



Trademark Surveys

Online Research Experts



Trademark disputes are an unfortunate consequence of intense competition. Consumer research surveys are often used to resolve these disputes. The Internet has enabled significant advancement in surveys.

Online consumer research can provide a number of advantages over traditional research methods used for surveys, most notably:

greater flexibility – better, faster results – lower costs

Online surveys for trademark disputes are becoming more common, especially as pilot tests and pre-tests to validate other information.

- Acquired Distinctiveness
- Likelihood of Confusion
- Strength of Mark
- Secondary Meaning

About Goldmarks

We provide brand analysis and licensing services to brand owners, attorneys, expert witnesses, and other consultants

- Completed online surveys across dozens of product categories
- Extensive work in automotive, food & beverage, and housewares
- Online consumer research is a core competency

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