

**Sandra R. Cogan, DBA
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Highlights of Dr. Sandra R. Cogan's expertise in market research, trademark, and unfair competition surveys:

- Over 30 years experience in conducting surveys.
- Conducted over 200 surveys for trademark and unfair competition cases.
- Deposed over 70 times.
- Testified at trial over 20 times in federal and state court cases involving trademark, unfair competition, and right of publicity.

Opinion Surveys Conducted for the Following Types of Cases:

- Trademark / Trade Dress
 - Likelihood of confusion
 - Secondary meaning
 - Genericness
- Dilution
- Unfair competition
 - Design Patent
 - Misleading Advertising
 - Right of Publicity
 - Defamation of Character

Services Provided to Law Firms:

Designing and conducting consumer and business/industrial opinion surveys
Rebutting survey research conducted by others
Expert witness
Consultant

Education:

Doctorate in Business Administration - University of Southern California
B.S.-Business Administration, M.B.A. - UCLA

Teaching Experience:

Taught marketing at Loyola Marymount University; California State University, Dominguez Hills; and Pepperdine University
Presents the seminar "Survey Research for Trademark Cases," accredited by the State Bar of California for 1.00 hour of MCLE credit

Professional Activities:

American Marketing Association
International Trademark Association
Intellectual Property Section/State Bar of California, Associate Member