



## APPLIED MARKETING SCIENCE

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Areas of Expertise: Survey and opinion research to determine consumer perceptions and behavior in matters involving:

- Trademark infringement and dilution
- Unfair trade practices
- Class certification
- Patent infringement
- Deceptive advertising

Selected Clients: Arnold & Porter  
Clifford Chance  
Collier Shannon Scott  
Davis Polk & Wardwell  
Dorsey & Whitney  
Fenwick & West  
Ford Marrin Esposito Witmeyer & Gleser  
Heller Ehrman White & McAuliffe  
Hughes Hubbard & Reed  
Leboeuf, Lamb, Greene & MacRae  
Sugarman, Rogers, Barshak & Cohen  
Sullivan & Cromwell  
Vinson & Elkins  
Wachtell, Lipton, Rosen & Katz  
Wilmer, Cutter, Pickering, Hale and Dorr  
Wilson Sonsini Goodrich & Rosati  
Winston & Strawn

Selected Experts And Affiliates: John Hauser, Kirin Professor of Marketing, MIT Sloan School of Management  
Robert Klein, President, Applied Marketing Science  
Kevin Keller, Osbourne Professor of Marketing, Dartmouth Tuck School of Business  
Joel Steckel, Professor of Marketing and Marketing Chair, NYU Stern School of Business

Geographical Areas: U.S. and international

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