



## Legal Analytics® for Trademark Litigation

Lex Machina's award-winning *Legal Analytics* platform allows outside counsel and in-house attorneys to predict the behavior of courts, judges, lawyers, law firms, and parties.

Over half of Am Law 100 firms and some of the largest global corporations use *Legal Analytics* to supplement traditional legal research and reasoning with previously unavailable strategic insights that give them a winning edge.

Now Lex Machina's *Legal Analytics* for Trademark Litigation enables attorneys and mark owners to make data-driven decisions about federal trademark case strategy and tactics.

## The Winning Edge

With *Legal Analytics* you can supplement traditional legal research and reasoning with strategic insights about trends in trademark case timing, resolutions, findings, damages, and remedies. This information can make all the difference in your case.

Lex Machina's trademark data lets you analyze federal cases with one or more claims involving Lanham Act violations, including claims of trademark infringement, trademark dilution, unfair competition, or cybersquatting, including declaratory judgment actions.



## Gain Strategic Insights

Lex Machina helps you answer questions such as:

- § How often, and in which cases, have judges in the Eastern District of Pennsylvania addresses false advertising?
- § Which law firms have the most experience defending dilution and cybersquatting cases?
- § How often do trademark cases in the Central District of California go to jury trial?
- § Which law firms have the most experience opposing Louis Vuitton in federal trademark cases?
- § How long will it take to reach a permanent injunction before judge Anderson in the Central District of California?

## Unique Trademark Litigation Data

**Case Tags** – dilution, false advertising, cyber-squatting, trial (bench and jury), appeal, declaratory judgment

**Case Timing** – median days to grant of permanent injunction, trial, termination

**Case Resolutions** – judgment resolutions for claimants and claim defendants (default, consent, judgment on the pleadings, summary judgment, trial, JMOL), procedural resolutions (dismissal, consolidation, severance, transfer, stay), likely settlements (plaintiff voluntary dismissal, stipulated dismissal)

**Findings** – Lanham Act violation, fair use, ownership/validity, equitable defense

**Damages** – statutory damages (including for willful infringement), trademark owner's actual damages, infringer's profits, corrective advertising, attorneys' fees, costs, prejudgment interest

**Remedies** – seizure/destruction of goods, termination of mark, relinquish domain name, preliminary injunction, permanent injunction, temporary restraining order

Trademark Findings by Judgment Event

Findings	Default Judgment	Judgment on the Pleadings / Consent Judgment	Summary Judgment	Judgment as a Matter of Law / Trial	Any Judgment Event		
Lanham Act Violation	2,043	601	8	320	162	11	3,127
No Lanham Act Violation	39	28	16	391	152	14	607
Ownership / Validity	8	85	1	31	44	1	167
No Ownership / Validity	3	3	0	41	25	1	73
Equitable Defense	4	2	0	44	24	3	78

*"We were an early adopter of Lex Machina because it provides data driven insight never before available about judges, lawyers, parties, and the subject matter of cases themselves, all in a matter of minutes."*

– Crowell & Moring