including bankruptcy and receiverships, businesses facing financial downturn and defaults, and repossessions – representation of debtors and creditor groups in bankruptcy reorganization proceedings
- Extensive experience in development, financing and management of closely held corporate businesses, including entrepreneurial “start-up” organizations and all facets of business management, including employment and commercial law
- Experience in various aspects of real estate matters, primarily financing and development in the States of Florida and Missouri
- Development and delivery of numerous educational programs in conjunction with Bar Association continuing education curricula

## Academic, Teaching and Publishing Experience

- Adjunct Professor: Webster University, St. Louis, Missouri; Sarasota and Tampa Bay, Florida; Kansas City, Missouri; Shanghai and Chengdu, China (January, 2007 to present):
  - Taught over 1,200 International MBA (IMBA) students in two prestigious Chinese Universities, the Shanghai University of Finance and Economics and the University of Electrical Science and Technology in Chengdu. Student populations, while primarily Chinese, have included citizens of Israel, Saudi Arabia, Thailand, Japan, Korea, Canada, Senegal and Kenya.
  - IMBA courses include business aspects of international law, with an emphasis on commercial and business transactions, supply-chain management, anti-corruption, ethics, dispute resolution, intellectual property (including copyright, trademark and trade dress issues), as well as international corporate responsibility related to consumer protection, employment and environmental protection.
  - Lecturer in Entrepreneurship, Shanghai University of Finance and Economics
  - Lecturer in Executive MBA program, University of Electrical Science and Technology in Chengdu
  - Lecturer in Business Ethics at the American Chamber of Commerce in Shanghai, China (through Webster University membership)
  - Assisted in the development and delivery of undergraduate and graduate programs in entrepreneurship, including a capstone course in entrepreneurial business planning
  - Recipient of *Kemper Award for Excellence in Teaching* (2017)
  - Recipient of *Outstanding Faculty Member of the Year Award* 2013-2014 (Tampa Bay and Greater Sarasota Campuses)
  - Recipient of the *Kemper Award for Excellence in Teaching*, 2017, Webster University (awarded for overall excellence in teaching throughout Webster University)
- Visiting Professor: University of Trinidad and Tobago (July-August, 2007): Developed and delivered graduate level entrepreneurship program to Information Technology students – program was developed in conjunction with the Government of Trinidad and Tobago 20/20 Development Plan
- Adjunct Professor: Keller Graduate School of Management (Spring 2006 to 2014): Delivered graduate courses in Business Ethics,

Law and Politics, and Business Communication and Conflict Management. Courses taught in hybrid format with both classroom and on-line components

- Educator for the annual Florida Supreme Court Dispute Resolution Conference regarding various issues in business mediation and arbitration (2009-2015)
- Educator for the Florida Association of Professional Mediators on leadership and ethics in business dispute resolution (2012)
- Educator for the American Arbitration Association University in national webinars relating to management of chaos in business mediation, including ethical and leadership issues of importance to dispute resolution (January, 2012)
- Authored and delivered lecture on *Business Ethics and its Applications* to the American Chamber of Commerce in Shanghai China as part of their educational seminars on Corporate Social Responsibility (August, 2016)
- Authored the article: *Applying Principles of Leadership Communication to Improve Mediation Outcomes*, Dispute Resolution Journal of the American Arbitration Association (August-October 2009)
- Regularly develop and deliver business leadership and communication training programs based on *Leadership Through People Skills*, to corporate, civic and legal groups throughout the US
- Developed and delivered a workshop titled *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. This program has also been presented at the University of Miami School of Law and the Sarasota County Bar Association
- Authored the article: *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)
- Speaker for over seven years at the *Licensing University* series of lectures sponsored by the Licensing Industry Manufacturers Association (LIMA) at its annual International Licensing Show in New York

## 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 (retired), Alaska Bar Association (retired)
- Numerous certificates from various trade and academic institutions

## Board and Charitable Affiliations

- Board Member, Edgar Snow Memorial Foundation: Serve as Board Member of Foundation dedicated to the journalistic principles of Edgar Snow, fostering honesty and integrity in relations with China and its citizens.
- Chair and Business Counselor, SCORE, Manasota Chapter: Conducted on-line and in person counseling in entrepreneurship and small business development and management for Sarasota Chapter of SCORE. In 2014, received the National SCORE Platinum Leadership Award, the highest honor bestowed on SCORE volunteers in the United States (Summer 2006 to 2015)
- Chair: Alternative Dispute Resolution Committee, Sarasota Bar Assn (2009-2010)
- Volunteer Attorney: Legal Aid of Manasota Inc: Counsel not-for-profit business organizations in legal issues relating to development and management, with particular emphasis on the arts (Spring 2007 to present)
- Leadership Sarasota County: Member of 2008-2009 class of Leadership Sarasota County, a program for community leaders
- Liaison: Sarasota Chamber of Commerce Small Business Committee (2011-2012)
- Leadership St. Louis: Member of program for community leaders (August 2004 to present)
- Board Member and President: Annie's Hope, a bereavement center for children grieving the loss of a close family member (2002 through 2006)
- Volunteer Educator: Mote Marine Research Laboratory: Guide and educator in marine science (Summer 2006 to present)
- Board Member and Marketing Chair: Arts and Education Council of Greater St. Louis (2004 through 2006)
- Board Member and President: YMCA of St. Louis, Mid-County Branch and Menier Center for Child-Care (1988 through 2004)
- Advisory Board Member: First Book, a national charity devoted to delivering books to underserved children (2000 to present)
- Vista Volunteer: Provided legal services to poverty-level Native Americans and others throughout the State of Alaska (1974 to 1976)

