

A. Summary

John V.O. (Jack) Kennard is a senior level executive consultant who helps drive growth and development of new and established brands for both S&P 500 listed corporations and privately held smaller organizations. Jack Kennard also serves as an Expert Witness in trademark, sports marketing and intellectual property branding related cases. He has over 30 years' leadership experience in all aspects of marketing and media management including brand positioning, advertising, media, sales promotion, new product development, agency selection, consumer insights, and sports event marketing. Kennard has ten years' experience teaching marketing at top ranked universities at both undergraduate and graduate levels. Jack Kennard has recently initiated *The Great Brands Fund™*, which invests capital in equities a portfolio of rigorously screened famous brands. Kennard earned a B.A. from University of Virginia in English Literature and an M.B.A. also from the University of Virginia (Darden). He is a former Captain, US Army and a Vietnam War veteran.

B. White Oaks Capital, LLC -2009-present d/b/a White Oaks Brands, White Oaks Licensing, White Oaks Capital LLC

Owner/Member

Professional consulting engagements for A&E television, Brown-Forman Corporation, Golden West Trading, including licensing programs for Jack Daniel's Tennessee Whiskey, Paramount Pictures and Reckitt Benckiser. Marketing direction for Fuzzy's Ultra Premium Vodka, Bolthouse Farms and others.

Founder of The Great Brands Fund™, the first equity fund that invests exclusively in a portfolio of great brands independent of categories and sectors.

C. Teaching Appointments and Lecturing at Major Universities

Distinguished executive-in-residence twice annually at the University of Virginia's McIntire School of Commerce (2003-continuing in 2014).

Adjunct Assistant Professor for both MBA (Brand Week) and EMBA (Managing the Global Enterprise) graduate degree granting programs at Vanderbilt University – Owen Graduate School of Management (2009-present).

Guest lecturer at Johnson & Wales University, University of California San Diego, University of North Carolina School of Journalism and University of Louisville.

D. Corporate Experience

Brown-Forman Corporation, 1982-2009. Senior Vice President, with global marketing responsibilities for all Brown-Forman brands. From 1996-2002, he was the senior brand executive with P&L responsibility for the Jack Daniel's family of brands, a \$1.0+ Billion business

Del Monte Foods -Group Product Manager (1979-1982)

Kraft/General Foods Corporation - Senior Product Manager (1973-1979)

Between 2000 and mid-2009, among other responsibilities, Kennard was the senior executive with direct responsibility for more than 70 managers and executives at Brown-Forman Corporation engaged in worldwide consumer insights (marketing research), worldwide media planning and evaluation, all communication agency agreements, branded sales promotion programs, brand licensing and movie placement. The Jack Daniel's Tennessee Whiskey brand is the flagship brand owned by Brown-Forman and is the largest licensor in the world among all wine and spirit brands. Approximately 85 commercial licensing agreements are in force for Brown-Forman worldwide with annual retail sales exceeding \$500,000,000.

From 2006-2009, Kennard was also responsible for global design services including packaging design and other elements of visual brand architecture. The design organization consisted of more than fifteen professionals. Kennard was also Dean of the College of Brand Excellence within Brown-Forman's Brand Building University. In this role he was responsible for delivering university-level curriculum to Brown-Forman marketing and selling organizations to nurture and sustain professional competency in brand building.

E. Sports Event Marketing Experience Highlights

Thoroughbred Horse Racing. 1987-1993 Early Times Turf Classic (Grade I) at Churchill Downs and 1994 – 1996 Early Times triple Turf Classic (Grade I) at Churchill Downs, Pamlico and Belmont racetracks

NASCAR. 2005-2009 – Jack Daniel's Tennessee Whiskey sponsorship of 07 Sprint Cup car owned by Richard Childress

Open Wheel Racing -Indianapolis 500. Advisory role for golfing legend Fuzzy Zoeller and his initial entry into the Indy 500 with a racecar/driver sponsored by Fuzzy's Ultra Premium Vodka

F. Public Appearances, Manuals, Publications

Keynote at the International Trademark Association's (INTA) Chicago marketing conference - October, 2013.

