

PTO Form 1960 (Rev 9/2007)

OMB No. xxx-xxxx (Exp. x/xxxx)

Request for Reconsideration after Final Action

The table below presents the data as entered.

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DESCRIPTION OF EVIDENCE FILE	Please see the actual argument text attached within the Evidence section. Also attached please find printouts from the Internet, USPTO TARR and TESS records and results from searches from the WESTLAW news database.
ADDITIONAL STATEMENTS SECTION	
MISCELLANEOUS STATEMENT	Applicant withdraws its disclaimer made in the Second

	Office Action Response dated October 26, 2007.
SIGNATURE SECTION	
DECLARATION SIGNATURE	The filing Attorney has elected not to submit the signed declaration, believing no supporting declaration is required under the <i>Trademark Rules of Practice</i> .
RESPONSE SIGNATURE	/cwschneider/
SIGNATORY'S NAME	Christopher W. Schneider
SIGNATORY'S POSITION	Attorney
DATE SIGNED	04/24/2008
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	YES
FILING INFORMATION SECTION	
SUBMIT DATE	Thu Apr 24 17:10:49 EDT 2008
TEAS STAMP	USPTO/RFR-206.126.233.146 -20080424171049634115-772 20151-42024e152b581d71a96 0b8491f64e623e-N/A-N/A-20 080424163659121264

PTO Form 1960 (Rev 9/2007)

OMB No. xxx-xxxx (Exp. x/xxxx)

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **77220151** has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

EVIDENCE

Evidence in the nature of Please see the actual argument text attached within the Evidence section. Also attached please find printouts from the Internet, USPTO TARR and TESS records and results from searches from the WESTLAW news database. has been attached.

Original PDF file:

http://tgate/PDF/RFR/2008/04/24/20080424171049634115-77220151-010_001/evi_206126233146-163659121_._Request_for_Reconsideration_-_small_size.pdf

Converted PDF file(s) (17 pages)

- Evidence-1
- Evidence-2
- Evidence-3
- Evidence-4
- Evidence-5
- Evidence-6
- Evidence-7
- Evidence-8
- Evidence-9
- Evidence-10
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Original PDF file:

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Converted PDF file(s) (25 pages)

- Evidence-1
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Original PDF file:

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Converted PDF file(s) (25 pages)

- Evidence-1
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- Evidence-3
- Evidence-4
- Evidence-5
- Evidence-6
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Original PDF file:

http://tgate/PDF/RFR/2008/04/24/20080424171049634115-77220151-010_004/evi_206126233146-163659121_Request_-_Evidence_3.pdf

Converted PDF file(s) (25 pages)

- Evidence-1
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- Evidence-3
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Original PDF file:

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Converted PDF file(s) (26 pages)

Evidence-1

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Original PDF file:

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Converted PDF file(s) (25 pages)

Evidence-1

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Original PDF file:

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Converted PDF file(s) (26 pages)

- Evidence-1
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Original PDF file:

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Converted PDF file(s) (25 pages)

- Evidence-1
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Original PDF file:

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Converted PDF file(s) (25 pages)

- Evidence-1
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Original PDF file:

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Converted PDF file(s) (15 pages)

- Evidence-1
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- Evidence-6
- Evidence-7
- Evidence-8
- Evidence-9
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- Evidence-15

ADDITIONAL STATEMENTS

Miscellaneous statement

Applicant withdraws its disclaimer made in the Second Office Action Response dated October 26, 2007.

SIGNATURE(S)

Declaration Signature

I hereby elect to bypass the submission of a signed declaration, because I believe a declaration is not required by the rules of practice. I understand that the examining attorney could still, upon later review, require a signed declaration.

Request for Reconsideration Signature

Signature: /cwschneider/ Date: 04/24/2008
Signatory's Name: Christopher W. Schneider
Signatory's Position: Attorney

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

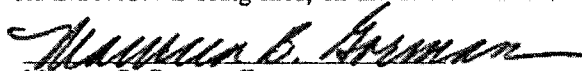
The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 77220151
Internet Transmission Date: Thu Apr 24 17:10:49 EDT 2008
TEAS Stamp: USPTO/RFR-206.126.233.146-20080424171049
634115-77220151-42024e152b581d71a960b849
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CERTIFICATE OF FILING

I hereby certify that this REQUEST FOR RECONSIDERATION is being filed, on the date indicated below, by means of the USPTO's electronic filing system.

April 24, 2008


Maureen B. Gorman, Esq.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Surveys & Forecasts, LLC
Serial No: 77220151
Filed: July 2, 2007
Mark: SURVEYS & FORECASTS
Examining Attorney: Katina S. Mister
Law Office 104

REQUEST FOR RECONSIDERATION

Box: TTAB EX PARTE APPEALS
Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

This correspondence responds to the Final Office Action dated October 30, 2007.

AMENDMENT

Pursuant to the examiner's direction, the applicant enters the following amendments to its application.

Disclaimer Statement

Applicant withdraws its disclaimer made in the Second Office Action response dated October 26, 2007.

REMARKS

Background

On July 2, 2007, the applicant filed a trademark application based upon its use of the mark SURVEYS & FORECASTS in connection with the following services as amended:

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Conducting business and market research surveys; market research; market research consultation; market research services; market research studies; business marketing consulting services; business marketing services; providing business marketing information; conducting public opinion polls; public opinion polling; public opinion surveys; market opinion polling studies; business research and surveys; conducting business research and surveys; conducting on-line business management research surveys; conducting quality assurance surveys in hospitals to determine service quality; on-line advertising and marketing services; business advice and analysis of markets; advertising and marketing; conducting marketing studies; market analysis; market manipulation, research and analysis, whether or not via the internet; market reports and studies; market segmentation consultation; market study and analysis of market studies; and marketing consulting," in International Class 35.

(hereinafter referred to as "Applicant's marketing research and business research services"). The Examining Attorney examined and refused registration of applicant's trademark on the Principal Register in the first Office Action dated October 4, 2007 based upon her determination that applicant's mark is merely descriptive for Applicant's marketing research and business research services (hereinafter referred to as the "October 4th Action.") In its Office Action Response dated October 10, 2007, applicant sought registration through a claim of acquired distinctiveness and submitted supporting evidence (hereinafter referred to as "Applicant's 1st Response.") The applicant has used its mark since 1994 and had previously owned U.S. Registration Number 2046812 for the mark SURVEYS & FORECASTS on the Supplemental Register from the date of registration, March 18, 1997, until December 20, 2003, when the registration was inadvertently allowed to cancel under Section 8 (hereinafter referred to as "Registration No. '812.")

