

ATTORNEY COMMENTS regarding Jacob (Jack) Jacoby, Jacoby IP

This was the most complicated survey I have ever personally worked on in a Lanham Act deceptive advertising case. Jack did a terrific job designing a credible survey to account for a number of non-verbal stimuli that were at the heart of the dispute. He was also very adept at explaining the research to the jury. **Kenneth A. Plevan, Senior Partner, Skadden Arps, Slate, Meagher & Flom, LLP**

Jack is an extremely knowledgeable expert and his credentials are unparalleled. Jack did a fantastic job of designing a complicated consumer survey that was absolutely critical to our case. Jack's survey design and his ability to effectively communicate the findings of his survey to the jury helped produce a trial victory and a sizable damage award for our client. Jack also effectively critiqued the opposing expert's survey in a way that the jury could understand and found credible. Our \$8.1 million trademark jury verdict was one of the largest in the Central District, and the largest verdict of any kind in that particular court in 2012. Jack's work and capable testimony were integral to getting that great verdict for our client. **Kenneth Parker, Partner, Haynes/Boone, LLP**

Jack did an excellent job in reviewing the relevant data, preparing and conducting a bullet proof survey and then presenting it in a fashion that clearly demonstrated that the claimed confusion between the two marks was non-existent. Shortly after the survey was submitted and prior to his deposition the trademark portion of the case was dismissed. It was a pleasure to work with Jack as he is one of the most knowledgeable and responsive experts I have ever retained. **Jon M. Wilson, Partner, Foley & Lardner, LLP**

Quite simply, Jack tore the opposing expert's study to shreds. He cogently poked holes in virtually every aspect of the survey he was critiquing. Jack's written report very clearly detailed the study's flaws and improper premises, stating them in a professional yet understandable, juror-friendly manner. He not only made them seem obvious, but also called into serious doubt how anyone could have proceeded that way. The case settled within a week after serving Jack's report. **Robert L. Raskopf, Senior Partner, Quinn Emanuel Urquhart & Sullivan, LLP**

Jack's critique of the plaintiff's two surveys was spot-on. His encyclopedic knowledge of the science of consumer surveys is extraordinarily helpful, as is his ability to break it all down for the jury in a common-sense manner. **Christopher J. Glancy, Partner, White & Case, LLP**

Jack single handedly took on three complex surveys Plaintiff's experts generated and when the dust settled, he successfully dissected and revealed the flaws of each survey resulting in the court giving the flawed surveys virtually no credence. Jack's no-nonsense style of methodically peeling away the layers of our opponent's surveys, digesting them in a practical and understandable way, and then delivering a timely, sharply focused, compelling expert report, was of great service, and remarkable value to, our client 6 Hour Power. **Douglas P. LaLone, Partner, Rader, Fishman & Grauer, PLLC**

Jack's expert testimony and critique of plaintiff's experts was a key factor of our trial team's defense verdict. Jack provided the basis of an attack of plaintiffs' experts and surveys, allowing us to clearly and conclusively demonstrate the jury that plaintiff's surveys were flawed and unpersuasive. **Thomas J. Finn, Partner, McCarter & English, LLP**