

# JONATHAN E. HOCHMAN, PH.D.

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## PRESENT POSITIONS

- 2025 – YALE UNIVERSITY – Lecturer  
Class: CPSC 6130 *Digital Identity Infrastructure* (Fall 2025).
- 2024 – ALCHEMIST ASSOCIATES – Co-Founder  
Internet technologies, marketing, and security consulting firm focused on digital platforms.
- 2018 – UNS – Co-Founder  
Internet infrastructure service for user authentication, federated identity, linking de-identified records, detection of fake accounts, and recovery of lost security keys.
- 2004 – HOCHMAN CONSULTANTS – Founder  
Internet technology, marketing and security consulting and software development firm.

## PAST POSITIONS

- 2023 – 2025 YALE UNIVERSITY – Teaching Fellow  
Classes: CPSC427/527 *C++ Programming for Stability, Security, and Speed* (Fall 2024). CPSC 414/514 *Computing Then and Now: How Digital Technology Evolves* (Spring 2023, Spring 2024, Spring 2025), and CPSC 457/557 *Sensitive Information in a Connected World* (Fall 2023).
- 2008 – 2019 SEMNE (SEARCH ENGINE MARKETING NEW ENGLAND) – Chair  
Hosted search marketing events for networking and education.
- 2010 – 2018 CODEGUARD, INC. – Co-Founder  
Invented web site security platform. Acquired by Sectigo.
- 1999 – 2004 BARCODING INC. – Director  
Provided software, bar code technology, RFID technology, and wireless networks to commercial, manufacturing, warehousing, and government sectors.
- 1999 – 2003 UNITED ALLOYS CORPORATION – General Manager  
Imported specialty metals and chemicals to the USA on behalf producers in former Soviet states.
- 1996 – 1999 INDUSTRIAL METALS & CHEMICALS CORPORATION – General Manager  
Distributed specialty metals and chemicals on behalf of producers in former Soviet states.
- 1990 – 1996 NORTH ATLANTIC RESOURCES, INC. – President  
Assisted enterprises in former Soviet states with international business.

## EDUCATION

- 2022 – 2025 YALE UNIVERSITY  
Doctor of Philosophy in Computer Science.  
Dissertation: *Digital Identity Infrastructure*.
- 2022 – 2024 YALE UNIVERSITY  
Master of Philosophy in Computer Science.
- 1990 – 1991 COLUMBIA UNIVERSITY  
Completed first year of law school.
- 1986 – 1990 YALE UNIVERSITY  
Bachelor of Science and Master of Science degrees in Computer Science.  
B.S. awarded *summa cum laude*.

## CERTIFICATES

1. CITI Program, Biomedical Research – Basic 50611315, issued Jan 11, 2023, expiry Jan 11, 2026

## ACADEMIC PAPERS

1. Hochman, J. (2025). *Digital Identity Infrastructure*. (Publication No. 31770331, pending) [Doctoral dissertation, Yale University]. ProQuest Dissertations & Theses Global.
2. Fischer, M. J., Hochman, J., Boffa, D. (2021). Privacy-Preserving Data Sharing for Medical Research. In: Johnen, C., Schiller, E. M., Schmid, S. (eds) Stabilization, Safety, and Security of Distributed Systems. SSS 2021. *Lecture Notes in Computer Science: Vol. 13046*. Springer, Cham. [https://doi.org/10.1007/978-3-030-91081-5\\_6](https://doi.org/10.1007/978-3-030-91081-5_6).
3. Hochman, J. (1990). *How to Create a Failure Tolerant Distributed System* (Tech Report No. 799) [Master's thesis, Yale University]. Yale University Department of Computer Science.