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On October 25, 2007, the Examining Attorney continued her refusal in a second office action wherein the Examining Attorney claimed Applicant's mark was generic (hereinafter referred to as the "October 25th Action.") Applicant responded on October 26, 2007, with additional evidence supporting its distinctiveness claim and, misunderstanding the nature of a disclaimer, offered a disclaimer of the words "Surveys & Forecasts" (hereinafter referred to as "Applicant's 2nd Response.") The examiner continued her genericness refusal and made it final in a third office action issued on October 30, 2007 (hereinafter referred to as the "October 30th Final Action.") It is to the October 30th Final Action that applicant now responds.

In support of her genericness determination, the examiner attached the following pieces of evidence: (1) definitions of the term "survey" from encarta.msn.com, bartleby.com and dictionary.cambridge.org; and (2) definitions of the term "forecast" from encarta.msn.com, bartleby.com and m-w.com (Merriam Webster). None of the definitions show that the relevant U.S. consuming public of marketing research and business research services view the phrase SURVEYS & FORECASTS as the name of a type of service.

The examiner also attached the following excerpts from articles in support of her genericness refusal:

citeseer.ist.psu.edu: A scholarly article showing use of the phrase SURVEYS AND FORECASTS in the title "Bayesian Analysis of Election Surveys and Forecasts: Learning from the State of Valencia."

www.iemarketresearch.com/site_help.asp#licensing: A website from the Canadian market research firm IE Market Research showing use of the terms

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SURVEYS and FORECASTS in the frequently asked questions section, referring separately to "survey data" and "forecast data." The words are not shown as a composite phrase.

www.gardnerweb.com: A website showing use of the phrase SURVEY AND FORECAST in the title "2008 Capital Spending Survey and Forecast Demographic Reports."

www.encyclopedia.com: A webpage showing use of the terms SURVEYS and FORECASTS in the sentences: (1) "Studies examining individual forecast accuracy of other economic forecast surveys have previously been reported," and (2) "Most forecast surveys report only averages or other summary measures of individual predictions while keeping the respondents anonymous." The words are not shown as a composite phrase.

www.yankeegroup.com: A webpage showing use of the term FORECASTS in the sentence: "Our forecasts are built on solid market adoption realities and provide a reliable look ahead." The term "survey" is not found on the evidence attached by the examiner. Accordingly, the words are not shown as a composite phrase.

www.stopsoybeanrust.com: A webpage showing use of the phrase SURVEY AND FORECAST in the sentences: "Doane Advisory Services, a multi-media provider of information and analysis to agriculture, is preparing to release its annual survey and forecast of U.S. corn and soybean production."

www.iemarketresearch.com: A webpage reports, "IE Market Research makes its syndicated CONSUMERREADY brand surveys available online." Here, no reference to forecast is shown. Accordingly, the words are not shown as a composite phrase.

A Wells Fargo article discussing small business owner optimism states, "These survey results are consistent with our forecasts of a moderate rebound in economic activity in the second quarter of 2007." The words are not shown as a composite phrase.

Other news articles state, "The study Examines U.S. MB market dynamics, based on data from our 2005-2006 Medium Business Survey and most recent Global

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Model forecasts. About the Study: The study Mid-Market CRM: Vendor Strategies for a New Frontier -- Examines U.S. MB market dynamics, based on data from our 2005-2006 Medium Business Survey and most recent Global Model forecasts." The words are not shown as a composite phrase.

Another article discusses Chapman University's contract with Orange County to provide economic projections for its budget, stating "Chapman provides similar forecasts, competing with CAL State Fullerton for bragging rights on the accuracy of the forecasts. The universities also conduct business surveys." The words are not shown as a composite phrase.

An article discussing rising health and energy costs as they relate to women reported, "'These surveys accurately forecast each year the economic and voting power of 15.6 million women entrepreneurs,' said WIPP President and Co-founder Barbara Kasoff." The words are not shown as a composite phrase.

The applicant respectfully disagrees with the substantive refusal for the reasons set forth below. Applicant respectfully argues that applicant's SURVEYS & FORECASTS mark should be allowed to register because it is not generic for the services with which it is used, but rather has acquired distinctiveness for use with Applicant's marketing research and business research services due to applicant's long and continuous use of the mark as shown through previously submitted evidence. Accordingly, registration on the Principal Register under § 2(f) should be allowed. For all of the foregoing reasons, the applicant respectfully requests that the examiner reconsider the refusal to register applicant's mark and withdraw her genericness refusal.

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Argument

I. THE EXAMINER HAS FAILED TO PROVE BY CLEAR EVIDENCE THAT THE PHRASE SURVEYS & FORECASTS IS GENERIC FOR APPLICANT'S MARKETING RESEARCH AND BUSINESS RESEARCH SERVICES.

As the examiner is aware, genericness is determined by application of a two-part test: 1) what is the class or genus of goods or services at issue; and 2) does the relevant public understand the term primarily to refer to the class or genus of goods or services at issue. *H. Marvin Ginn Corporation v. International Ass'n of Fire Chiefs, Inc.*, 228 U.S.P.Q. 528, 530 (Fed. Cir. 1986); TMEP § 1209.01(c)(i). The burden of proving that applicant's mark is generic lies with the Examining Attorney. *In re Merrill Lynch, Pierce, Fenner & Smith, Inc.*, 828 F.2d 1567, 4 U.S.P.Q.2d 1141 (Fed. Cir. 1987). The examining attorney has the burden of proving that a term is generic by clear evidence. *In re Merrill Lynch, Pierce, Fenner & Smith Inc.*, 828 F.2d 1567, 4 USPQ2d 1141 (Fed. Cir. 1987).

The TMEP states, "When a term is a compound word, the examining attorney may establish that a term is generic by producing evidence that each of the constituent words is generic, and that the separate words retain their generic significance when joined to form a compound that has 'a meaning identical to the meaning common usage would ascribe to those words as a compound.' *In re Gould Paper Corp.*, 834 F.2d 1017, 5 USPQ2d 1110, 1111-1112 (Fed. Cir. 1987) (SCREENWIPE held generic as applied to premoistened antistatic cloths for cleaning computer and television screens)." TMEP § 1209.01(c). However, as the examiner

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knows, "A compound word mark is comprised of two or more distinct words, or words and syllables, that are represented as one word (e.g., BOOKCHOICE, PROSHOT, MAXIMACHINE, PULSAIR)." TMEP § 807.12(e). The Court of Appeals for the Federal Circuit has expressly limited the holding in *Gould* above to "compound terms formed by the union of words" where the public understands the individual terms to be generic for a genus of goods or services, and the joining of the individual terms into one compound word lends (sic) 'no additional meaning to the term.' *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 57 USPQ2d 1807, 1810 (Fed. Cir. 2001) (citing *In re American Fertility Society*, 188 F.3d 1341, 51 USPQ2d 1832, 1837 (Fed. Cir. 1999))."

