

RUTH M. CORBIN, B.Sc., M.Sc., Ph.D., LL.M., LL.D.(Hon)

C.M.R.P., C.S.C., ICD.D., A.R.C.T., FMRIA

Office: 416-413-7600; Mobile: 416-909-7600

Currently

Chair (formerly Managing Partner and CEO), CorbinPartners Inc., a business intelligence and forensic research firm, providing risk analysis, market research, and intellectual property audits, as well as expert evidence for litigation and regulatory hearings.

Mediator, Corbin Estates Law

Adjunct Professor, Osgoode Hall Law School

Corporate Director, board appointments listed next page

Education

Bachelor of Science, mathematics (Toronto, 1972), followed by **M.Sc.** and **Ph.D.** in psychology (McGill, 1973, 1976); Ph.D. thesis on “decision-making” published in books and journals. Full scholarship financing throughout university career. **National Science Scholar** of the National Research Council of Canada; academic awards listed in Appendix A.

LL.M. (Osgoode Hall, York University, 2005) with first-place standing.

Business diplomas in Securities (Canadian Securities Institute, First-class honours), **Market Intelligence** (Market Rsrch & Intelligence Assoc.), **Director Education** (Institute of Corporate Directors and Rotman School of Business – Class valedictorian), and **Piano Performance** (Royal Conservatory of Music)

Previous

Career

appointments

Vice-Chair, **Léger Marketing** (2001-2003)

President, **Kroll Canada** and Managing Director, **Kroll Worldwide** (2000-2001)

Chief Executive Officer, **Decision Resources Inc.** (1994-2000) (company sold to Kroll)

Executive Vice-President and Chief Operating Officer, **Angus Reid Group** (1990-94)

Vice-President and Managing Partner, **Royal Trust** (1987-90); promoted from Director of Marketing and Director of Executive Projects (1985-87)

Director of Policy, **CNCP Telecommunications** (1982-85), subsequently **AT&T Canada**

Assistant Director, Market Intelligence, **Telecom Canada** (1979-82);

Policy Advisor, Federal Government, **Statistics Canada** and the **Privy Council Office of Canada** (1976-79)

Supervisor, Marketing Department, **Bell Canada** (1975 – 1976)

Previous

Academic

appointments

Visiting Professor, Monash University, Prato, Italy (spring/summer sessions 2016, 2017)

Lecturer (2002-2007) and Course Director (2008-2010), Summer Institute in Intellectual Property, **McGill University** (sponsored jointly with the Intellectual Property Institute of Canada)

Adjunct Professor (progression to “Full Professor”), **University of Toronto**, Rotman School of Business (1982-2002), cross-appointed to Faculty of Medicine

Associate Professor (progression from Lecturer to Associate Professor), **Carleton University** School of Business (1975-1982)

Board App'tments

Publicly listed companies:

IFR Inc./Kroll Canada, NASDAQ subsidiary (2000-01)
Trimark Financial Corp. (1995–2000); Audit and Nominating Committees
Unihost Corporation (1997-1999), Audit and Corporate Governance Committees, formerly
Journeys End Hotels
Alphanet Telecom Inc. (1997-1999) Audit and Human Resources Committees
MDS Inc. (1995-1998) Corporate Governance and Environment Committees
Angus Reid Group (1990 - 1993), Southam subsidiary

Crown Corporations:

Toronto Hydro Corporation (1999 – 2005); Chair of Audit Committee, Chair of Corporate Governance Committee
Toronto Hydro-Electric System Limited (1999 - 2005)
Toronto Hydro Energy Services Inc. (2000 - 2005)

Not-for-profit organizations:

IP Innovation Foundation (2011 -), Chair of the Board
Traffic Injury Research Foundation (2010 -)
Hope Air (2012 - 2014), Audit/Fundraising/Nominating & Governance Committees
Canadian Internet Registration Authority Nominating Committee (2010 - 2011)
The Giles School (2009 - 2011) Chair of the Board
Market Research and Intelligence Association (2009 - 2013) Member of the Board of Directors, Chair of the **Litigation and Regulatory Resource Committee** (2009 -), and Chair of the Board of Directors of the **Research Agency Council** (2011 – 2013)
Toronto Dance Theatre (2005 – 2008), Treasurer and Chair of Audit Committee
Royal Conservatory of Music (1999 – 2005), Finance Committee and Dean’s Community School Advisory Committee; **Royal Conservatory of Music Founders Board** (2015 -)
Saint Elizabeth Health Care (2000 – 2009); Executive Committee, Finance Committee and Board Secretary
United Way Cabinet (1994)
Centre for Director and Board Development (1992 – 1993)
Radio Advisory Board of Canada (1984 – 1985), Vice-President of the Board

Privately-held companies

Josada Holdings Inc., (2000-), real estate and investment holding company
Canadian Mothercraft Corporation (1990-1994), not-for-profit corporation offering early childhood education, childcare, and community support services

Advisory Boards and Editorial Boards:

Advisory Board of **Mount Sinai Hospital Wasser Pain Management Centre** (2007 - 2010), **Trademark Reporter Editor/Senior Editor** (2003 - 2017), **Journal of Forecasting** (1984 -); **Canadian Intellectual Property Review** (2000 -2010); **Canadian Journal of Marketing Research** (1992 – 2003); Dean’s Advisory Councils for the Faculty of Medicine (1994 -1997) and School of Business (1993 – 2003), **University of Toronto**

Publications Summary

Approximately 40 published articles in business publications and professional and learned journals, in addition to authored books and chapters

(see Appendix B for detailed list)

Business media publications: Lead author of report published by the Toronto Stock Exchange and the Institute of Corporate Directors on corporate governance in Canada; regular column in *Vue Magazine*, and articles in *Ivey Business Journal*, *Lawyer's Weekly*, *Strategy*, *Toronto Business Magazine*, *Journal of Business Forecasting*, and *Marketing News*.

