



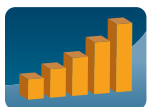
MMR Litigation Support Practice

Using Independent Market Research to Develop Objective, Admissible Evidence

MMR's Litigation Support Practice brings clarity to complex issues in intellectual property litigation. We deliver a wide range of high quality, trial-ready custom research, surveys, and expert testimony to support litigation matters. Our research design, data collection, reporting, and testimony evaluates brands, copyrights, trademarks, pricing, advertisements, and other aspects of intellectual property.

An Experienced, Objective, and Timely Consultant for Your Legal Team

Managed by partners with exceptional litigation experience and academic credentials, MMR has been retained in more than 80 legal proceedings over 30 years. Our experienced analysts study consumer attitudes, behavior, and purchasing processes to provide admissible evidence through documentary evidence and expert testimony.



MMR STRATEGY GROUP
Marketing & Management Research



Expert Research and Analysis for Your IP Matters

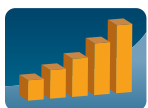
Using data gathered directly from relevant customers and resellers, MMR's expert research measures and analyzes consumer attitudes and behaviors as they relate to various intellectual property matters. Our Litigation Support Practice provides trial-ready evidence including surveys, analyses, rebuttals, and expert opinions pertaining to marketing and consumer behavior.

Some of our areas of expertise in litigation matters include:

- Trademarks
- Copyrights
- Advertising
- Pricing
- Distribution Policies
- Marketing Communications

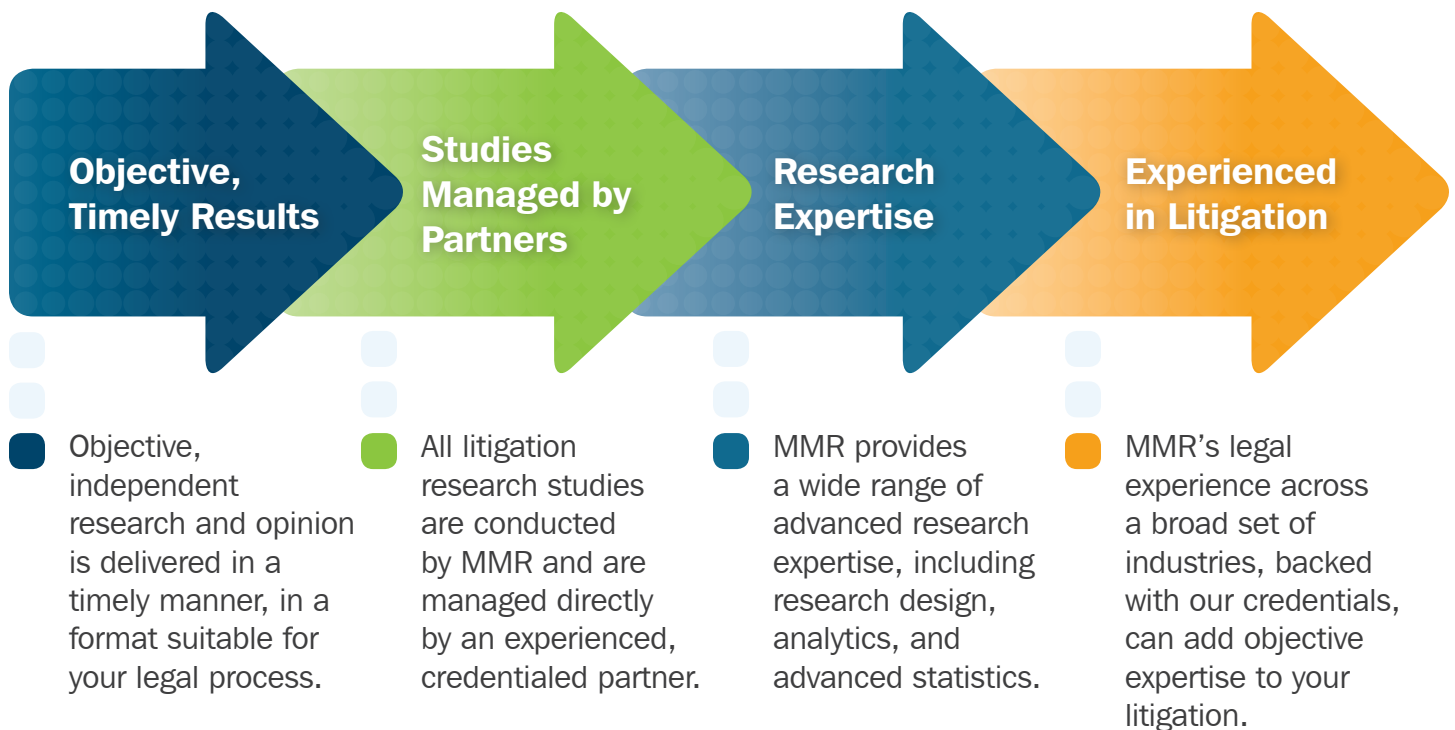
MMR Measures a Variety of Intellectual Property Issues

- Confusion and Reverse Confusion
- Brand Awareness
- Secondary Meaning
- Descriptiveness
- Genericness
- Dilution
- Tarnishment and Blurring
- Consumer Response to Advertisements
- Deceptive and/or Misleading Advertising
- Consumer and Customer Habits
- Consumer and Customer Attitudes
- Purchase Behavior
- Consumer Response to Pricing
- Distribution Practices



The MMR Approach to Research

For more than 35 years, MMR's professionals have been producing quality research and developing strategic insights for our clients. By leveraging proven research methods, industry expertise, and practical experience, our experts provide high quality research that keeps clients choosing MMR study after study.



Working with large national law firms and small boutique firms alike, MMR has provided trial-ready surveys and rebuttals for more than 80 legal cases covering a wide range of products and services. How can MMR benefit your next intellectual property case?

Focused and Knowledgeable Leadership

Every client is assigned to a partner with extensive litigation experience who manages each study. MMR's partners hold doctorates in various disciplines, such as Business Administration and Marketing, and hail from a variety of backgrounds, including marketing executives for Fortune 500 companies, marketing and strategy consultants at international consulting firms, and faculty from top universities.

Our partners understand that each client engagement requires unique solutions to fit the many legal challenges faced in today's business landscape. Drawing from their extensive experience and knowledge, MMR's partners have assembled a credentialed team of experts to support their efforts.

Experienced and Credentialed Experts

MMR prides itself on maintaining a high level of client satisfaction by combining knowledgeable service with timely and objective research. MMR's professionals have a strong foundation in:

- Marketing and marketing research
- Consumer behavior
- Branding and brand management
- Surveys and statistical analysis
- Pricing
- Strategy

MMR solutions address the specific needs and challenges of each engagement. We approach each study with expertise, knowledge of relevant literature and appropriate precedents, and skills in reporting and presenting data.



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