## PUBLISHED ARTICLES

(27 articles prior to July 31, 2014)

1. [New Wave of Referrer Spam Wrecking Google Analytics Data](#), Marketing Land, December 8, 2016
2. [What is Search Engine Optimization Manipulation](#), National Law Review, May 18, 2016
3. [A Proposal for Ethical Ad Blocking](#), Marketing Land, October 5, 2015
4. [Web Overload: Why Digital Advertising Needs to Hit the Reset Button](#), Marketing Land, September 25, 2015

## SELF-PUBLISHED ARTICLES

1. [The Cost of Pay Per Click Advertising— PPC Trends and Analysis](#)
2. [302 Redirect vs. 301 Redirect: Which is Better?](#)
3. [How to Get Google Sitelinks](#)
4. [How to Standardize Multiple Domains for SEO Using 301 Redirects](#)
5. [How to Write Meta Descriptions \(Code Sample Included\)](#)
6. [The Cost of Banner Advertising – Trends and Analysis](#)
7. [Basic SEO Tips](#)
8. [The Benefits of Clean URLs](#)
9. [Best Content Management Systems and SEO](#)
10. [Best Practices for Managing Online Reviews](#)
11. [The Cost of SEO Services](#)
12. [External Links & SEO](#)
13. [Adobe Flash and SEO](#)
14. [The Google Sandbox Effect](#)
15. [How to Block Part of a Page from Being Indexed by Google or Other Search Engines](#)
16. [The Internet Marketing Process](#)
17. [The Danger of Deadlines in Web Development](#)
18. [Spam Prevention Techniques](#)

## SPEAKING

(21 speaking engagements prior to July 31, 2014)

1. Yale Innovation Summit, New Haven, May 2022
2. 23rd International Symposium on Stabilization, Safety, and Security of Distributed Systems, November 2021
3. Yale Innovation Summit, New Haven, May 2019
4. VT Web Marketing Summit, Burlington, VT, November 2017
5. National Expert Witness Conference, Clearwater Beach, FL, May 2017
6. International Printing & Imaging Conference, Henderson, NV, July 2016
7. VT Web Marketing Summit, Burlington, VT, November 2015
8. VT/NH Marketing Group, Woodstock, VT, May 2015

9. VT Web Marketing Summit, Burlington, VT, November 2014

## PATENTS

1. User Authentication System, Patent No. US11570163.
2. Systems and methods for automated retrieval, monitoring, and storage of online content, Patent No. US9069885B1

## TRIAL TESTIMONY

20 total, 8 cases prior to July 31, 2020 (3 state court cases, 3 arbitrations, and 2 District Court cases)

1. **Elsa Torrez Perez** v Blue Hills Fuels, New York Supreme Court, County of Queens, 72847/2020.
2. Lloyd Lake v. **Reginald Bush**, JAMS Arbitration, No. 5220002649.
3. **Behavioral Concepts** v Autism Intervention Specialists, 2012-2484C, Massachusetts Superior Court.
4. Damian v **Courtright**, 1:21-cv-01694, US District Court for the Middle District of Florida.
5. Onyx Enterprises v **Id Parts**, 1:2020-cv-11253, US District Court for the District of Massachusetts.
6. **Client 7** v Party 7, American Arbitration Association, Case No.: 01-20-15-5410, July 2023
7. Party 8 v **Client 8**, American Arbitration Association, Case No.: 01-21-0017-9809, July 2023
8. **Client 6** v Party 6, American Arbitration Association, Claim No. 01-21-0017-2493, June 2023.
9. **Take 5 Media, et al.** v. Advantage Sales & Marketing, et al., AAA No. 01-19-0002-7532.
10. **Client 5** v Party 5, American Arbitration Association, Case 01-20-15-5410.
11. Social Tokens v. **VDOPIA**, Tel Aviv-Jaffa Magistrate's Court (2021).
12. Boppers v. **Rosenay**, HHD-CV19-60104115-S, Connecticut Superior Court, Judicial District of Hartford.