Where the mark is not a compound mark, as is the case here, "the examining attorney cannot simply cite definitions and generic uses of the individual components of the mark, but must provide evidence of the meaning of the composite mark as a whole." TMEP § 1209.01(c)(i). Accordingly, the examiner must prove by clear evidence that SURVEYS & FORECASTS is the class or genus of the Applicant's marketing research and business research services, and that the relevant U.S. consuming public understands the composite phrase SURVEYS & FORECASTS to refer to the class or genus of the marketing research and business research services at issue.

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The Examining Attorney states that "the proposed mark is incapable of serving as a source-identifier for applicant's services." Applicant seeks registration for 26 different services within International Class 35. Nowhere does the Examining Attorney indicate for which of the 26 services the mark is generic, or identify the genus of the marks' services. That the mark is generic for each of the 26 different services is not likely, but even that being said, the examiner has not established that the mark is generic for even one of the listed services. The Examining Attorney has shown three uses of the phrase "surveys and forecasts" (or close equivalents) merely as part of article titles. The Examining Attorney has not undertaken either step of the genericness test outlined in the *Merrill* case. The evidence offered by the Examining Attorney does not show any use of the phrase SURVEYS & FORECASTS as the class or genus of the marketing research and business research services at issue. The examiner has not offered any evidence showing how the public might perceive Applicant's mark as a whole in connection with the services. This amount of evidence simply does not prove by clear evidence that the composite mark SURVEYS & FORECASTS, taken as a whole, is the genus of the Applicant's marketing research and business research services and that U.S. consumers view it as such.

II. SURVEYS & FORECASTS IS NOT THE CLASS NAME OF THE SERVICES AT ISSUE.

It is well settled that "[g]eneric terms are terms that the relevant purchasing public understands primarily as the common or class name for the goods or services." TMEP § 1209.01(c). Applicant uses its mark in connection with its marketing research

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services. No evidence establishes that the relevant public understands the mark SURVEYS & FORECASTS to refer primarily to applicant's services. Instead, the relevant public associates the mark with applicant and applicant's services.

On March 31, 2008 applicant's attorney searched <google.com> for the terms "surveys and forecasts" and "market research." The search resulted in only 98 hits. A representative sample of the first ten results returned from the search are attached hereto and analyzed below. Applicant notes that of the first ten results, only one reference - the tenth - is not a direct reference to applicant.

1. http://www.surveys-forecasts.com/news_home.htm - This is applicant's website.
2. [http://in.dir.yahoo.com/Business and Economy/Business to Business/Marketing and Advertising/Market Research/?sort=lf](http://in.dir.yahoo.com/Business_and_Economy/Business_to_Business/Marketing_and_Advertising/Market_Research/?sort=lf) - The Indian Yahoo website catalogs useful market research and advertising site listings. The use of "surveys & forecasts" is used to reference applicant and applicant's website.
3. <http://forums.zoomerang.com/showthread.php?p=474> - The website shows posts on Zoomerang, an Internet message forum. The reference to "surveys & forecasts" is made in the signature line of a post made by applicant's principal, Bob Walker.
4. http://www.linkedin.com/find/w/w5/w5_46.html - Linked In is a social business networking cite. The page identifies members with the last name Walker. The reference to "surveys & forecasts" is made in identifying applicant's principal, Bob Walker.
5. [http://uk.dir.yahoo.com/Business and Economy/Business to Business/Marketing and Advertising/Market Research/](http://uk.dir.yahoo.com/Business_and_Economy/Business_to_Business/Marketing_and_Advertising/Market_Research/) - Like the Indian Yahoo website above, this UK and Irish Yahoo site catalogs useful market research and advertising site listings. The use of "surveys & forecasts" is used to reference applicant and applicant's website.

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6. <http://www.quirks.com/directory/sourcebook/detail.aspx?cid=558> - Quirks, the marketing research review company, hosts a page listing applicant's company's details.
7. <http://www.mrweb.com/usa/usmrcos.htm> - This site provides American market research agencies and consultants, including applicant's.
8. <http://www.marketresearchfirms.com/geo/surveys-and-forecasts.html> - This site lists market research firms. The reference to "surveys & forecasts" is a reference to applicant.
9. http://www.safllc.com/PDF/SF_Press_Quirks.pdf - Hosts a paper on market research written by applicant.
10. http://www.exportmichigan.com/ibp_pfs_ibp_analyze_marketability-3.htm - This website is created to help the Michigan export business. The reference to "surveys & forecasts" relates to the University of Michigan database of Business Monitoring. It describes the online database as including "quarterly surveys & forecasts on key industries."

The Examining Attorney has provided either dictionary definitions of the individual terms or third party web pages and news articles using only the terms "survey" and/or "forecast" separately or in an article heading as evidence that the mark is generic for the services in the application. Without producing evidence of the public's understanding of the entire phrase as it relates to applicant's services, the Examining Attorney has failed to carry her burden. *In re American Fertility Society*, 51 U.S.P.Q.2d 1832, 1836 (Fed. Cir. 1999). "The Board cannot simply cite definitions and generic uses of the constituent terms of a mark...in lieu of conducting an inquiry into the meaning of the disputed phrase as a whole to hold a mark, or a phrase within in the mark, generic." *Id.*

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Moreover, evidence of marketplace use actually goes against the examiner's conclusion. A search of the USPTO trademark database on March 31, 2008 for the following search *(*survey* and *forecast*)[bi,ti]* returned 4 marks. Please see the TESS and TARR print outs of each attached hereto. One result is the applicant's present application; one result is the applicant's previously lapsed registration for the same mark. Accordingly, in the history of the USPTO only two applications incorporating both "survey" and "forecast" have been filed, neither of which included services such as applicant's services. Such evidence weighs strongly against a genericness finding in the instant matter.

A search of the USPTO trademark database on April 22, 2008 for the following search: *surveys[gs] and forecasts[gs] and registrant[on] and live[ld] and (1a[ob] 1a[cb])* also returned only 4 marks. Please see the TESS print outs of each attached hereto. Three of the four registrations are owned by the same party and none of the registrations show the use of the phrase "surveys and forecasts" to describe any type of service; let alone Applicant's marketing research and business research consultation services.

