



*Legal Claims Research for
Dimes on the Dollar*

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Become the darling of your legal department

- ◇ *Lower costs incredibly*
 - ◇ *Always on panel – like 1Q.com*
 - ◇ *Work hand in hand*
 - ◇ *Save them \$40,000 - \$60,000 per test!*

Robust

- ◇ *Assure that the study is DEFENDABLE*
 - ◇ *Use the same robust method as a traditional legal claims test*
- ◇ *Assure that no extraneous information is collected*
 - ◇ *Remember that everything connected to the study is DISCOVERABLE*

Legal Claims Research is Easy Two Parts

Work very closely with your legal team

Past familiarity may be driven by:

- Brand entrants*
- Product life cycle*
- Legal circuit*



Exact and succinct
No extraneous “discoverable” information

Questions

Against the Wind