## DEPOSITION TESTIMONY

62 total, 22 depositions prior to July 31, 2020

1. G/O Media v **MGID**, Supreme Court of the State of New York, County of New York, Index No. 65094872023.
2. Jax Implants v **David & Associates Specialists**, US District Court for the Middle District of Florida, 3:23-cv-102.
3. Tribe of Two v **Tod's**, US District Court for the Southern District of New York, 1:23-cv-03255.
4. **Garner** v. Amazon.com, US District Court for the District of Washington, 2:21-cv-00750-RSL.
5. Lloyd Lake v. **Reginald Bush**, JAMS Arbitration, No. 5220002649.
6. SIG China Investments v. **Clear Yield Investments**, American Arbitration Association, Case No.: 01-22-0002-6958. *Related case: TGC Partners Limited* v. SIG China Investments, 2021-22424, Court of Common Pleas, Montgomery County, Pennsylvania.
7. **Geomatrix** v Eljen, 3:20-cv-01900, US District Court for the District of Connecticut.
8. Digital Media Solutions, LLC v. **Zeetogroup, LLC**, 3:2022-cv-01184, US District Court for the Southern District of California.
9. **Rodriguez** v Google, 3:20-cv-04688, US District Court for the Northern District of California.
10. **Client 7** v Party 7, American Arbitration Association, Case No.: 01-20-15-5410, June 2023.
11. Edible v **800-FLOWERS**, 1:20-cv-2405, , US District Court for the Northern District of Georgia.
12. **Delta** v Marriott, 1:20-CV-01125, US District Court for the Northern District of Georgia.
13. Tireboots by Universal Canvas v. **Tiresocks**, 1:20-cv-07404, US District Court for the Northern District of Illinois.
14. **Client 6** v Party 6, American Arbitration Association, Claim No. 01-21-0017-2493, March 2023.
15. Damian v. **Courtright**, 1:21-cv-01694, US District Court for the Northern District of Illinois.
16. **Iraida Hernandez** v Ashish Pal, M.D., 2020-CA-10122-O, Circuit Court, Orange County, Florida
17. **Premier Automotive** v DealerCMO, 19CV344119, Superior Court of California, County of Santa Clara.
18. San Juan Products v **River Pools & Spas**, 8:21-cv-02469, US District Court for the Middle District of Florida.
19. What a Smoke v **Duracell**, 2:19 cv 16657, US District Court for District of New Jersey.
20. **Evox** v AOL, 20-cv-02907, US District Court for the Central District of California. (Supplemental Report)
21. **Brown** v Google, 20-cv-03664, US District Court for the Northern District of California.
22. **Black** v CNN, 5016CA001517, Circuit Court of the Fifteenth Judicial Circuit, Palm Beach County, Florida.
23. Legno Bastone v **Provenza Floors**, 20-CA01486, Circuit Court, 20<sup>th</sup> Judicial Circuit, Collier County, Florida.

24. **Drips** v Teledrip, 5:19-CV-02789, US District Court for the Northern District of Ohio, Eastern Division.
25. **Lane** v Elyassnia, et al., CGC-20-586918, Superior Court of California, County of San Francisco.
26. **Take 5 Media** v. Advantage Sales & Marketing, et al., AAA No. 01-19-0002-7532.
27. Honey Baked Ham Inc. v. **Honey Baked Ham Company LLC**, 8:19-cv-01538, US District Court, Central District of California, Southern Division.
28. **National Rifle Association of America** v. Ackerman McQueen Inc et al, 3:19-cv-02074, US District Court, Northern District of Texas, Dallas Division.
29. **Evox** v AOL, 20-cv-02907, US District Court for the Central District of California.
30. Party 4 v **Client 4**, binding private arbitration.
31. **Zillow** v IBM, IPR2020-01656, USPTO, Patent Trial and Appeal Board.
32. **Zillow** v IBM, IPR2020-01655, USPTO, Patent Trial and Appeal Board.
33. **FurnitureDealer.Net** v Amazon.com and COA Inc, 18-cv-00232, US District Court, Minnesota.
34. **H. Roske** v Christian Burghart, 657328/2017, Supreme Court of New York, New York County.
35. RingCentral v **Nextiva**, 19-cv-02626, US District Court for the Northern District of California.
36. **Davis and Azar** v Yelp, 18-cv-00400, US District Court for the Northern District of California.
37. **Jayda Cheaves** v Walgreens, 19-cv-02970, US District Court for the Northern District of Georgia.
38. Penn Engineering v **Peninsula Components**, 19-cv-00513, US District Court, Eastern District of Pennsylvania.
39. American Airlines v **Delta Air Lines**, 19-cv-01053, US District Court for the Northern District of Texas.
40. Troubleshooter Network v **HomeAdvisor**, 18-cv-02362, US District Court for the District of Colorado.

Retaining parties shown in bold.