On April 22, 2008, Applicant's attorney conducted the following searches on google.com which resulted as follows:

"surveys and forecasts research" – two hits, neither showing the composite mark to identify marketing research and business research services;

"surveys and forecasts services" – zero hits;

"surveys and forecasts studies" – zero hits;

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“surveys and forecasts polls” – zero hits;
“surveys and forecasts advice” – zero hits;
“surveys and forecasts advertising” – zero hits;
“surveys and forecasts consulting” – zero hits;
“surveys and forecasts consultation” – zero hits;
“surveys and forecasts information services” – zero hits;
“surveys and forecasts information” – zero hits;
“surveys and forecasts marketing” – zero hits;
“surveys and forecasts reports” – zero hits; and
“surveys and forecasts analysis” – zero hits.

Please see the attached search results from the GOOGLE.COM internet search engine.

On April 18, 2008, the Applicant’s attorney conducted the following searches on the WestLaw Database of U.S. newspapers, attached hereto, which resulted as follows:

“SURVEYS & FORECASTS” within five search terms of consult! which resulted in zero hits; and

“SURVEYS & FORECASTS” which resulted in zero hits.

On April 22, 2008, the Applicant’s attorney conducted the following searches on the WestLaw Database of U.S. newspapers, attached hereto, which resulted as follows:

“SURVEYS and FORECASTS” within the last 3 years which resulted in 21 documents

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None of the resulting hits for the previously mentioned search showed the composite mark to identify a class of services and only three articles (the same three articles offered as evidence by the examiner) showed use of the composite phrase "surveys and forecasts." Although the individual words "surveys" and "forecasts" may be used to describe some aspect of applicant's services, the phrase "surveys and forecasts" has been used in only three article headings in U.S. newspapers. SURVEYS & FORECASTS is certainly not the generic name for the various market research and consulting services offered by applicant. *Hunter Publishing Co. v. Caulfield Publishing Ltd.*, 1 U.S.P.Q.2d 1996, 1998 (T.T.A.B. 1986) (The Board found no proof that the name of applicant's magazine SYSTEMS USER was understood by the relevant public as the generic name for a publication about the computer or data processing industry.); *Zimmerman v. National Association of Realtors*, 70 U.S.P.Q.2d 1425 (T.T.A.B. 2004) (The Board denied the petition to cancel collective service mark registrations for REALTOR and REALTORS finding the marks were not the generic name for the genus of services within the relevant consumer group.)

At most, applicant's mark is descriptive, but it has acquired distinctiveness as the dominant use, and perhaps only use, of the mark in commerce. The USPTO should allow it to register as the USPTO has allowed numerous other trademarks containing the word SURVEY(S) or FORECAST(S) in both the trademark and the goods and services. Please see attached numerous use-based, live, third-party registrations containing the word SURVEY(S) or

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FORECAST(S) in both the mark and the goods/services, resulting from a search performed by the Applicant's attorney on April 23, 2008.

In addition to the supporting case law, applicant's search of the USPTO trademark database on March 31, 2008 found 38 third party registrations of marks incorporating the term SURVEY in Class 35 where "survey" is included in the recitation of services and survey is not disclaimed. Attached please find the first ten, a representative sample of the thirty-eight third party registrations. Clearly the Patent and Trademark Office has found SURVEY capable of functioning as a trademark. Applicant discusses five of the representative ten below:

1. SURVEYMANIA, US Reg. No. 3004066, is registered on the principal register for market research services, namely, market research studies, survey recruitment, demographics, and contracting research services with partner research companies in Class 35.
2. SURVEYRX, US Reg. No. 2995269, is registered on the principal register for conducting medical related business research and surveys in Class 35.
3. ~~Surveys~~OnDemand, US Reg. No. 3224758, for market research; business marketing and consulting services; business information; computer database management; direct mail advertising; telemarketing; statistical analysis; conducting business and marketing surveys in Class 35; and providing temporary use of on-line non-downloadable software providing information and analysis of statistics, financial information, customer marketing surveys in Class 42.
4. ZIPSURVEY, US Reg. No. 3196554, for use with conducting online business management surveys in Class 35.
5. ADVANCEDSURVEY, US Reg. No. 2732126, for use with conducting on-line electronic business, market research and opinion poll surveys in Class 35.

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Likewise, on March 31, 2008, applicant ran a similar search using forecast instead of survey. The search returned the following five results, also attached hereto:

1. LINKING FORECAST TO FUTURE, US Reg. No. 2893913, for business consulting services, namely consulting in the fields of sales and sales and revenue forecasting in Class 35.
2. MACFORECAST, US Reg. No. 3005579, owned by MacKay & Company for use in connection with market information and forecast services for manufacturers, distributors and others with an interest in trucks, truck components and parts in International Class 35. A copy of the registration and TARR printout is attached here to.
3. FORECAST INTERNATIONAL, US Reg. No. 2912318, for use with marketing and market intelligence research services, namely, providing, market intelligence, market intelligence subscription services, forecasting and reports in and for the aerospace industry, power industry and defense intelligence community; and consulting services in connection therewith in Class 35.
4. FORECAST ENGINEERING, US Reg. No. 2754576, for business consultation in the field of forecasting business performance in Class 35.
5. 21ST CENTURY FORECASTING, US Reg. No. 2548763, for economic forecasting and analysis; conducting business conferences; and business and economic consulting services in Class 35.

Applicant understands that each case must be decided on its own merits and is not binding on the agency or the Board. TMEP § 1207.01(d)(vi). However, consistency is a goal of the United States Patent and Trademark Office as well as its stated policy. TMEP § 1209.01(c)(ii) (*the terminology of the Act should be consistently used, e.g., in refusals to register matter that is a generic name for the goods or services, or a portion thereof, citing In re K-T Zoe*

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Furniture Inc., 16 F.3d 390 (Fed. Cir. 1994).) It is inconsistent and would be fundamentally unfair for the Office to now insist that SURVEYS & FORECASTS is generic when so many other registrations incorporating the element SURVEY or FORECAST have been allowed to register for nearly identical services and where the USPTO has specifically allowed this mark to register in the 1990s. The Applicant in good faith invested time and financial resources into this mark in part based upon the USPTO's previous determination that it could function as a trademark. The 9 out of 10 Google hits referring to Applicant, the lack of any other use of the phrase in U.S. newspapers as a mark or goods/services identifier, the lack of any other use of the phrase as a mark or goods/services identifier in webpages uncovered by the Google search engine, the lack of any other use of the phrase as a mark or goods/services in connection with nearly all, and perhaps all, keywords in Applicant's identification, the lack of dictionary evidence showing the phrase as the identifier of the goods/services, the lack of third party registrations showing the phrase as an identifier of goods/services, all demonstrate that Applicant uses the mark dominantly, and exclusively, as a trademark for Applicant's marketing research and business research services and should be allowed to register on the Principal Register under Section 2f.


