2018 CREST AWARDS

INNOVATOR OF THE YEAR NOMINATIONS

2018 CREST Awards Nomination Form

Each year the City of Cupertino presents its CREST Awards, "Cupertino Recognizes Extra Steps Taken," to honor the outstanding contributions of Cupertino community members. The 2018 CREST Awards will be presented by the Cupertino Mayor and City Councilmembers on Wednesday, May 30, 2018 at the Cupertino Community Hall, 10350 Torre Avenue.

Award categories (*Select one. Multiple nominations must be created on separate forms*):

☐ Lifetime Achievement Award (Volunteer) ☑ Innovator of the Year (Technology)
☐ Volunteer of the Year (Volunteer) ☐ Public Safety Champion of the Year
☐ Organization of the Year (Volunteer) ☐ Sustainability Champion of the Year
☐ Rising Star of the Year (Volunteer)

SUBMITTING AN APPLICATION

Award criteria and nomination requirements are on the back of this form. Complete the information below and attach your answers to the required questions. Please be as detailed as possible. **Applications are due by Wednesday, February 28, 2018 by 5 p.m.** Incomplete nominations will not be accepted. Individuals and organizations cannot nominate themselves. Current Cupertino City Councilmembers, Commissioners, and staff members cannot be nominated. Selection Committee Members cannot make nominations. Final decisions will be shared with all nominators in April 2018.

WHO ARE YOU NOMINATING
Name: Bob Zeidman
Address: ████████████████
City: Cupertino

Organization:
Phone: ████████
Email: ████████████

INFORMATION ABOUT YOU
Name: Carrie Zeidman
Address: ████████████
City: Cupertino

Organization:
Phone: ████████
Email: ████████████████

Submit an application:

By Mail or In Person:
Cupertino City Hall
Attn: Public Affairs Division
10300 Torre Avenue
Cupertino, CA 95014

Email:
pio@cupertino.org

Questions or More Information:
brianb@cupertino.org or (408) 777-3262

I would like to nominate my husband Bob Zeidman for the 2018 CREST Award for Innovator of the Year (Technology). Bob has made numerous contributions in the fields of both technology and law, and because his work is often confidential, he is rarely recognized for it.

1. Define the contribution your nominee made in the area of technology.

Bob Zeidman invented the computer science field of Software Forensics, having developed the algorithms and technology behind software correlation and the procedures for identifying copied software code. Before his work, software infringement cases often relied simply on experts hired by plaintiffs and defendants arguing nebulous concepts. Judgement in a software copyright or trade secret case was often a matter of which expert seemed more credible to the judge or jury. Because of Bob's groundbreaking work in quantifying software IP, these cases now come to a conclusion more quickly and decisively. Software copyright, in particular, can be quantified and results can be objectively determined.

Bob has been involved in many influential and landmark cases including *ConnectU v. Facebook, et al.* (made into the movie, "The Social Network), *Oracle America v. Google*, and most recently *CSS v. Christopher Herrington, Gene Yoho and Compiled Technologies* where his expert report became the basis of a precedential court decision on software copyright in the Fourth Circuit Court. Bob's textbook *The Software IP Detective's Handbook: Measurement, Comparison, and Infringement Detection* describes the mathematics, computer science, and legal principles of software forensics. Bob has lectured at engineering schools and law schools throughout the world including Stanford Engineering School and Stanford Law School.

Bob was named the 2010 and 2015 Outstanding Engineer in a Specialized Field from the IEEE for "Innovative Contributions in the Area of Forensic Software Analysis."

2. Define how your nominee demonstrated outstanding individual work performance, team work, or work effort in the area of technology.

Bob runs several small high-tech companies. He is the president and founder of [Zeidman Consulting](#), a premier contract research and development firm in Silicon Valley that provides engineering consulting to law firms regarding intellectual property disputes. He is also the president and founder of [Software Analysis and Forensic Engineering Corporation](#), the leading provider of software intellectual property analysis tools, having pioneered the field. He has trained and employed dozens of engineers worldwide in the science and practice or software forensics. Many of his cases require teams of engineers to examine, analyze, and reverse engineer hardware and software. Bob puts together these teams and leads them, coordinating with teams of lawyers at some of the largest and smallest law firms in the world. Bob and his teams have been involved in over 200 lawsuits throughout the world over a 20-year period. His clients include some of the world's largest tech companies as well as small startups and individual inventors. The total amount of money at stake in these cases adds up to multiple billions of dollars.
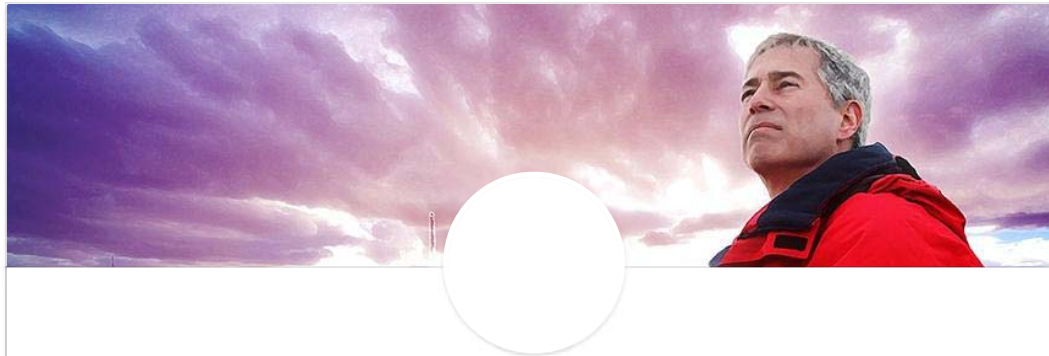
3. How has your nominee created a culture of innovation through leadership, engagement, and/or collaboration?