Business Journal and Learned Journal publications: articles on intellectual property governance in *Director*, the quarterly magazine of the Institute of Corporate Directors; articles on expert evidence for litigation and intellectual property protection, in *Annual Review of Civil Litigation*, *Intellectual Property Journal*, *Trademark Reporter*, *Canadian Patent Reporter*, and *Canadian Journal of Marketing Research*; policy analysis of options for telecommunications regulation in *Telecommunications Policy*; research articles on decision-making models and behaviour in *Journal of Public Policy and Marketing* and *Journal of Mathematical Psychology*.

Books: Co-author of *Trial by Survey*, a reference text on scientific evidence in intellectual property litigation; co-author of *Survey Evidence and the Law Worldwide*; author of scholarly monograph *Intellectual Property in the 21st Century*, 2010, The Conference Board of Canada; Editor and co-author of *Dare to Compare* (forthcoming, Elsevier Publishing)

Chapters in five books: *Canadian Trade-mark Law Benchbook*, *The Litigator's Guide to Expert Witness*, *Marketing Research: State of the Art Perspectives*, *Understanding Business Forecasting*, and *Cognitive Processes in Choice and Decision-making*

Addresses and Media Appearances

Several dozen invited radio/tv appearances and business media interviews on public policy and regulation (including expert commentary on disclosure of airline fees, counterfeiting, retailing in Canada, the Gomery report, demise of Jetsgo, competition in telecommunications, customer service issues for business corporations, and attitude trends in Canadian households.)

(see Appendix C for detailed list)

Frequent invited addresses to business groups and industry conferences, including Opening Address to the by-invitation conference of the Centre for Advancement of Health Innovation; Keynote address, the Intellectual Property Rights Conference of the Conference Board of Canada; Opening Address, Women and Leadership Summit of Federated Press; Keynote Address, Business Intelligence Conference of the Market Research and Intelligence Association; Keynote Address, Financial Post Retail Financial Services Conference; Keynote Address, Annual Marketing Conference of the Conference Board of Canada, and Keynote luncheon address to the Canadian Club.

Expert Witness Appearances Before Courts and Regulators

Expert reports or appearances before the Federal Court, Ontario Superior Court of Justice, British Columbia Supreme Court, Alberta Court of Queen's Bench, and Quebec Superior Court, before private adjudicators, and before various regulatory bodies and tribunals including the Canadian International Trade Tribunal, Trade-Marks Opposition Board, the Ontario Farm Products Marketing Commission, Ontario Municipal Board, the Copyright Board of Canada, Advertising Standards Canada, the Competition Bureau Canada and the Triennial Judges' Compensation Commission as an expert witness in the fields of intellectual property, international marketing, trade-mark infringements, advertising impacts, brand equity, statistical analysis, survey research, and misleading advertising. Also qualified by the Ontario Provincial Court as an expert witness in psychology, behavioural science, and survey research, with respect to evidence on jury selection for criminal proceedings.

Arbitration and Mediation assignments Retained by Advertising Standards Canada (self-regulatory body for misleading advertising in Canada) to advise the regulatory panel on evidentiary disputes; appointed as chief drafter of advertising and research guidelines for dispute resolution

Appointed as arbitrator of a market valuation in a decision of the Ontario Superior Court of Justice and the United States Federal Trade Commission; appointed as adjudicator of a market evidence matter by the Canadian Advertising Foundation, regarding a misleading advertising dispute.

Provided mediating expert opinions in evidentiary disputes regarding intellectual property and attorney compensation.

Designed the industry dispute resolution/private arbitration process for the national Market Research and Intelligence Association

Awards and Honours

(see Appendix D for detailed List)

“Fellow” designation of the Market Research and Intelligence Association, Giles School Distinguished Service Award for contributions to Governance and Intellectual Property Protection; Honorary Doctorate award from Carleton University for career contributions to law and forensic science; named among University College’s top 100 “Most Influential Alumni,” WXN’s list of Canada’s “Most Powerful Women”, and Rogers Media’s list of Canada’s “Top Women Entrepreneurs;” several awards for excellence in research from the Marketing Research and Intelligence Association and the Award of Outstanding Merit for “conspicuous and sustained service.”

Outside Interests

Member and donor – Toronto International Film Festival; Donor – Jazz FM; International cycling tours; Toronto Athletic Club; Inuit art; Playwright Circle member of Stratford festival; Baycrest Hospital Corbin Family Foundation.

Piano: Member of the Toronto Ivory League and formerly of the Royal Conservatory of Music Community Performers Troupe; public performances at Rome’s Chiesa Valdese Roma, Toronto’s Royal Conservatory of Music, Briton House, Women’s Art Association of Canada, Osgoode Hall, Palisades on the Glen, Nisbet Lodge, Canterbury Place, Paul Hahn 100th Anniversary Celebration, and Kiwanis Festival “Showcase of the Stars.” Annual participation in festival competitions, with awards and scholarships listed in Appendix E.