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In light of the disclaimer clarification and the foregoing arguments and evidence, the applicant respectfully requests that the genericness refusal be withdrawn and that the application be approved for publication.

Respectfully submitted,

Surveys & Forecasts, LLC

Date: 4/24/08 By one of its attorneys:


An Attorney for Applicant

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Google

"surveys & forecasts" "market research"

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Results 1 - 10 of about 98 for "surveys & forecasts" "market research". (0.09 seconds)

News & Press : Surveys & Forecasts

Surveys & Forecasts provides strategic marketing research consulting services to ... according to the sixth annual Benchmarking Survey of Market Research by ...
www.surveys-forecasts.com/news_home.htm - 12k - [Cached](#) - [Similar pages](#) - [Note this](#)

Quirks.com - Researcher Sourcebook Company Details

It is the most reliable guide for buyers of market research services looking for ... **Surveys & Forecasts, LLC**, 2323 North St. Fairfield, CT 06824-1732 ...
www.quirks.com/directory/sourcebook/detail.asp?cid=558 - 22k - [Cached](#) - [Similar pages](#) - [Note this](#)

Yahoo! UK & Ireland Directory > Marketing and Advertising > Market ...

Offers services in market research, and employee and customer surveys in the U.K. and internationally. **Surveys & Forecasts** - open this site in another ...
uk.dir.yahoo.com/Business_and_Economy/Business_to_Business/Marketing_and_Advertising/Market_Research/ - 189k - [Cached](#) - [Similar pages](#) - [Note this](#)

MrWeb - The Market Research Industry Online

The following are American market research agencies and consultants with pages on the WorldWideWeb. **Surveys & Forecasts - Swindel & Associates** ...
www.mrweb.com/us/usinfo.htm - 37k - [Cached](#) - [Similar pages](#) - [Note this](#)

[PDF] Working With Marketing Research: A Message To Marketers

File Format: PDF/Adobe Acrobat - [View as HTML](#)
ial) between basic market research and ... Market research consists of impor- ... **Surveys & Forecasts, LLC**. ©. Page 2. fact that many new products fail? ...
www.sailo.com/PDF/SF_Press_Quirks.pdf - [Similar pages](#) - [Note this](#)

LinkedIn Directory

Robert Walker, • United States: Greater New York City Area • market research ... Current: Principal & Founder, **Surveys & Forecasts, LLC** ...
www.linkedin.com/ind/wr5w5_46.html - 48k - [Cached](#) - [Similar pages](#) - [Note this](#)

Mandatory employee satisfaction survey - Zoomerang User Forums

Feb 11, 2008 ... Bob Walker **Surveys & Forecasts, LLC** ... include some other firms that are full service market research firms in your bidding process. ...
forums.zoomerang.com/showthread.php?p=474 - 42k - [Cached](#) - [Similar pages](#) - [Note this](#)

Demographic Questions - Zoomerang User Forums

Oct 23, 2007 ... Regards, Bob Walker **Surveys & Forecasts, LLC** ... question you are all familiar with "Do you work in market research or XYZ industry?". ...
forums.zoomerang.com/showthread.php?p=358 - 38k - [Cached](#) - [Similar pages](#) - [Note this](#)
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Global marketing information services company providing market research, forecasting, consulting, **Surveys & Forecasts** - Open site in a new window ...
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MarketResearchFirms.com: Market Research Provider - Surveys ...

MarketResearchFirms.com brings together market research suppliers, ... **Surveys & Forecasts, LLC** is a full-service strategic marketing research firm founded ...
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"surveys & forecasts" "market research"

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Research That Moves Business Success

2323 North Street, Fairfield, CT 06824

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<p>Article Published in Quirk's Marketing Research Review "Working With Marketing Research: A Message To Marketers" by Bob Walker, Principal & Founder, Surveys & Forecasts, LLC was published in the October 2001 issue of Quirk's Marketing Research Review (pp.48-51).</p> <p>"There is ample evidence to prove that sound research practices consistently drive business success. So why do our colleagues in marketing not believe it? As we emerge from our current economic malaise, businesses will again need to create new products and launch new marketing strategies. Smart companies understand that intelligently developed research programs will not automatically 'invent' new products for them, but will consistently drive business success, year after year."</p> <p>Read Article ></p>		

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Marketing Research Salary and Staffing Study Highlighted In American Marketing Association's Marketing News

S&F was recently a focus in Marketing News, a publication of the **American Marketing Association** (August 14, 2000 "Honomichi Global Top 25"). The story "Compensation Prize", reported by Steve Jarvis, reviewed findings from the widely-read "1999 CCG Benchmarking Survey of Marketing Research Salary and Staffing". The study, conducted with Career Consulting Group (now part of **Stephen-Bradford Search, Inc.**), is widely recognized as the most comprehensive assessment of corporate marketing research salaries and staffing of its kind.

Low unemployment, combined with a years-long shortage of marketing research professionals, continues to boost salaries in the profession, according to the sixth annual Benchmarking Survey of Market Research by Career Consulting Group Inc. (CCG), an executive search and consulting firm based in Stamford, Conn. The traditional salary dividing line between senior researchers and the up-and-comers -- about \$60,000 -- hasn't moved, but the vast majority of researchers already are earning more than that, according to the survey. Nearly a quarter of researchers earn more than \$100,000 a year. Recruiting pressures are expected to force that benchmark higher: "We're probably going to have to revise the breaking point up to \$70,000 to \$75,000 next year," says Robert Walker, principal at Surveys and Forecasts LLC in Fairfield, Conn., who conducted the survey for CCG.

[Read Release >](#)

Survey Shows Complete Customer Satisfaction Is Necessary for

Insurance Carriers To Retain Small Business Customers

A survey of 1,820 small businesses finds that most small business insurance buyers will accept no less than the best from their providers. More than three out of every four customers who are "completely satisfied" with their business insurance will definitely renew their coverage with their present carrier. In contrast, only about one out of every four "very satisfied" customers and one out of twenty "somewhat satisfied" customers will definitely stay with the same carrier.

"There's no question that customer satisfaction improves retention, and carriers who put their customers first will benefit greatly," notes Claude Fongemie, former Senior VP at **Conning & Company**. "But up to now small business insurers had no easily affordable way to find out what their customers really want. The marketplace is getting more competitive and complex. Only the carriers that know how to truly delight their customers can feel secure about keeping them." The pioneering study was conducted by Surveys & Forecasts, LLC marketing research and consulting of Fairfield CT.