Bob is a well-respected and well-liked leader of his companies and encourages other engineers to do research and develop applications in the field of software forensics as well as in other fields. Bob has collaborated with other engineers and academics on research projects involving computer software, many times resulting in groundbreaking results that he insists are carefully tested, well-documented, and fully repeatable. The research sometimes results in patents for the team, but always results in journal papers and magazine articles.

Bob enjoys mentoring and advising entrepreneurs and inventors, especially young ones just starting out. Bob is an advisor to several startup companies. He is also involved in the Stanford Alumni Mentoring Program, Cardinal Ventures, and the Stanford REU Program Graduate Mentor Program. For the past three years, Bob has gathered a team of well-known and experienced engineer and scientist friends to judge the Synopsys Championship and give out the Zeidman Award to "recognize middle school students in the fields of electrical engineering or computer science who demonstrate an advanced knowledge of electronics or computer programming to solve challenges in a unique and efficient manner." To date, there have been 16 winners of the Zeidman Award. Bob keeps in touch with them, follows their accomplishments, and advises them on their career, education, and life goals.

Bob Zeidman • 2nd

High tech entrepreneur, author of The Software IP Detective's Handbook

Zeidman Consulting • Stanford University

San Francisco Bay Area • 500+

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Bob Zeidman is the president of Zeidman Consulting, a premiere contract research and development firm in Silicon Valley and president of Software Analysis and Forensic Engineering Corporation, the leading provider of software intellectual property analysis tools. Bob is considered a pioneer in the fields of analyzing and synthesizing software source code, having created the SynthOS® program for synthesizing operating systems and the CodeSuite® program for detecting software intellectual property theft. Bob is also one of the leading experts in the Verilog hardware description language as well as ASIC and FPGA design. He has written four engineering texts—The Software IP Detective's Handbook, Verilog Designer's Library, Introduction to Verilog, and Designing with FPGAs and CPLDs—in addition to numerous articles and papers. He teaches engineering and business courses at conferences throughout the world. Bob is an experienced and well-regarded expert in intellectual property disputes related to software source code, microprocessor design, networking, and other technologies. Bob holds a number of patents and earned two bachelor's degrees, in physics and electrical engineering, from Cornell University and a master's degree in electrical engineering from Stanford University.

Specialties: Expert witness, software plagiarism detection, intellectual property, patent infringement, copyright infringement, trade secret infringement, embedded systems, hardware development, software development

Media (6)

Software Patent Debate   📹   Software Forensics

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Highlights

1 Mutual Connection
You and Bob both know Brian Berg

Bob's Articles & Activity

+ Follow

Contact and Personal Info

Bob's Profile, Websites, and Twitter

Show more ⌄

Get the latest jobs and industry news

Brian, explore relevant opportunities
City of San Mateo

Follow

People Also Viewed

Julia Minkowski • 3rd
R&D Fraud Analytics at Signifyd

Eve Kedar EdD • 3rd
Sales Enablement Manager > De
non-boring training & sales enal
| metric based | accessible & targ

Sally Ahn • 3rd
Senior Director of People Opera
Touch of Modern

Ricki Lee Gafter (nee Davis)
Owner at Silk Frog Soaps

David Hoffman • 2nd
Owner, David S. Hoffman, Attorr

Mindy Berkowitz • 2nd
Executive Director at JFS of Silico
Valley

Jane-Rachel Schonbrun • 3rd
Director of Development at Cam
Ramah In The Berkshires

Hindy Ganeles • 3rd
Client Services Coordinator at In
Insurance Services

Charlie Petit
Regional Director at Jones Lang

Rhonda Raider • 3rd
Technology writer: white papers,
studies, articles, blogs, video scri