APPENDIX A - DETAILED ACADEMIC HISTORY

BUSINESS AND PROFESSIONAL DIPLOMAS

- 2015** A.R.C.T. , Piano Performance Diploma, accredited by the Royal Conservatory of Music
2006 ICD.D., Director's Education Diploma, Director's College, Institute of Corporate Directors
And Rotman School of Business (Class valedictorian)
2006 C.M.R.P, Professional designation of the Market Research and Intelligence Association
1989 C.S.C., Canadian Securities Diploma (First Class Honours), Canadian Securities Institute

UNIVERSITY DEGREES

- 2014** LL.D. (Hon), Carleton University honouring "lifetime contributions to forensic science and
intellectual property law"
2005 LL.M. (thesis: Measurement and Protection of Famous Brands; A+ standing)
Osgoode Hall Law School
1976 Ph.D. (thesis area: Consumer decision-making; top-of-class standing) McGill University
1973 M.Sc. (Psychology; complementary studies in Mathematics) McGill University
1972 B.Sc. (Honours Degree in Mathematics and Psychology), University of Toronto
1968 Secondary School Honours Graduation Diploma, Valedictorian, W.L. Mackenzie Collegiate, Toronto

SCHOLARSHIPS AND ACADEMIC AWARDS

- 1976** Dean's Honour List commendation for doctoral thesis. McGill University nominee for the James
McKeen Cattell Award of the National Academy of Science.
1972 University College Honour Award, for "outstanding contribution to college life".
1972 University College Alumnae Scholarship, for high standing in graduating year.
1972 McGill University McConnell Fellowship (cash award declined, in favour of National Science award,
listed next)
1972 National Science Scholarship, National Research Council of Canada. Awarded to Canada's top 37
science graduates across all fields.
1971 C.L. Burton Scholarship, for high standing in third year.
1969 Reuben Wells Leonard Scholarship, University College, University of Toronto. Awarded for high
academic standing in first year.
1968 Jacob Cohen Memorial Scholarship. Full tuition plus annual cash award, renewed 1969, 1970, 1971
for maintenance of "A" standing.
1968 Ontario Scholarship, for First Class Honours in grade 13. Class Valedictorian.
1968 Royal Conservatory of Music scholarship. Tenable for part-time piano and theory studies at the Royal
Conservatory of Music of Toronto, affiliated with the University of Toronto.

APPENDIX B – PUBLICATION LIST

Books

DARE TO COMPARE, New York: Elsevier and ASTM co-publishers, with Rebecca Bleibaum et al, forthcoming

INTELLECTUAL PROPERTY IN THE 21ST CENTURY (monograph) Ottawa: Conference Board of Canada, February 2010

SURVEY EVIDENCE AND THE LAW WORLDWIDE, co-authored with Kelly Gill, Toronto: Butterworth Lexis Nexis, 2008

TRIAL BY SURVEY: Survey Evidence and the Law, co-authored with Kelly Gill and Scott Jolliffe, Toronto: Carswell, 2000.

Contributed Chapters

“Surveys and Other Marketplace Evidence in Canadian Litigation,” in D. Cameron (ed.), *Canadian Trademark Law Benchbook*, Toronto: Carswell, 2012, 2014, 2017 forthcoming (first publication with A. Kelly Gill; subsequent editions with sole authorship)

“Survey Research Goes to Court.” In C. Chakrapani (ed.), *Marketing Research: State of the Art Perspectives*. American Marketing Association, 2000, pp. 583-626 (with Dr. Neil Vidmar).

“Market Research and Surveys as Expert Evidence.” In Freiman, M. and Berenblut, M. (eds.), *The Litigator’s Guide to Expert Witnesses*, Toronto: Canada Law Books, 1997, pp. 55-77.

“Decisions that might not get made.” In T.S. Wallsten (Ed.), *Cognitive Processes in Choice and Decision Behaviour*. Hillsdale, N.J.: Erlbaum, 1989.

“Managers and Forecasting.” In Jain, C. L. *Understanding Business Forecasting*. Flushing, N.Y.: Graceway Publishing Co., 1988.

Publications in Learned Journals

“Internet Surveys in Intellectual Property Litigation: Doveryai, no Proveryai”, in *Trademark Reporter*, 107(5), p.1097-1121, New York: INTA, October 2017

“Disputes over Parental Care when the Dutiful Child wants to be Paid”, invited article for the *Annual Review of Civil Litigation*, Editors: Justices Archibald and Scott, Toronto: Carswell, September 2017 (with Barry Corbin)

“Breaking the Expert Evidence Logjam: Experts weigh in”, invited article for the *Annual Review of Civil Litigation*, Editors: Justices Archibald and Scott, Toronto: Carswell, September 2016

"The Moron in a Hurry: a Creature of Law or Science?" in *Annual Review of Civil Litigation*, Editors: Justices Archibald and Scott, Toronto: Carswell, September 2015

"The Hot-tub Alternative to Adversarial Expert Evidence," in *Advocates Journal*, a publication of the Advocates Society, Spring Issue 2014, pp. 5-15

"Surveys on a Tightrope: the Convergent Validity Net," *Intellectual Property Journal*, 2012, Vol 24(3), 265 (with Fiona Isaacson)

"Is there a method to the madness? The Persisting Controversy of Patenting Business Methods," *Intellectual Property Journal*, 2005. Vol 19(1), pp. 29-81 (with Teresa Cheung)

"'There are some things money can't buy. For everything else there are damages'. Proof of Irreparable Harm in Canadian Practice." *The Trademark Reporter*. 2004, 94 November-December, pp. 1294-1314.

"Pulling Surveys back from the Illusory Brink: a Reply to Liefeld", *The Trademark Reporter*, 2004, 94(6) November-December, pp. 1372-1388. (with David Morrow)

"When Confusion Surveys Collide: Poor Designs or Good Science? *The Trademark Reporter*, 2004, 94(4) July-August, pp. 781-799 (with Arthur Renaud)

"Intent to Deceive: Its Role in Passing-Off Disputes," *Intellectual Property Journal*, 2004, Vol. 18, 97-108

"What's good for the goose is bad for the gander. Why confusion surveys by plaintiff and defendant *should* be different." *Intellectual Property Journal*, 2003, 16(2), pp. 177-194 (with Arthur Renaud)

"Product Containers Take Flight from Packaging," *Intellectual Property Journal*, 2000, 14, pp. 363-377 (with David Ayles)

"The History of Survey Evidence in North American Litigation: From Admissibility to Weight," *Canadian Journal of Marketing Research*, 1999, 18, pp. 79-86

"Evidence of Irreparable Harm in Interlocutory Injunction Applications." *Canadian Patent Reporter*, 1997, 74, pp. 289-306 (with Douglas McIntyre)

"Taking Legal Action to Stop Competitors in their Tracks." *Canadian Journal of Marketing Research*, 1996, 15, pp. 66-73.

