Davis+Gilbert Counsel 2U® IP Litigation Seminar | Survey Says! The Use of Consumer Perception Surveys in Advertising-Related Litigation

Advertisers often use consumer perception surveys to determine consumers' understanding of advertising claims. Consumer perception surveys can also be an effective tool in trademark, false advertising and consumer class action litigation when deployed correctly. But if a survey is not properly designed or executed, it can lead to unreliable results or rejection by a court.

Join us for this seminar as we discuss with Bruce Isaacson, an accomplished survey expert and President of MMR Strategy Group, how to use surveys effectively in these types of cases, when survey evidence is critical, and best practices in survey methodology and execution.

The seminar will focus on:

- When to consider conducting a consumer perception survey

- Best practices in survey design and implementation

- Strategies for avoiding survey bias

- Examining effective surveys and learning from them

Featured Speaker

- Bruce Isaacson, President, MMR Strategy Group

Davis+Gilbert Speakers

Neal Klausner, Partner/Co-Chair, Litigation + Dispute Resolution and Intellectual Property + Media
Marc Rachman, Partner, Litigation + Dispute Resolution and Intellectual Property + Media

Event Details

Registration and Cocktail Reception: 6:00 p.m.
Seminar: 6:30 – 7:30 p.m.
Cocktails and Networking: 7:30 p.m.

Location: Davis+Gilbert LLP
1740 Broadway, 19th Floor, New York, NY
(Between 55th and 56th Streets)

(Please note: The building is currently under construction. The main entrance is now around the corner on 56th Street.)

Who Should Attend

Senior management, in-house counsel, and advertising and marketing executives. These seminars are also appropriate for both newly admitted and experienced attorneys.

Legal CLE Credit Available: 1.0 hour

Cost: Complimentary

Related People

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