



JACQUELINE AUSTIN CHORN, PH.D.

Applied Marketing Science, Inc.
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AREAS OF EXPERTISE

Advertising (Trade Dress)	Lanham Act	Trademark
Brand Dilution	Legal/ Litigation Support	Trademark Infringement
Consulting (IP)	Litigation Assistance	Unfair Competition
Data Collection & Analysis	Litigation Consultant	Statistics and Surveys
Infringement	Market Research Investigations	Survey Design
Intellectual Property	Secondary Meaning	Advertising Claims
Intellectual Property Litigation Assistance	Trade Dress (IP)	

EDUCATION

2007 - 2013 GRADUATE CENTER, CITY UNIVERSITY OF NEW YORK
JOHN JAY COLLEGE OF CRIMINAL JUSTICE CAMPUS
Ph.D. in Psychology, June 2013

2003 - 2006 UNIVERSITY OF KANSAS
Bachelor of Arts in Psychology, December 2006, Phi Beta Kappa

PROFESSIONAL APPOINTMENTS

2016 – Present Litigation Expert Consultant, APPLIED MARKETING SCIENCE, INC., Waltham, MA
2015 – Present Litigation Manager, APPLIED MARKETING SCIENCE, INC., Waltham, MA
2013 – 2015 Assistant Professor of Psychology, UNIVERSITY OF THE PACIFIC, Stockton, CA
2010 - 2013 Research Laboratory Manager, JOHN JAY COLLEGE OF CRIMINAL JUSTICE, New York, NY
2009 – 2013 Psychology Instructor, JOHN JAY COLLEGE OF CRIMINAL JUSTICE, New York, NY
2007 – 2011 Litigation Consulting, JOHN JAY COLLEGE OF CRIMINAL JUSTICE, New York, NY

PUBLICATIONS

Please contact for a list of publications

EXPERT WITNESS

BiC Corporation
Statistical analysis of ink mileage data for claim substantiation (2016 Expert Report)
Chase Bank USA, N.A. v. Capital One Bank USA, N. A.
National Advertising Division (“NAD”) (2015 Participation at NAD proceeding)

PROFESSIONAL AFFILIATIONS

International Trademark Association (INTA)
Council of American Survey Research Organizations (CASRO)
American Association for Public Opinion Research (AAPOR)
Institute for Operations Research and the Management Sciences (INFORMS)
American Society for Testing and Materials (ASTM) – Sensory Evaluation Division