'Survey Research in Litigation: its past successes, its future trials.'" *Canadian Patent Reporter*, November 1995, pp. 215-247.

'Social Science Evidence in Misleading Advertising.'" *Canadian Journal of Marketing Research*, 1995, 14, pp. 57-65 (with Charles Mayer and Douglas Forer).

'Perceived consumer effectiveness and faith in others as moderators of environmentally responsible behaviours." *Journal of Public Policy and Marketing*, 1992. (with Ida E. Berger, University of Toronto)

'Public attitudes and behaviour concerning the environment". *Canadian Journal of Marketing Research*, 1992, 11, pp. 74 – 86. (with Scott MacKay)

'Rare event probabilities unfold." *Canadian Journal of Psychology*, 1984. (with L. Cousins and W. Petrusic)

"Telecommunications in Canada: the Regulatory Crisis." *Telecommunications Policy*, September 1983, 215-227. (with J.S. Schmidt)

The Secretary problem as a model of choice." *Journal of Mathematical Psychology*, 1980, 21, pp. 1-29.

'Questions d'enquête - L'état actuel de la boîte à outils." *Nouvelles enquêtes*, 1979, 4, 8-20

"Essai de définition de fardeau de réponse." *Nouvelles enquêtes*, 1977, 3, 8-13.

"Context effects in optional stopping decisions." *Organizational Behaviour and Human Performance*, 1975, 14, 207-216. (with C. Olson and M. Abbondanza)

"Random utility models with equality: an apparent, but not actual, generalization of random utility models." *Journal of Mathematical Psychology*, 1974, 11, 274-293. (with A.A.J. Marley)

Publications in Business Media

"Ask Dr. Ruth", a usually-monthly column on standards of social science, in *Vue*, news and research magazine of the Marketing Research and Intelligence Association, 2014-May 2015

"The Average Consumer is Alive and Statistical," in *Vue*, news and research magazine of the Marketing Research and Intelligence Association, March, 2015

"What's the Name of the Claim," front-cover feature in *Vue*, October, 2014, pp. 12-16

"Wayback to the Future," in *Vue*, January-February 2013, pp. 32-33.

"Dare to Compare: Landmines of Comparative Advertising," "Dare to Compare Part II: Perception in Ad Land is the only reality," "Dare to Compare Part III: The relevant population for resolving disputes," in *Vue* September, October and December, 2011

"The Court of Public Opinion," a periodic column on the featured use of surveys and other social science studies as expert evidence before courts of law and legal tribunals, in *Vue*, from January 2011 to December 2013

"If I say 'cat', quick, what comes to mind? Word associations and what they prove," in *Vue*, April, 2011, pp. 26-28

"It may be Popcorn, but it's not Peanuts: Survey Evidence and the Public School Copyright Tariff", in *Vue*, October, 2010, p. 41

"Let the Voting Begin: Surveys test new rules for voter ID in the Supreme Court of British Columbia", in *Vue*, September, 2010, p. 39

"Finally! A practical guide to intellectual property governance for directors," in *Director*, a quarterly business publication of the Institute of Corporate Directors in Canada, June 2010, pp. 1-4

"Informing the Court of Public Opinion," an update on the purpose and mandate of the Litigation and Regulatory Resource Committee, in *Vue*, May 2010, p. 63

"Mystery Shopping raised to Scientific Evidence," "Feature Article" in *Vue*, September 2009, pp.26 – 29 (with Sarah Carnegie).

"A Practical Six-Point Guide to Copyright Valuation, "Feature Article" in *Vue*, Aug 2008, pp. 24-27.

"Statisticians, Start your Engines: Emerging opportunities for expertise in class action suits," in *Vue*, December 2007, p. 12-13.

"Fight against fakes". In *Vue*, October 2007, pp. 12-16; adapted for the corporate governance community, and published in *Director*, October 2007.

"The Shadow Knows. A discourse on costs and benefits of shadow juries in civil trials." In *Vue*, August 2007, pp. 10 – 14.

"Will there be fries with that? A treatise on the benefits and risks of probing for more information." In *Vue*, May 2007, pp. 10 – 14.

"Brands in the Boardroom". In *Director*, a quarterly business publication of the Institute of Corporate Directors in Canada, February 2007, pp. 1-4

"Context effects on validity of response: Lessons from focus groups and complacent frogs." In *Vue*, Nov. 2006, pp. 10 - 14

"Barbie no 'Virgin' says the Supreme Court of Canada – Survey Evidence must be Relevant." In *Vue*, Sept. 2006, pp. 20 - 23

- "Coder seeks Content Analyst for Scientific Fling: Object: Respect". In *Vue*, July 2006, pp. 14-17
- "Does Bias Park at the 49th Parallel?" In *Vue*, April 2006, pp. 14-16
- "When is a Bathroom Scale unlike a Political Poll? When it's reliable." In *Vue*, March 2006, pp. 12-15.
- "Protecting the *je ne sais quoi* of brand identity" (with C. Wilson). In *Vue*, January 2006, pp. 18-19.
- "Random sampling in surveys: a sitting duck for criticism", In *Vue*, December 2005, pp. 16-17.
- "The History of Survey Evidence in Canada: How the hearsay barrier got busted." In *Vue*, November 2005, pp. 18-19.
- "The Road from Facts to Opinion." In *Vue*, June 2005, pp. 18-19
- "Trial by Survey: Survey Research in the Courts." In *Vue*, May, 2005, pp. 17-28
- "Surveys R Us." Invited article, *Imprints*, a news publication of the Professional Market Research Society, July 2003.
- "Managing Risk and Protecting Intellectual Property." Invited article, *Ivey Business Journal*, January 2002, pp. 11-13.
- "Lawyers find many uses for survey evidence." (Editor's headline). Invited article for the Intellectual Property section of *The Lawyers Weekly*, Toronto: Butterworth's Lexis-Nexis, September 8, 2000, p. 10
- "Market Research Comes of Age." Invited editorial, *Strategy*, Toronto: Brunico Communications, April 1997, p. 39.
- "Financial Consumers are changing". *Toronto Business Magazine*, December 1988.
- "Alligators in swamp thwart managers' forecast judgment." *Journal of Business Forecasting*, 1983, 2(1), 3-6.
- "Canadian corporations in the '80's: Marketing research will become part of global information support programs." *Marketing News*, April 18, 1980, p.6.