[Read Release »](#)

S&F Completes Landmark Study On "Prospectus Simplification" In Conjunction With NAVA and the SEC

NAVA (**National Association for Variable Annuities**) is attempting to make prospectuses easier to use in accordance with the SEC's "plain English" directive. Variable annuities (VA's) represent one of the fastest-growing financial service products for estate planning and retirement. VA's are essentially mutual funds repackaged with an "insurance wrapper" that provides life insurance benefits. Because of this feature, the underlying value of the mutual funds in a VA can accumulate on a tax-deferred basis. The study was designed to assess the consumer reaction to three separate prospectuses, each with different combinations of language, tables, and graphics.

[Learn More »](#)

Surveys & Forecasts Speaks On Marketing Research To undergraduate Students at the Parsons School of Design in Manhattan

Robert Walker of S&F lectured on many issues relating to sampling and study design in the context of the overall creative process. This perspective is rarely considered in traditional B-school marketing courses, because few "creatives" end up getting an MBA. Most students at Parsons are concentrating in graphic design, but give little thought about how their creative output will be assessed in the future by prospective advertising agencies or manufacturing companies. The lecture, entitled "A Primer On Research: Considerations For Creative Development" covered a wide range of sampling and design topics, and provided several instructive case studies with relevance to the creative process.



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- [International Data Corporation \(IDC\)](#) (4)
- [Gallup Organization, The](#) (4)
- [J.D. Power and Associates](#) - Global marketing information services company providing market research, forecasting, consulting, training, and customer satisfaction opinion surveys for businesses and consumers.
- [MarketResearch.com](#) - Database of market research analysis, reports, books, and publications.
- [NPD Group, Inc.](#) - Syndicated and custom research for many commercial and consumer industries, including PC-Meter, which provides audience measurement of web sites and online services.
- [Harris Interactive](#) - Internet-based market research and polling.
- [Yankee Group](#) - International organisation specialising in the analysis of trends in strategic planning, technology forecasting and market research.
- [In-Stat](#) - High-technology, market research and information company serving the semiconductor, communications, computer, and converging multimedia marketplaces.
- [ACNielsen Corporation](#) (8)
- [Datamonitor](#) - Global strategic market analysis company which focuses on financial services, technology, healthcare, consumer goods, industrial, energy, automotive, and medical equipment markets.
- [American Demographics](#) - Demographic marketing strategies, tools, and data.
- [MindBranch](#) - Provides knowledge management, analysis, and research for a variety of industries.
- [ABI Research](#) - Publishes technology research reports in the wireless, automotive, residential, energy, and RFID markets.
- [Arbitron](#) - Measures radio audiences in local markets, and tracks consumer, media, and retail activity.
- [Euromonitor](#) - Provides global consumer market intelligence. Helps clients achieve marketing objectives with reports, statistical handbooks, directories, journals, and more.
- [Synovate Market Research](#) - Synovate is a global market research and business intelligence firm. Generates consumer insights that drive competitive marketing solutions.
- [GMI \(Global Market Insite\)](#) - Offers integrated solutions for market intelligence, including online survey software, panel management software, online panel services, and enterprise feedback.

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





























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





























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



























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


































- **Harris Black International, Ltd.** (3)
- **Science Advisory Board**  - Surveys panels of biomedical experts online to get their opinions on emerging technologies and product performance.
- **Find/SVP**  - Provides integrated research, advisory, and business intelligence services in a broad range of industries and management disciplines.
- **BizMiner**  - Industry financial ratios, cash flow reports, and marketing research from BizMiner. Includes small business and startup industry analysis and financial reports.
- **IntelliQuest, Inc.**  - Providing survey software, information databases, and customised marketing research to the high technology and computer industries.
- **Information Resources**  - Offers marketing research using UPC scanner data and software to assist with new product introductions, category management, trade promotion, shelf merchandising and logistics.
- **Research International**  - Custom market research agency, experienced in over 130 countries.
- **WorldOpinion**  - Collection of market research resources including a directory, news service, stock watch, classified ads and more.
- **Insight Research Corporation**  - Comparative market research and competitive analysis for the telecommunications industry.
- **Cheskin Research**  - Offer research on the design, development and positioning of products and packaging.
- **Decision Analyst, Inc.**  - National research firm, founded in 1978. The firm is vertically integrated, with over 200 employees.
- **American Sports Data, Inc.**  - Specialists in sport marketing research offering information on sporting goods, physical fitness trends, health statistics, and more.
- **GfK Group** (3)
- **Plunkett Research**  - Provider of industry information, market research, trends analysis, company profiles, and executive mailing lists.
- **Burke, Inc.**  - International research and consulting helps manufacturing and service companies understand and accurately predict marketplace behaviour.
- **Performance Research**  - Sponsorship research and evaluation services for corporate sport sponsors.
- **Radicati Group, The**  - Specialising in messaging, directory services, Internet/intranet, security and electronic commerce.
- **Hispanic & Asian Marketing Communication Research**  - Conducts discussion groups, telephone surveys, and in-depth interviews in Spanish, Portuguese, and most Asian languages.
- **Market Facts**  - Engaged in the design, execution, and interpretation of market research conducted on behalf of its clients.
- **Marketing Research Services, Inc.**  - Conducts custom research for business-to-business firms, consumer goods manufacturers and multi-service companies.
- **Walker Information** 
- **Marketing Science Centre**  - Offers services for advertising, brand image, customer behaviour, service quality, and loyalty.
- **@ResearchInfo.com**  - Collection of resources: chat, employment, directory, and more.
- **Applied Marketing Science, Inc.**  - Consultants in research, strategic planning, Quality Function Deployment QFD, and new product development.
- **ESRI Business Information Solutions**  - Provides industry-specific marketing application products and services including customer profiling and segmentation, custom target analysis, demographic data reports and maps, media planning, and merchandise mix analysis.
- **INPUT**  - Worldwide market intelligence research and consulting firm
- **DSS Research**  - Market research for managed care, healthcare, technology and hospitality industries. Experienced with conjoint analysis, statistical modelling, customer satisfaction, NCOA and Internet surveys.
- **DemographicsNow**  - Web based mapping and reporting service.
- **B2B International**  - Specialises in business to business marketing research. Includes advertising testing and tracking, customer loyalty, and more.
- **Cultural Access Group**  - Provides clients with business development programmes to reach high-value market segments with unique needs and expectations.
- **Information Technology Trends**  - Providing market statistics and industry trends for the computer and information technology industries, including sales forecasts, market share and base on computers, communication, and software.
- **Primer, Ltd.** 
- **Strategic Marketing And Research Techniques**  - Marketing research firm specialising in quantitative survey research for product optimisation, market segmentation, and brand positioning, forecasting, and customer satisfaction measurement.

