

Dr. Jackie Chorn

Associate Director



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Jackie Chorn is a trusted testifying and consulting expert. She has served as a testifying expert for and submitted reports to federal and states courts, the National Advertising Division of the Better Business Bureau (NAD), and at the Trademark Trial and Appeal Board (TTAB) in a wide range of trademark, trade dress, and false advertising disputes. Dr. Chorn is responsible for the delivery of survey research, including writing survey questionnaires, defining relevant populations, developing sampling plans, data collection, data analysis, and report generation. She also evaluates third-party surveys, provides rebuttal critiques, and conducts research to aid in the substantiation of advertising claims.

Dr. Chorn has experience collecting data from populations including consumers, physicians, pharmacists, veterinarians, farmers, and professionals in specialized fields. She utilizes various modes of data collection, including mall intercept, telephone, and the internet.

In addition to her survey expert work, Dr. Chorn has developed and taught courses in Research Methods and Statistics at the University of the Pacific and at John Jay College of Criminal Justice. She is a member of the International Trademark Association (INTA), where she also serves as a member of the Non-Traditional Marks Committee.

Education

PhD in Psychology, City University of New York, John Jay College of Criminal Justice

BA in Psychology, University of Kansas

Practice Areas

Intellectual Property

Survey Research, Design, and Analysis

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