Invited Published Book Reviews

- ""Intellectual Property valuation exploitation and infringement damages." By invitation, *Trademark Reporter*, 2005, Vol 95(5), 1120-22.
- "Reading people." By invitation, *Canadian Journal of Market Research*, 1998, 17, pp.87-88

"Corporate Abuse: How 'Lean and Mean' Robs People and Profits." By invitation, *Canadian Journal of Market Research*, 1996, 15, pp. 100-101

"Grow to be great: Audacious advice for CEO's under pressure." By invitation, *Canadian Journal of Market Research*, 1995, 14, pp. 105-106.

"Raving Fans." By invitation, *Canadian Journal of Market Research*, 1993, 12, 99-100.

"The MBO Process and Strategic Planning". By invitation, *Journal of Business Forecasting*, 1985

"Judgment and choice: A review for forecasters and futurists." *Journal of Forecasting*, Spring 1982

APPENDIX C - INVITED ADDRESSES

“Gold standards for survey evidence – the Canadian perspective,” Invited panel presentation to the conference of the International Association for the Protection of Intellectual Property (**AIPI**), under the panel chairmanship of Justice Henry Carr, Cancun, September, 2018.

“Breaking the logjam between experts and judges,” Invited address and panel chair for the **Canadian Institute Expert Witness Forum**, Toronto, February 2018 (with arbitrator Daniel Urbas)

“Judges are human. Careful what you wish for,” Invited address and panel chair for the **Toronto Lawyers Association**, featuring an honoured panel of triers of fact, Toronto, October 2016

“People Science”, Invited address to the Young Lawyers Division of the **Ontario Bar Association**, Toronto, May 2016

“Alternative Methods and Future Trends in Expert Witness Practice,” Invited address to the **Canadian Institute** inaugural Expert Witness forum, Toronto, November 2015 (with Jerry Genge, GRG Building Consultants)

“Exploring law’s foundations: How decisions actually get made,” Address to the **Canadian Association of Law Teachers** Annual Conference, sponsored by the University of Ottawa Faculty of Law, Ottawa, June 2015.

“The Average Consumer is Alive and Statistical,” Invited address to the **Canadian Institute** conference on Advertising and Marketing Law, Toronto, January 2015 (session shared with James Musgrove of McMillan LLP)

“IP in the Boardroom: Valuing and Protecting your Significant Intellectual Property Assets,” Invited address to the **Canadian Society of Corporate Secretaries**, Banff, August 2014

“Sensational Standards: a Canadian’s World View,” Invited address to **Society of Sensory Professionals**, Tucson, September, 2014

“A Trail-blazing State of Mind,” Convocation address to graduates of **Carleton University** in legal studies and economics, Ottawa, June, 2014

“Research Innovations for Women’s Pelvic Pain and Sexual Health Issues,” invited address to the Grand Rounds of the Obstetrics/Gynecology unit at **Mount Sinai Hospital**, Toronto, September, 2012.

“Needed most: an IP State of Mind,” invited address to the **Parliamentary Standing Committee on Industry, Science and Technology**, Ottawa, May, 2012

« Dissiper la Confusion: Le Rôle du Juge et de l’Expert en Marques de Commerce après l’Arrêt Masterpiece de la Cour Suprême du Canada », invited luncheon address to a conference of the **Regroupement des Praticiens du droit des Marques de commerce**, Montréal, Nov. 2011 (with Professor Jacques Nantel, HEC Montréal)

“An IP State of Mind – Constructive action for advancing innovation in Canada’s health sectors.” Opening address to annual meeting and conference of **Canadian Health Industries Partnership**, Winnipeg, April 2011.

“Mad about Copyright.” Invited luncheon address to a conference on *Rights and Copyright—Bringing Canada into the 21st Century*, sponsored by **Insight Conferences**, Toronto, December 2010.

“Brands in the Boardroom 2010 – Focus on Intellectual Property Audits.” Address to the 50th Anniversary Conference of the **Market Research and Intelligence Association**, Toronto, May 2010

“Changing Copyright.” Panel presenter and discussant at **Canada 3.0, Canada’s Premier Digital Media Forum**, Stratford, May 2010

“Intellectual Property in the 21st Century.” Panel presenter and discussant at a joint policy meeting of **Industry Canada and OECD**, Ottawa, February 2010

“Leadership loves a vacuum,” Opening address, **Federated Press Women & Leadership Summit**, Toronto, June 2008.

“Governance of Intellectual Property: Lingerie and Fast Cars,” Keynote address to the **Conference Board** conference on Intellectual Property Management, Toronto, May 2008.

“Brands in the Boardroom,” Keynote address to the Business Intelligence conference of the **Market Research and Intelligence Association**, Vancouver, Nov. 2006, adapted for a Director’s Education program of the **Institute of Corporate Directors**, Toronto, February 2007 and Vancouver, February 2008. .

“Compare and Beware”, Invited breakfast address sponsored by **Advertising Standards Canada** for the advertising and advertising law community, Toronto November 21, 2007.