Learn the skills Bob has

Raspberry Pi: Home Monitoring and Cont
Viewers: 67,463

Messaging

Fascinating, and I didn't know about this
kind of attack.
Bob shared this

From the article: "Many proponents of
network neutrality desire to have all bits b...
Bob shared this

Report: 2017 was the worst year ever in
terms of cybersecurity attacks - SD Times
Bob shared this

Quandary Computing: Quantum
Computing is Great if You Don't Mind...
Bob Zeidman on LinkedIn

See all articles

See all activity

Experience

President
Zeidman Consulting
Oct 1987 – Present • 30 yrs 5 mos
Silicon Valley

Provide engineering hardware and software design services to companies. Provide engineering
support and expert witnesses for high-tech litigation. Created patented Molasses® virtualization
software that enables a slow speed hardware emulator or prototype to be attached to a high-speed
network in order to emulate network hardware in a live system.

President/CEO
Software Analysis and Forensic Engineering Corp.
Sep 2007 – Present • 10 yrs 6 mos
Silicon Valley

Software tools for intellectual property litigation. Created patented BitMatch®, CodeCLOC®,
CodeCross®, CodeDiff®, CodeMatch®, CodeSuite®, and SourceDetective® software for efficiently
finding correlation between source code files of different programs. CodeMatch has been used to
find plagiarism and trade secret theft.

President/CEO
Zeidman Technologies
Dec 2002 – Present • 15 yrs 3 mos
Silicon Valley, CA

Software tools for embedded software development. Created patented SynthOS™ software that
automatically synthesizes source code for a real time operating system.

President
Firtiva Corporation
Dec 2013 – Present • 4 yrs 3 mos
Silicon Valley

Doing what it takes to get the company off the ground.

Owner
Swiss Creek Publications
Jun 2012 – Present • 5 yrs 9 mos
Silicon Valley

Independent publisher

Owner
Z Enterprises
May 1986 – Present • 31 yrs 10 mos

Z Enterprises produces inspirational novelty items from Silicon Valley. These posters, mugs, napkins,
and T-shirts make great gifts to inspire the inventors and entrepreneurs in your life. They can also

Owner

SamAnna Designs

Jan 2011 – Present • 7 yrs 2 mos

SamAnna Designs makes practical accessories that are also comfortable. You no longer need to
choose between being a secure geek and an uncomfortable, unhealthy fashion plate. Now you can
have security, comfort, and health and still be dressed to the nines.

Our first product is the SamAnna Luxury Wallet.

President/CEO

The Chalkboard Network

Jan 1999 – Dec 2002 • 4 yrs

Created high-end business and engineering courses and hosted them on the Internet. Developed
Depth Control®, a unique instructional design methodology for Web-based training.

President/CEO

eVault Remote Backup Service

Jan 1992 – Apr 1999 • 7 yrs 4 mos

Invented remote backup. The company closed in 1999 and through a series of events, the
intellectual property became part of EVault, which was sold to Seagate in 2007.

Junior Engineer

Telestream

Jan 1986 – Mar 1988 • 2 yrs 3 mos

Designed ASICs for a parallel processor designed for telecom. Company went out of business
shortly after I left.

Engineer

American Supercomputers

Sep 1985 – Dec 1985 • 4 mos

Designed chips for this mini supercomputer company. Company went out of business in December
1985.

Engineer

ROLM Corporation

Jan 1985 – Aug 1985 • 8 mos

Designed chips and wrote firmware for the Hawk mil-spec 64-bit minicomputer. Company was
acquired by IBM, then sold to Loral.

Engineer

Signetics

Apr 1983 – Dec 1984 • 1 yr 9 mos

Designed chips for the MOS Microprocessor Division. Company later became Philips
Semiconductors, then NXP Semiconductors.

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Education

Stanford University
MS, Electrical Engineering
1981 – 1982
Activities and Societies: Intramural Foosball Championship Team, 1982

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                                                                                    free

1977 – 1981

Cornell University
BA, Physics, cum laude in Physics and with distinction in all subjects
1977 – 1981

Show more ⌄

Volunteer Experience

Vice Chair, Advisory Board
California Common Sense
Oct 2011 – Present • 6 yrs 5 mos
Politics

2012 Pillars Brunch Co-Chair
Hillel of Silicon Valley
Sep 2011 – Apr 2012 • 8 mos
Social Services

President
Speaking For Democracy
Sep 2003 – Present • 14 yrs 6 mos
Civil Rights and Social Action

Speaking For Democracy supports democracies around the world and sends out speakers to talk
about these countries and why they should support each other. In particular we focus on Israel,
India, and the United States.