"Key topic" program speaker at the International Licensing Industry Expo in Las Vegas on the role of licensing in building global brands.

Guest on The Today Show (NBC) on the topic of non-traditional advertising.

Managing Editor and contributing author Brown-Forman Way of Brand Building Versions 1, 2 & 3.0. This series was Brown-Forman's employee and partner manual for building brands the BF Way.

Co-author of a case study published in Cases and Readings for Non-profit Organizations by Kotler, Ferrell and Lamb, Prentice Hall Inc., c. 1983

Contributed to the first, second and third editions of Marketing Principles & Perspectives by Bearden, Ingram and LaForge published by R.D. Irwin in 2001, 2002, 2003

Expert Report, Deposition and Trial Activity

Jim Beam Brands Co. (Old Crow), Plaintiff v. Diageo North America, Inc., Tequila Cuero La Rojena S.A. DE C.V., Defendant. Supreme Court of the State of New York, New York County. Rebuttal report in response to Plaintiff's Expert regarding Old Crow bourbon brand. November 13, 2009.

Maker's Mark Distillery, Inc., Plaintiff v. Diageo North America, Inc. Tequila Cuervo et. al., Defendants United States District Court of Western Kentucky. Expert report, deposition and subsequent Testimony in Federal District Court on behalf of defendants. November 5, 2009.

Maker's Mark Distillery, Inc., Plaintiff .v Diageo North America, Inc., Tequila Cuervo et.al. al., Defendants United States District Court of Western Kentucky. Opinion and deposition on behalf of defendant on determination of damages in event of a finding of liability. June 22, 2009. No damages awarded.

Mount Snow, Ltd., Plaintiff v. NBC Universal, Alli, The Alliance of Action Sports, LLC, et. al. Civil Action No. 2:12-cv-00022-wks. Opinion and deposition on impact on the brand value and potential vulnerability in terms of brand equity dilution to Mount Snow caused by the termination of the Dew Tour at Mount Snow and its relocation to a regional competitor resort. November, 2012 -January, 2013. Scheduled to give Federal court jury trial testimony in May, 2014.

Brown-Forman Corporation, Applicant v. Agavera Camichines, S.A. DE C.V. Opposer. Opinion and Declaration for Opposer on whether the Spanish word "ANTIGUO", that is the subject of the Intention to Use Application filed by the applicant, if used singularly as a trademark on "distilled spirits, namely tequila" will be perceived by consumers as descriptive of a quality of the product, or alternatively mis-descriptive of the product, and thereby deceptive, and whether use and registration of "ANTIGUO" as a trademark, can co-exist with use by numerous third parties of "ANTIGUO" as part of composite trademarks, without confusing the public, and whether the registration of "ANTIGUO" alone, would provide the owner of the registration with a marketing advantage, namely to allow it to appropriate for its sole use a descriptive term that other manufacturers use, as part of composite trademarks or

otherwise, to communicate either a characteristic of the product, or modify other terms of their trademark. April, 2013-current.

Globefill Incorporated, Plaintiff, Vs. Elements Spirits, Inc. and Kim Brandi, Defendants. As Defendant Elements Spirits, Inc.'s expert witness Kennard was asked to testify as an expert in three areas:

1) The validity of Plaintiff's expert Dr. Isaacson's claim that Crystal Head Vodka and KAH brands of tequila share a common customer base and are competitive alternatives for consumers; 2) The validity of Plaintiff's expert Dr. Isaacson's claim that vodka and tequila are proximate and competitive; and 3) Whether companies that offer both premium vodka and premium tequila brands adopt similar or differentiated approaches to visual brand identity. May, 2013-current. Deposed in NYC in August. Gave testimony at Federal district court (Southern California) jury trial. Verdict for Defense.