

Surveys are often part of a trademark or trade dress case, whether relating to secondary meaning (association of a mark with a particular source) or likelihood of confusion. Patent litigators unfamiliar with surveys may be wary of conducting them because they fear making an unforced error. But when used correctly, surveys can be a powerful tool to support a patent case.

Authors



Nathan Sabri

Partner

NSabri@perkinscoie.com 415.344.7042

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