- Sensors Quality Management Inc. (SQM)  - Offers quality/service assurance, mystery shopping programmes, and business support services.
- Easy Analytic Software, Inc.  - Publishers of The Right Site, demographic reference and analysis software.
- Global Industry Analysts, Inc.  - Research, analyze and publish global market research reports in medical, high tech, consumer, industrial, and services markets.
- Schulman, Ronca & Bucuvalas, Inc.  - International survey research firm specialising in public policy, market and media research.
- ADF Research  - Offers custom and tracking surveys, data collection, reporting, and analysis for banking, technology, telecommunications, and health clients.
- Discovery Research Group  - Offers telephone data collection, independent, telephone interviewing.
- Populus  - Provides marketing, human resource, product development, and human behaviour analysis and research.
- Longwoods International  - Provides strategic research solutions and expertise in destination marketing, travel and tourism research, communications, public affairs, accountability, and branding.
- **Michelson & Associates, Inc. (1)**
- Barnes Reports  - Publishes industry reports featuring sales and employment by U.S. state and metro areas. Publisher of the U.S. Industry and Market Outlook report.
- Gallup and Robinson, Inc.  - Offers advertising and marketing research.
- King Brown & Partners  - A full service market research consulting firm offering qualitative and quantitative research: Focus groups, telephone and mail surveys, and Internet research, including online focus groups and Web-based surveys.
- Market Decisions Corporation  - Quantitative and qualitative custom research serving high technology, utilities, and manufacturing worldwide.
- Marketing and Planning Systems  - Provides strategic marketing counsel.
- Yankelevich Partners  - Marketing research and consulting organisations with an international affiliate network spanning over 20 countries.
- Groups Plus, Inc.  - Qualitative research organisation with a plus.
- Resolution Research  - Provides expert market research and analysis via CATI telephone surveys.
- Mediamark Research  - Supplies multimedia audience research to magazines, television, radio, web sites, and advertising agencies.
- Forbes Consulting Group, Inc.  - Market research consultancy specialising in strategic planning driven by qualitative and quantitative market research, focusing on market target segmentation and brand equity management.
- Research Options  - Consultancy with dedicated health care, fitness and sport-related practices.
- Saurage-Thibodeaux Research  - Specialising in the healthcare, advertising, legal, and technology industries.
- **Taylor Nelson Sofres@**
- Arbor, Inc.  - Provides proprietary worldwide research to help clients find solutions to their marketing issues.
- Keenote Marketing and Media  - Provides targeted market analysis and strategy, demographics, market segmentation, direct marketing, sales leads, and more.
- Knowledge Source  - Offering market information, specialising in managed health care.
- Angus Reid Group  - Provides an array of polling services, and market and social research.
- PC Data, Inc.  - Provides market research data for computer software, hardware, and video games sales thru retail, corporate, and distribution channels.
- Electronic Publishing Services, Ltd. (EPS)  - New media analysis and research consultancy. Based in London, we provide strategic business advice and information services for clients developing digital information products.
- Usability Group, The  - Consulting firm specialising in customer research and analysis of technology products and services.
- Opinions, Inc.  - Provides employee opinion, customer opinion, 360-degree feedback, and focus surveys.
- Public Opinion Strategies  - Republican political and public affairs survey research company.
- Harte-Hanks Market Intelligence  - Provides information on computer and communications industry trends, product developments and buyer activity.
- RTNielsen Company  - Offering marketing opinion research services including web surveys, telephone interviewing, and CATI programming.
- CustomerSat.com  - Provides Internet survey research services.





































- [TDG Research](#) - Expert analysts providing timely, actionable intelligence designed to best position new consumer technologies for rapid diffusion.
- [Infosurv, Inc.](#) - Full-service online survey administration firm specialising in employee and customer satisfaction surveys.
- [Lundberg Survey](#) - Independent market research company specialised in the U.S. petroleum marketing and related industries.
- [CNET ChannelServices](#) - Offers product data and e-commerce services to IT manufacturers, distributors, resellers, and portals worldwide.
- [Pew Global Attitudes Project](#) - A series of worldwide public opinion surveys from the Pew Research Centre.
- [Architectural Research Associates](#) - Offering a range of services including benchmark studies and custom research for manufacturers of building products.
- [Gobi International](#) - Business reports on European markets for wire and cable, transformers and HV switchgear.
- [Audits & Surveys Worldwide](#)
- [Opinionmeter, Inc.](#) - Electronic survey device that captures on-site market research and customer satisfaction feedback at point of sale.
- [Statistical Research, Inc.](#) - A full-service market research firm specialising in media audience measurement.
- [Product Testing Services](#) - Specialises in utilizing Internet users for product evaluations and surveys.
- [Daratech, Inc.](#) - Has specialised in CAD/CAM, CAE, EDM/PDM, CIM, GIS and computer graphics since 1979.
- [Esearch](#) - Provides Internet data collection supporting market research.
- [SRC](#) - Provides demographic and market analysis tools through custom Internet and intranet applications.
- [Golf Research Group](#) - Publishers and consultants providing business information to the golf industry.
- [Apartment Research](#) - Current Bureau of Labour Statistics (BLS), employment statistics, and residential building permit data for all MSAs.
- [Intex Management Systems \(IMS\)](#) - Suppliers of market research on the electronics industry. Covers a range of markets from mobile phones to factory automation and more.
- [PANGAEA.NET](#) - Global marketing resources, trade leads, newsletters, directory, and match-making.
- [Power Systems Research](#) - Market research and consulting firm specialising in the study of engines and engine powered equipment.
- [Quality Education Data \(QED\)](#) - Provides statistical data and trend analysis of schools and education for marketing and research purposes.
- [Asian Demographics Ltd](#) - Using analytical methods to estimate the demographic future of Asia.
- [Espicom Business Intelligence](#) - Supplier of business intelligence publications and services for the telecommunication, pharmaceutical, and medical device industries.
- [Industrial Info Resources](#) - Find comprehensive market intelligence on the industrial process, heavy manufacturing, and energy-related industries throughout the world. Industrial Info Resources provides online databases on plant locations, key management contacts, and future project opportunities.
- [Taloustutkimus](#) - A full service market research firm in Finland.
- [e-FocusGroups](#) - Provides worldwide qualitative research and analysis with special expertise in emerging technologies.
- [Competitrack](#) - Ad tracking and media monitoring service for TV, print, and radio creative and media schedules.
- [Mintel Marketing Intelligence](#) - Consumer market research reports delivered via the Internet or Lotus Notes, on CD, or on paper.
- [Polaris Marketing Research](#) - Specialties include the telecommunications, healthcare, online services, and banking industries.
- [Pollara](#) - Public opinion and market research firm.
- [SIL Group](#) - Offers market research and direct marketing services.
- [IMS Global Services](#) - Market research and business solutions for the healthcare and chemical industries.
- [McLaughlin & Associates](#) - Survey research and strategic services company, specialising in public opinion polls, market research, strategic consulting, and media buying.
- [IDC India](#) - Conducts corporate, consumer, Internet, and software research. Also offers database of information on vendors and users.

