

Schedule this MMR Seminar and Strengthen Your Case



“Using Market Research to Provide Admissible Evidence” Presented by MMR

➤ Explore key issues in measuring consumer attitudes and behaviors in intellectual property litigation involving issues such as:

- » Trademarks and brands
- » Advertising
- » Pricing
- » Distribution channels

➤ Discuss how to objectively measure and analyze key topics such as:

- » Confusion and likelihood of confusion
- » Secondary meaning
- » Fame
- » Genericness and descriptiveness
- » Purchasing behavior

➤ Drawing upon MMR’s experience, case studies, and published literature, the seminar addresses topics such as:

- » Why, how and when to conduct primary research
- » Research methods for data collection
- » Standards and guidelines for research design, execution, and reporting
- » Hiring and managing survey experts.

➤ Schedule this Seminar for Your Litigation Professionals

- ✓ Course CLE certified
- ✓ Held onsite at your firm
- ✓ Duration about 60 minutes, depending on time available
- ✓ By invitation only
- ✓ **Call our Education Coordinator at (818) 464-2400 or email us at info@mmrstrategy.com**



MMR STRATEGY GROUP
Marketing & Management Research

MMR Provides Marketing Surveys and Expert Testimony for Litigation Issues

- Retained in more than 80 legal proceedings over 30 years
- Skilled in the requirements of providing admissible evidence through documentary evidence and expert testimony
- Managed by partners with exceptional legal experience and credentials

Speaker, Dr. Bruce Isaacson, President of MMR

- MBA & Doctor of Business Administration, Harvard Business School
- Research awards from Penn State and Harvard University
- West Coast Practice Leader for Monitor Group and Consultant at The Boston Consulting Group
- Executive positions in financial and media services businesses

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