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Surveys

Krista F. Holt has been designing surveys in patent, trademark, false advertising, trade secret, and class action disputes for over a decade. She was among the first professionals to design surveys for use in patent cases, and has been designing patent surveys for demand and usage of patented features ever since, making this experience a unique asset to any engagement. By combining her survey expertise with her economic damages analysis skills and extensive knowledge of intellectual property issues, she provides a thorough understanding of the issues in your case.

Ms. Holt has designed and rebutted surveys in both patent and Lanham Act cases. She designs, executes, and testifies on surveys that measure demand for and usage of patented features as well as surveys that assign consumer economic value to the features under examination. She also designs and testifies on trademark surveys that include studies for confusion, genericism, dilution, secondary meaning, fame, and false advertising.

Ms. Holt conducts surveys that stand up to the courts' established standards for design, execution and analysis. She conducts surveys nationally, collecting data online, via telephone interview, mall intercept, and mail surveys.

Krista Holt designs and testifies on surveys that complement and integrate with your larger damages case strategy. She makes sure your survey data is appropriately gathered and statistically analyzed for a supportable damages calculation.

Patent Surveys:

Demand

Usage

Conjoint

Apportionment

Consumer Opinions

Intent to Purchase

Inducement to Infringe

Value of Accused Features

Lanham Act Surveys:

Confusion

Secondary Meaning

Fame

Dilution

Genericism

False Advertising

Product and Package Labels

Unfair Competition

Other Litigation Surveys:

Antitrust Disputes

Breach of Contract
Licensing Disputes
Class Action
Trade Secret

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