“Direct to Consumer Advertising of Prescription Pharmaceuticals”, invited address at the Arts and Letters Club of Toronto, sponsored by **Ryerson University**, Toronto November 15, 2007

“Women on Boards”, Invited address to the Women & Leadership Summit, sponsored by **Federated Press**, Toronto, June, 2007 (with Marcelo Mackinlay)

“The Shadow Knows. The Use of Shadow Juries in Civil Trials.” Invited address to the 5th Biennial Provincial Counsel Conference for the **Canadian Medical Protection Association**, Montebello, Quebec, June 2007.

“Emerging issues: Using Research in Canada’s Courtrooms,” Invited address to the annual conference of the **Market Research and Intelligence Association**, Halifax, June 2005.

“Taking the Guessing out of Surveys”. Invited address “The Six-Minute Intellectual Property Law Lawyer” continuing education event, sponsored by **The Law Society of Upper Canada**, Toronto, November 10, 2004.

“Innovations and International Developments in Surveys for Intellectual Property Disputes.” Invited moderator for a Panel on Survey Evidence in Intellectual Property at the annual conference of the **Intellectual Property Institute of Canada**. Banff, October 14, 2004

“Control Freaks wanted....for tests of misleading advertising” (with Ian Cross, Counsel, Kraft Canada). Invited address to **Canadian Institute** conference on Advertising and the Law, Toronto, January 30, 2003.

“Thinking outside the witness box.” Invited address to the Annual Meeting and Education Forum of the Investigation and Enforcement Directors’ Council of the **Government of Ontario**, Barrie, October 10, 2002.

“The Science and Art of Selecting and Addressing Juries” (with John Rosen). Invited address to a dinner meeting of the **Toronto Medico-Legal Society**, November, 2001.

"Trial by Survey: Social Science as Expert Evidence," luncheon address at the 2001 conference of **INTA, the International Trademark Association**, sponsored by **Kroll Worldwide**, San Francisco, May 5, 2001.

"Why Advertisements Mislead, and How to Prove it." Invited address to a national conference on "Advertising and Marketing Strategies for Success", sponsored by **Insight Information Company and the Globe and Mail Report on Business**, Toronto, February 19, 2001

"Romancing the Brand." Luncheon address to conference on "Challenges and Opportunities of Advertising Today," sponsored by **Insight Information Co. and Globe and Mail Report on Business**, Toronto, Oct. 1999.

"Use, Presentation and Examination of Technical Experts: When, Who and How", with Donald Cameron, invited presentation to **Insight Information** conference on Intellectual Property Litigation, Toronto, Feb. 199

"The Link between Price and Brand Equity." Opening address to a national conference on Pricing Strategy, sponsored by the **Canadian Institute**. Toronto, September 1999

"The Special Status of Famous Brands." Luncheon address to a conference on Challenges and Opportunities of Advertising Today, sponsored by **Insight Information Co. and the Globe and Mail Report on Business**, Toronto, April, 1998.

"Advertising messages that break through." Luncheon address to conference on Legal, Practical and Tactical Advertising, sponsored by the **Canadian Institute**, Toronto, June 1997.

"Generic Medications and the Public Interest." Invited address to the Annual Scientific and Educational Meeting of the **Canadian Association on Gerontology**, Saint John, October 1996

"Launching an entrepreneurial business in Canada". Address to Executive Program on Human Resource Development, **University of Toronto**, Toronto, March, 1995

"Survey Research for Litigation and Expert Testimony". Chairperson address to professional conference for the legal and research communities, sponsored by **Insight Information & the Globe and Mail**, Toronto, April, 1995

"Confessions of a Social Scientist: The Honeymoon's Over". Luncheon address at conference on Misleading Advertising, sponsored by the **Canadian Institute**, Toronto, October, 1995.

"Real Estate Forecasts based on People Factors." Invited address to a Real Estate conference of the **CIBC**, and subsequently to a private luncheon of Real Estate industry executives. Toronto, January and May, 1994.

"The Politics of Customer Service." Invited address to a conference of the **Society for Consumer Affairs Professionals**, Toronto, May 1994.

"Permanent shifts in Real Estate Markets in Canada". Invited address to the **Property Forum**, Toronto, November 1994.

"Predictions Guaranteed or Your Money Refunded", Opening address to **Planning Forum** conference on "Working the Predictable and the Unpredictable into Today's Plans." April, 1993.

"Networking Financial Services: What Customers Want." Luncheon speaker at an **Insight Conference** for the Financial Service Industry, June 1993.

- "The Customer is the Business." Invited address to **CIBC's** National Executive Conference, Toronto, Nov. 1993.
- "Tomorrow's Customers." Invited address to **Canadian Association of Financial Planners**, Toronto, Dec. 1993.
- "Women and the Art of Negotiation." Keynote address to the Annual Meeting of the Businesswomen's **Zonta Organization of Kitchener/Waterloo**. Kitchener, March 1992.
- "Leadership by Business People on Public Issues: The Case of the Missing Horse", Keynote address to the **Canadian Club**. Hamilton, December 1992.
- "Investor Hot Buttons". Invited address to the Western Regional Conference of **RBC Dominion Securities Pemberton**. Vancouver, March 1991.
- "Appealing to tomorrow's consumers: Innovation doesn't need to be risky". Invited address to the annual Marketing Conference of the **Conference Board of Canada**. Toronto, March 1991.
- "The Marketing of Financial Planning Services." Invited address to the **Canadian Association of Financial Planners**. Toronto, June 1991.
- "The war for consumers in financial services: love conquers all". Keynote address to the **Financial Post Retail Services Conference**, Toronto, February 8, 1990.
- "Competitive warfare through sales and distribution: Invited address to the National Marketing Conference of the **Conference Board in Canada**, March 1988. (Rated "Best in conference").
- "The financial service consumer of tomorrow". Invited address to the **Ontario Ministry of Financial Institutions**, Toronto, September 1988.
- "Competition in the service industries: the war of plastics". Invited address to the **American Marketing Association**, April 1987, with television and radio interviews.
- "The role of market segmentation in strategic planning". Invited address to the **Canadian Public Relations Society**, Toronto, June 1986.
- "The future of cable technology in the Canadian telecom environment". Invited address to a Canada/UK workshop hosted by the **Science Council of Canada**, March 1984.
- "Samuel Morse meets the silicon chip: 'What hath technology wrought?'" Keynote address to the **Electrical and Electronic Manufacturing Association of Canada**, Jasper, June, 1984; reported in *The Globe and Mail*, June 22, 1984, *The Calgary Herald*, June 21, 1984, *Communications Week*, June 25, 1984, *Fort McMurray Today*, June 22, 1984, *The Oshawa Times*, June 22, 1984, and *Hamilton Spectator*, June 27, 1984
- "No time for econophobia." Address to **Canadian Information Processing Society**, Toronto, October 15, 1984.
- "Keeping the lid on local rates". Invited address to **Consumers' Association of Canada**, Winnipeg, Oct. 1984.
- "The sky is falling! The sky is falling! and other telecom fairy tales". Invited address to the **Canadian Information Processing Society**, Regina, November, 1984.

