

Insights: Publications

Internet Surveys in Trademark Cases: Benefits, Challenges, and Solutions

Trademark and Deceptive Advertising Surveys: Law, Science, and Design, Second Edition

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Surveys are a central feature of litigation on trademarks and deceptive advertising. The second edition of this volume, initially published in 2012, comprehensively addresses the variety of legal and methodological issues that arise in designing and conducting these surveys. The chapter authors are academic and legal experts who describe and evaluate the crucial legal and scientific choices made in designing and conducting surveys. The volume provides the needed update that reflects the changes in these surveys produced by both legal changes and, importantly, by the internet, which has radically changed marketing methods, shopping behavior, and litigation surveys since the first edition. It provides attorneys, judges, and scholars with the tools required to understand how surveys are appropriately conducted in this modern environment.

Related People



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