



Log in from Anywhere for a 90 Virtual Briefing on

Ten Things Every Lanham Act Litigator Should Know About Consumer Survey Evidence

March 11, 2021 | 10:00AM – 11:30AM Pacific Time

All the latest developments in creation, use, and admissibility for any trademark or false advertising dispute

[Register now to participate in the Online Interactive Broadcast](#)

Program Overview

Who Will Benefit from This Program

Lawyers, business executives, and expert witnesses involved with trademark and advertising litigation under the Lanham Act and related state laws.

How You Will Benefit

Consumer survey evidence can often times make or break a trademark or advertising case. For this reason, it is crucial that trial counsel ensures that any consumer survey evidence developed during the case is reliable and admissible.

The federal courts have developed a rich and robust body of case law regarding the use of survey evidence, with new developments and opinions coming online at a fast clip. This 90-minute webinar will keep you abreast of all the latest developments regarding the creation, use, and admissibility of consumer survey evidence in any trademark or false advertising dispute.

I hope you will join me for what is sure to be a lively, entertaining, and enlightening presentation.

~ J. Michael Keyes, Esq. of Dorsey & Whitney

Program Detail

Topics

- A blueprint for well-designed consumer surveys in trademark and advertising cases
- Why focus group research is not admissible as a survey
- The need to avoid "sloppy" questions and use the correct survey format
- The need to replicate market conditions
- The need to maintain a control group
- Use of pilot surveys
- Tips for vetting and working with survey experts

Our Expert Presenter



J. Michael Keyes is a partner at Dorsey & Whitney and leads the firm's trial practice. He focuses on cases involving trademarks, copyrights, and false advertising, including individual consumer and class action claims.

Mike and his team have represented some of the most recognized brands and companies in high-stakes litigation in numerous federal courts across the country including Washington, Oregon, California, Illinois, New York, Massachusetts, and Florida. These disputes have encompassed a wide array of subject matters including medical diagnostics software, online games and apps, social media, e-books, consumer products, food and beverage, fashion, sports equipment, educational testing tools, and hospitality services.

[Click here to view Mike's full bio](#)

For questions or [to register](#): email registrar@lawseminars.com or call (206) 567-4490 SEP