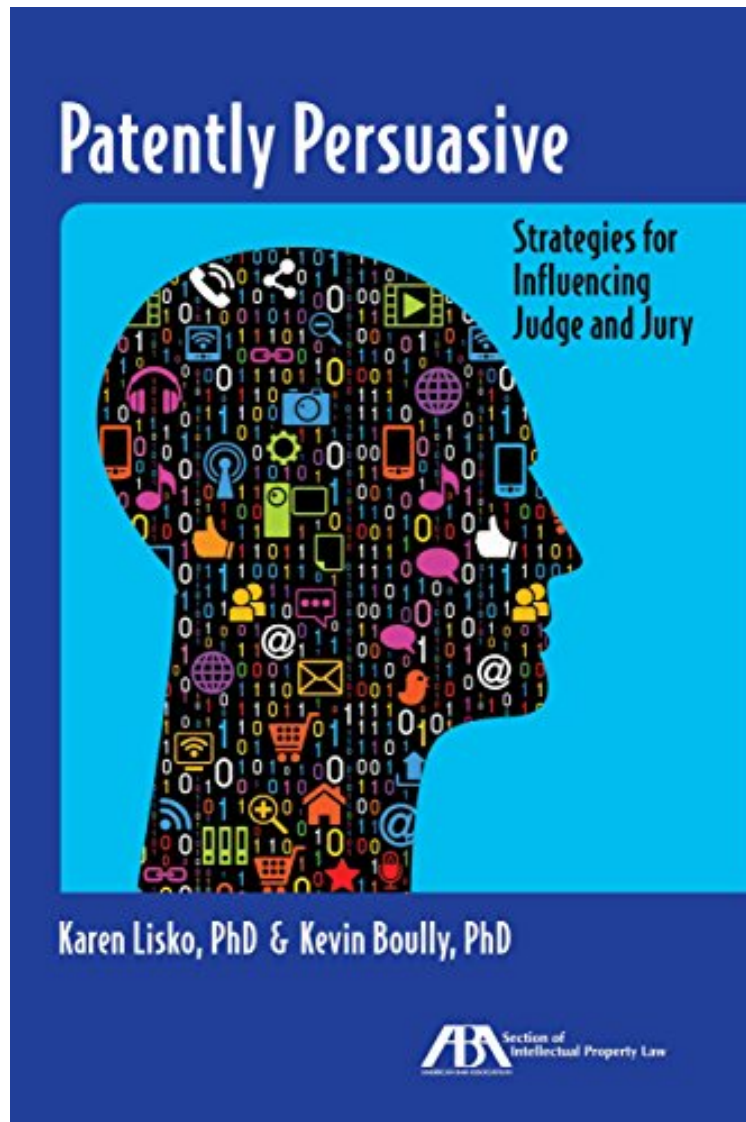


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Patently Persuasive: Strategies for Influencing Judge and Jury

Karen Lisko, Kevin Bouilly

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The unique facets of intellectual property law coupled with the complexities of most patent cases create a unique set of litigation challenges. Providing "how to" strategies for effective persuasion in patent cases, this manual discusses the

most important aspects of patent juries to consider when trying cases. The findings that underlie these strategies are based on nationwide surveys and extensive mock trial research the authors have conducted with jurors, arbitrators, and judges.

About the Author Dr. Karen Lisko has more than 25 years of experience in courtroom persuasion in intellectual property litigation and is a senior litigation consultant at the firm, Persuasion Strategies in Denver, CO. Dr. Kevin Bouly is a litigation consultant with the national litigation consulting firm, Persuasion Strategies in Denver, CO.