

## Legal Research Services

Ironwood's network integrates decades of research methodology and legal survey research experience to guide litigation decisions and produce empirical evidence to support litigation matters. We have deep experience across a broad range of litigation matters and requirements:

### Scientifically Rigorous Designs & Methodologies

*ranging from surveys to complex discrete choice designs*

### Expert Reports

*concise summaries of methodologies, technical study specifications and focused interpretation of results*

### Highest Data Integrity Standards

*devotion to sampling, data collection and data tabulation quality to facilitate empirically-sound results & reporting*

### Expert Testimony

*authoritative testimony to support deposition or trial*

## Our Expertise

- **False or misleading advertising**
- **Trademark and copyright-related matters: confusion, descriptiveness, fame and secondary meaning**
- **Claims substantiation: advertising, packaging, and other marketing materials**



## Our Key Points of Difference

Our consultants work as an extension of your legal team to design and implement research strategies that will stand up to the heightened technical, methodological and analytical requirements of litigation research.

- **A deep understanding of research methodologies and the litigation process that consistently delivers outstanding results that withstand challenge**
- **Deep issue experience across a broad range of legal matters and expert support across the full range of litigation requirements**
- **Commitment to the highest data quality standards and the ability to handle multi-mode projects in-house—we do not offshore or outsource this most critical part of the research process**



To learn more, contact  
Ironwood Insights Group today:

**IRONWOOD**  
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Insights that provide clarity and drive action.

RESEARCH DESIGN

DATA COLLECTION

ANALYTICS & REPORTING