



Trademark Surveys

Online Research Experts



Trademark disputes are an unfortunate consequence of intense competition. Consumer research surveys are often used to help resolve these disputes, and over the past 10 years, there has been significant advancement in online surveys.

Online consumer research can provide numerous advantages over traditional research methods used for surveys, most notably: *greater flexibility, better, faster results; and, lower costs*

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

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

We utilize Zoomerang®, an online survey platform with proven success

- 99% of the Fortune 500 use it
- 3 MIL survey responses collected everyday
- 25 MIL users around the world

We also have access to the largest respondent panels

- Consumers and B2B participants
- Global reach
- Rigorous quality controls

About Goldmarks

We conduct primary and secondary market research for brand owners, licensees, law firms, agencies and consultants.

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

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