

## A Survey of Recent Decisions on Survey Evidence – Where Are We Now?

**Presented by the Intellectual Property Institute of Canada**

October 9, 2024

National Intellectual Property Litigation Co-Chair Kristin Achterhof will participate in "A Survey of Recent Decisions on Survey Evidence – Where Are We Now?" at 1:00 p.m. (ET) on Wednesday, October 9. Speakers will review recent Federal Court decisions that have turned the spotlight back on the admissibility, weight and usefulness of survey evidence in trademark litigation, and share their views on when and how survey evidence can be most impactful. Strategic considerations will include:

- The situations in which survey evidence is considered helpful and even necessary to make out a case
- The situations in which survey evidence is not necessary
- Criteria for selecting an appropriate survey expert
- Common pitfalls and criticisms of survey evidence and how to avoid them
- Effectively responding to survey evidence

[Learn more about "A Survey of Recent Decisions on Survey Evidence – Where Are We Now?"](#)

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### CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



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