Executive Committee Chair, Central Pacific Region
Anti-Defamation League
Jan 2009 – Dec 2010 • 2 yrs
Civil Rights and Social Action

Senate Club Member
AIPAC
Sep 2001 – Dec 2014 • 13 yrs 4 mos
Politics

Donor, lecturer, artifact contributor, artifact
Computer History Museum
Nov 2001 – Present • 16 yrs 4 mos
Science and Technology

Board Member
The Conservative Forum of Silicon Valley
Jan 2014 – Sep 2015 • 1 yr 9 mos
Civil Rights and Social Action

The mission of The Conservative Forum of Silicon Valley is to promote the principles of American
liberty through education. As the recognized conservative non-partisan umbrella organization in
the Bay Area, we are the place for conservatives from Silicon Valley and beyond to gather, share
ideas and become empowered.

Chair of the Nominating Committee, Board Member, San Francisco Bay Area Chapter
Friends of the Israel Defense Forces (FIDF)
Apr 2014 – Present • 3 yrs 11 mos
Social Services

Jul 2014 – Present • 3 yrs 8 mos
Human Rights

Show less ∧

Featured Skills & Endorsements

Patents · 99+   J. Albert Hernandez G. and 99+ connections have given endorsements for
                             this skill

Embedded Systems · 99+   Endorsed by Miro Samek and 3 others who are highly skilled at this

Software Develop... · 94   Endorsed by Capers Jones and 5 others who are highly skilled at this

Show more ∨

Recommendations

Received (2)   Given (13)

Catherine Kitcho
Business Author
September 20, 2009, Bob was a
client of Catherine's

I've had the great pleasure of providing marketing consulting services to Bob on three different projects. He has proven to be one of my favorite clients, and has the rare combination of technical brilliance and a thorough understanding of business. He asks the right questions, knows when to seek help, and uses the results to make sound decisions for his company and customers; I really respect him for that. He is a reliable communicator, is friendly, and a great listener. He knows what it takes to build and maintain solid business relationships with his customers, partners, and service providers.

Jauher Zaidi
Cyber Security Expert, Serial
Entrepreneur, Founder
Palmchip, Moobila, Netvinci
January 26, 2009, Jauher worked
with Bob but at different
companies

What can you say about Bob? Bob is an engineer, inventor, marketeer, Salesman and customer centric person. When you put all five together, you become a person who can take an idea and make it a product. I can say that Bob is always creating new gadgets to make this world better place. I enjoyed working with him on his project. Together we created a world smallest OS and demonstrated it on Palmchip SoC Platform. It worked first time and used tiny memory so we called it TinyOS. He delivered what he promised. I am sure with his creative mind and hardworking nature, we will be seeing many new products. I highly recommend Bob to anyone.

Accomplishments

28   **Honors & Awards**   ∨

Outstanding Engineer in a Specialized Field: For Pioneering Contributions to the Field of Forensic Software Analysis • Outstanding Engineer in a Specialized Field: For Pioneering Contributions to the Field of Software Forensics. • Thriller of the Month • Finalist, Political Thriller • Honorable Mention • Winner, Humor Category • Pinnacle Book Achievement Award • Outstanding Engineer in a Specialized Field: For Innovative Contributions in the Area of Forensic Software Analysis • Session's Best Paper Award • Jolt Reader's Choice Award for the book "Designing with FPGAs and CPLDs"...

Try Premium for free

Detecting Plagiarism In Computer Markup Language Files • Searching The Internet For Common Elements In A Document In Order To Detect Plagiarism • Detecting Plagiarism In Computer Source Code • Software for filtering the results of a software source code comparison • Conveying data from a hardware device to a circuit simulation • Method for advertisers to sponsor broadcasts without commercials • Software tool for detecting plagiarism in computer source code • Detecting copied computer source code by examining computer object code • Use of hardware peripheral devices with software simulations • Method and apparatus for selecting a hardware representation from a software description...

13 Publications

Facebook, Oculus, ZeniMax, and Nonliteral Copying of Code • Source Code Comparison of DOS and CP/M • A Code Correlation Comparison of the DOS and CP/M Operating Systems • Just Enough Electronics to Impress Your Friends and Colleagues • Did Bill Gates Steal the Heart of DOS? • Did Oracle Overlook the Smoking Gun in its Case against Google? • The Amazing Adventure of Edward and Dr. Sprechtmachen • Good Intentions • The Software IP Detective's Handbook • Designing with FPGAs and CPLDs...

1 Certification

CodeSuite Certified

1 Language

German

Interests

Stanford University
382,033 followers

ASIC, FPGA, SoC Engineers
50,684 members

Embedded Systems
27,116 members

ForensicFocus.com
18,004 members

RTL Design & Logic Design Profess...
9,669 members

Electronic hardware/software(firm...
28,117 members

See all

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Select Language

English (English)

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