"Forecasting for policy impact in telecommunications." Invited address to the **Third International Symposium on Forecasting**, Philadelphia, May, 1983, on the occasion of World Communications Year

"Forecasting into a future of dynamic change". Invited address to the **International Symposium of Forecasting**, Quebec City, May 1981.

"Evaluating the payback from research expenditures". Invited address to the Annual Marketing Conference of the **Conference Board** of Canada, March 1980.

"The problem of ill-defined choice sets". Address to International Workshop on Economic Choice Behaviour, by invitation of Dr. Amos Tversky, **University of California at Berkeley**, June 1976.

APPENDIX D - BUSINESS AWARDS AND HONOURS

- 2018 MARKET RESEARCH AND INTELLIGENCE ASSOCIATION, **Award of Excellence, Multi-Stakeholder Research**, awarded to CorbinPartners Inc. and Smart & Biggar for expert evidence presented to Federal Court of Canada in the matter of Admiral Nelson Spiced Rum; also **Murray Philp Pro Bono Service Award**, awarded to CorbinPartners and Canadian Institute for research program, publication and public forum, for “Breaking the Expert Evidence Logjam: Experts Speak Out.”
- 2016 MARKET RESEARCH AND INTELLIGENCE ASSOCIATION, “**Fellow**” designation, Toronto, June, 2016
- 2015 GILES SCHOOL, **Distinguished Service Award**, for contributions to Governance and Intellectual Property Protection, October 2015
- 2015 MARKET RESEARCH AND INTELLIGENCE ASSOCIATION, **Public Policy Impact Award**, jointly awarded to CorbinPartners Inc. and Questrade for a market regulation study on enhancing access to wealth management services to a broader base of Canadian consumers
- 2014 CARLETON UNIVERSITY, **Honorary Doctorate** for career contributions to intellectual property law and forensic science
- 2013 MARKET RESEARCH AND INTELLIGENCE ASSOCIATION, **Award of Outstanding Merit** for “conspicuous and sustained service;” also **The Murray Philp Award**, jointly awarded to CorbinPartners Inc. and the Canadian Legal Information Institute (CanLII) for a market study to advance CanLII’s vision of free universal access to legal knowledge.
- 2012 UNIVERSITY OF TORONTO, UNIVERSITY COLLEGE, **Alumni of Influence, Top 100 Inaugural List**
- 2012 MARKET RESEARCH AND INTELLIGENCE ASSOCIATION, **Public Policy Impact Award**, jointly awarded to Dr. Mark Freiman of Lerner LLP and CorbinPartners Inc. for Corbin evidence on media communications of election results, and the **Excellence in Research—Best Integration Award**, jointly awarded to Stikeman Elliott, CorbinPartners Inc. and research suppliers for Corbin evidence on food branding.
- 2011 ROGERS MEDIA/PROFIT MAGAZINE, **Canada’s Top 100 Female Entrepreneurs**.
- 2011 MARKET RESEARCH AND INTELLIGENCE ASSOCIATION, **Public Policy Impact Award**, jointly awarded to CorbinPartners Inc. and the Department of Justice for an evidentiary report regarding challenges to the *Canada Elections Act*, and **The Murray Philp Altruistic Award**, jointly awarded to CorbinPartners Inc. and the Mount Sinai Hospital Wasser Pain Management Centre for the Corbin report on pain treatment clinics for women.
- 2010 MARKET RESEARCH AND INTELLIGENCE ASSOCIATION, **The Murray Philp Altruistic Award**, jointly awarded to CorbinPartners Inc. and the Conference Board of Canada for the Corbin report on “Intellectual Property in the 21st Century.”
- 2007 MARKET RESEARCH AND INTELLIGENCE ASSOCIATION, “**Excellence in Research – Best Integration**” **Award**, jointly awarded to CorbinPartners Inc. and Fasken Dumoulin, for research program presented to the Superior Court of Justice of Ontario
- 2006 WOMEN’S EXECUTIVE NETWORK, GLOBE AND MAIL, TORONTO DOMINION BANK, and other sponsors, “**Canada’s Most Powerful Women: Top 100**”, awarded in the category of “Trailblazers and Trendsetters”

