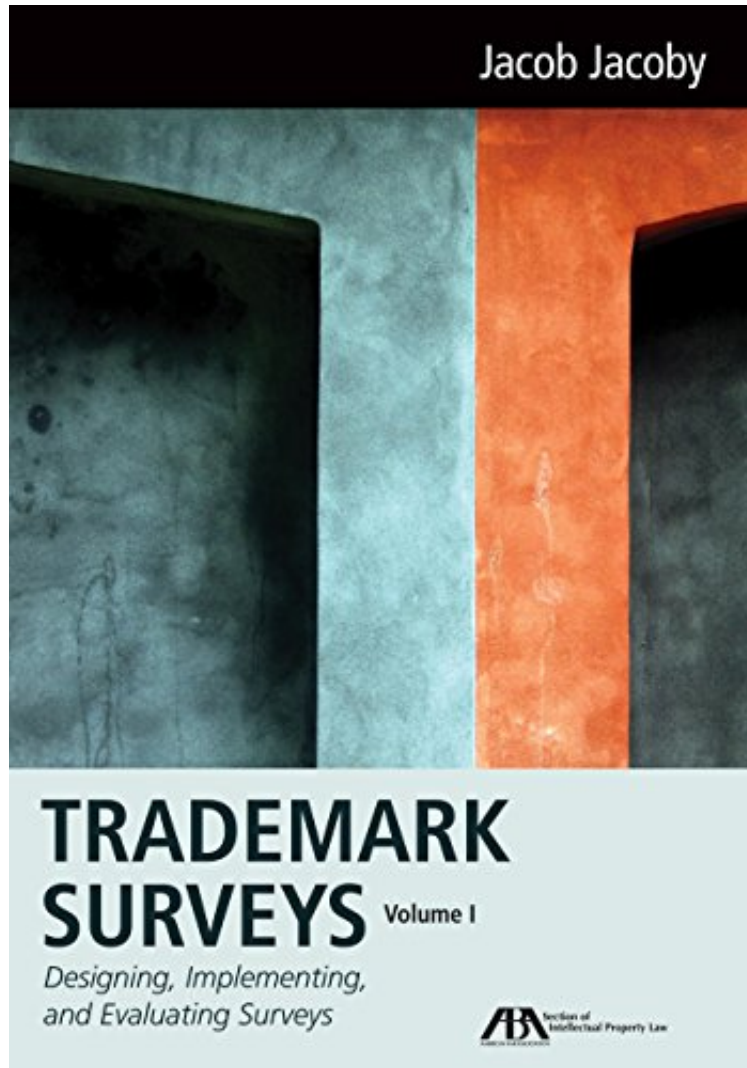


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# Trademark Surveys: Designing, Implementing, and Evaluating Surveys (Volume 1)

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**About the Author** Jacob Jacoby is Professor of Consumer Behavior and Retail Management at New York University's Stern Graduate School of Business in New York City. He has played a lead role in conducting more than 1,000 trademark, advertising, and patent surveys in support of litigation.