- 2006 CONFERENCE BOARD OF CANADA and THE ROYAL BANK OF CANADA, **First Prize, National Award for Small Business Skills Development** to CorbinPartners Inc.
- 2006 MARKET RESEARCH AND INTELLIGENCE ASSOCIATION, **"Excellence in Research – Best Integration" Award**, jointly awarded to CorbinPartners Inc. and Ridout & Maybee, for research program presented to the Federal Court of Canada in connection with the fame of the JAGUAR brand.
- 2006 GOVERNMENT OF ONTARIO, **Voluntary Service Award**, awarded by the Minister of Citizenship and Immigration
- 2006 INSTITUTE OF CORPORATE DIRECTORS AND ROTMAN SCHOOL OF BUSINESS, elected **"class valedictorian"** for March 2006 Graduating class and press announcement
- 2005 CONFERENCE BOARD OF CANADA, **National Award for Small Business Skills Development to CorbinPartners Inc. (second place Honourable Mention)**
- 2002, IVEY BUSINESS SCHOOL, National Directory of **"Women in the Lead"** in inaugural and updated
2004, editions
2006
- 1999- *Canadian Business* **"Who's Who in Canada"**
2018
- 2002 *Chatelaine* **"Who's Who of Canadian Women"**
- 1993 TORONTO LIFE MAGAZINE, Finalist, Annual National "Women Who Make a Difference" Award
- 1989 INTERNATIONAL TELEVISION ASSOCIATION OF CANADA, **Eva Award** for "Excellence in Video" and **Golden Maple Award** for "Information", both to Royal Trust teams under RMC's direction
- 1989 CANADIAN DIRECT MARKETING ASSOCIATION, **Silver Award** for Best Multi-Media Campaign for "Canadian Plus Credit Card", for program designed under RMC's direction
- 1989 ROYAL TRUST INTERNATIONAL **"Commitment to Quality Award"** presented to RMC's sales team
- 1989 CANADIAN DIRECT MARKETING ASSOCIATION, **Silver Award** for Best Product Launch for Royal Trust/Shell Canada "Vision" Card, for program designed under RMC's direction
- 1988 ART DIRECTOR'S CLUB OF TORONTO, **Gold Award** to Royal Trust project under RMC's direction for "Complete Design Program"; **Merit Award** to Royal Trust project under RMC's direction for "Advertising Illustration"
- 1986 OGILVY AND MATHER ADVERTISING COMPETITION, **Best Original Advertisement**, designed, produced, sound-mixed and edited.
- 1979- TELECOM CANADA. **"National Merit Award"**
1980

Appendix E - Piano Performance Honours and Prizes

Year	Organization	Particulars
2018	Davenport Music Festival	First place medal among performers of advanced Bach repertoire
2017	Ontario Music Festivals: Kiwanis, Pickering, North York, Davenport and Burlington Rotary	Tour of competitive festivals in Southern Ontario. First place awards in Toronto Kiwanis (“Gold” standing), North York Music Festival and Pickering Music Festivals; first place medals in Davenport Music Festival and Burlington Rotary Festival
2016	Ontario Music Festivals	First place prize in Stratford Kiwanis (“Stratford Festival Executive Committee Prize”), and first place medals in North York Music Festival and Davenport Music Festival
2015	Ontario Music Festivals	Tour of competitive festivals in Southern Ontario, with 1st place standing in Toronto Kiwanis, Stratford Kiwanis (Skjellerup Sumstad Prize), North York, Pickering, Simcoe-Norfolk and Davenport Music Festivals
2014	Stratford Kiwanis Music	1 st place standing for concert of Haydn and Chopin; awarded Canadian Tire prize for Adult Performance Class
2014	North York Music Festival	Medal winner for 1 st place standing in adult performance class, playing music from Classical and Romantic periods
2014	Toronto Kiwanis Music Festival	1st place prize and gold level award in adult performance class playing Bach and Albeniz, and 2nd place prize in concert group class playing Haydn and Chopin
2014	Pickering Music Festival	1st place prize in adult performance class playing Chopin “cello etude”
2013	North York Music Festival	1 st prize in Bach Prelude and Fugue performance class
2013	Davenport Music Festival	1st place prize in adult performance class, playing Albeniz Leyenda (Spanish repertoire)
2013	Kiwanis Music Festival	Gold award and 1 st place prize in adult performance class playing concert group of Shostakovich, Bach and Albeniz
2012	Kiwanis Music Festival	Silver Level award and 2 nd place prize in adult performance class playing concert group
2011	Kiwanis Music Festival	“Gold” and “Silver” awards in two piano solo competitions; incl. 2 nd place prize in adult concert group class, playing Haydn and Gershwin
2010	Kiwanis Music Festival	Two “Silver Level” awards in solo piano competitions, including 2 nd place prize in adult-level concert group class, playing Beethoven Sonata and Bach French Suite.
2010	Royal Conservatory of Music	“Silver” award in RCM Competitive Festival, and Royal Conservatory scholarship prize

Year	Organization	Particulars
2009	Kiwanis Festival and Peel Music Festival	Two "Gold Level" awards in solo piano competitions in Toronto Kiwanis music festival; 3 rd prize in Peel Festival Bach competition
2009	Davenport Music Festival	2nd place prize in Bach Prelude and Fugue competition
2009	Royal Conservatory of Music	Audition-based scholarship
2008	Kiwanis Music Festival	Second prize in solo piano competition, playing classical and jazz concert grouping
2008	Royal Conservatory of Music	Audition-based scholarship
2007	Peel Music Festival and Toronto Kiwanis Festival	First place prize in solo piano competition in Peel Music Festival, playing pop jazz; first place prize in Toronto Kiwanis solo piano competition, playing concert group of Chopin and Poulenc
2006	Kiwanis and Peel Music Festivals	Kiwanis: 3 rd prize in Bach piano competition; Second prize in solo piano competition performing Mozart Fantasy and Poulenc Villageoises
2005	Kiwanis Music Festival	1st place prize in duet competition (with daughter), and invited performance in "Showcase of the Stars" festival finale.
2003-2004	Kiwanis Music Festival	2004: 1st prize in duet competition with daughter; 2003: Second place prizes in solo Bach competition and duet competition (with daughter)
1998-2000	Royal Conservatory of Music	Silver medal for 1st-place standing in Ontario in annual performance examinations in 1998 and 2000