- Maritz Research  - Global provider of marketing research including customer satisfaction and loyalty, segmentation, brand equity, and tracking studies.
- NFO Worldwide, Inc. (1)
- Asia Intelligence  - Online source for Asia Pacific market research reports, newsletters, directories, and business intelligence.
- Wirthlin Worldwide  - An opinion research organisation with expertise in such areas as political, marketing, employee, and Internet research.
- Guideline Market Research  - Single source provider of customised market research and analysis. Guideline analysts create personalised solutions that enable companies to make informed decisions for addressing critical business research needs.
- SES Canada Research, Inc. 
- Electronic Trend Publications  - Market research in computer, communications, and semiconductor technologies
- ACNielsen BASES  - Sales forecasting system for consumer packaged goods brands, helping marketers of both new product initiatives and existing brands.
- SiteReports  - Online data and maps for U.S. markets, including demographics, lifestyle segmentation, business, and retail trade potential.
- Unity Marketing  - Research and consulting company specialising in the collectibles and giftware industries.
- Zogby International  - Conducts public opinion polls and research.
- EnviroSell, Inc.  - Behavioural market research and consulting company specialising in examining consumer shopping behaviour using in-store video recording, observation, & customer interviews.
- InfoTech  - Worldwide market research for the CD-ROM, DVD, and online publishing industries.
- Market Strategies  - Info technology, healthcare, politics & policy, energy utilities, and media consulting.
- Dr. Glenn's Research Services  - Support, analyst and overload services for market, opinion and survey research.
- Grace Market Research, Inc.  - Full service research company in Los Angeles specialising in the entertainment industry.
- Marketing Intelligence Service, Ltd  - New consumer packaged goods (foods, beverages, HBA, etc.) reporting, news, analysis & research. Sample retrieval, Productscan online database & Alert publications.
- Marketsearch  - Order our extensive guide to published market research studies.
- Fairfield Research, Inc.  - Info on interactive technology. Game ratings, market size, concept tests, updated vital signs data every week.
- Joyce Julius & Associates  - Provides independent sport and special event sponsorship research.
- Smith Travel Research  - Independent research firm that tracks the performance of the hotel industry.
- Associated Research Services (ARS)  - Provides competitive research and analysis on marketing, promotions, prices, reseller margins, programmes, etc for mfr's of PC's, printers, peripherals, and supplies. Mfg. cost analysis of imaging products is performed.
- Frank N. Magid Associates, Inc.  - Full service research and strategic consultation firm serving both the media industries and general business.
- Prism Strategy  - Specialises in qualitative and web-based research as well as strategic planning.
- Survey Solutions Ltd  - Offers services in market research, and employee and customer surveys in the U.K. and internationally.
- Gay and Lesbian Consumer Online Census  - Conducting and publishing a study on gay and lesbian consumerism and its effect on mainstream marketing.
- IPSOS-ASI, Inc. 
- Chart Track Ltd  - Entertainment industry watcher, providing research and reports on U.K. and worldwide PC, console, and music charts.
- Millward Brown Precise  - Analyzes news coverage in print, broadcast, and web media domestically and internationally.
- Marktest  - Provides information in multiple forms, i.e., television audiences, market studies, etc.
- Compas Inc.  - Public affairs, marketing, and social research firm.
- BioScorpio  - Biotechnology market research firm specialising in investigational drugs, therapies, and vaccines suspended, terminated or rejected.
- Active Research  - Offers insight into consumer behaviour and provides real-time answers for

smarter product decisions.

- Carma International  - Media analysis/media research consulting firm that performs quantitative/qualitative analyses of U.S. and international print and electronic media.
- Pyrabeljisk  - Provides business information about the timber, pulp and paper, food, and consumer goods industries of the former Soviet Union and Central and Eastern Europe.
- FGI Research  - Provider of sport research, consumer market research, and public opinion polling.
- Farrand Research  - Marketing research company offering a range of services from focus groups to international surveys.
- Buxton Company 
- Capstone Research, Inc 
- Net Exchange  - Designs, engineers, and builds commerce management systems and markets that enhance the value of trade.
- Greenfield Online  - Offers traditional and online research services.
- Metromark Market Research, Inc.  - Provides market research and analysis, business development research, strategy, and competitive intelligence.
- Sports Business Research Network  - For sporting goods and sport marketing professionals.
- Ipsos MORI  - Market research company offering quantitative and qualitative research services focusing on advertising, marketing, media, loyalty, and public affairs.
- MORPACE International, Inc.  - Specialises in strategic research, market analysis, customer satisfaction, and quality measurements.
- Business Trend Analysts, Inc.  - Compiles statistics and publishes market information in industry reports, including analysis, sales forecasts, imports/exports, and competitors.
- Hartman Group, The  - Offering research, strategic consulting, reports, and conferences for the natural products marketplace.
- Michael Herbert Associates  - Specialists in qualitative research and have pioneered cyberqual or online qualitative research.
- Schwartz Research Services  - Offering a wide range of services, such as marketing and qualitative research, focus groups, video conferencing, product evaluation, and a bilingual staff.
- David Sparks & Associates  - Full-service national marketing research firm.
- Heşkes & Partners  - Qualitative market research company in the Netherlands.
- Context  - A European computer research company specialising in tracking sales and prices across a wide range of computer-related products in all the major European countries.
- Luth Research  - Data collection firm offering focus groups, mall intercepts, one-on-one interviews, online data collection, and telephone interview services.
- Trendsetters Strategic Marketing and Design  - Offers marketing surveys to help determine and execute business strategy.
- Benchmark Research  - Provides services for U.K. and overseas customers.
- MEMRB International  - Research and consultancy company.
- Pulse Back  - Gathers retail intelligence via mystery shops, customer satisfaction feedback, survey development, and customer intercepts.
- ADKIT Ltd.  - Provides Israeli businesses and government with global marketing information to improve international competitiveness.
- Publications Resource Group, Inc.  - Source of newsletters, market reports, and directories for the communications, healthcare, industrial, business, and consumer industries.
- Virtual Media Resources  - Provides marketing and media research, demographics, PRIZM geodemography and related services; site also includes links to media and advertising research sites.
- Archetype Discoveries Worldwide  - Specialises in opinion research based on an archetypal methodology.
- Griffin Group, The  - Providing solutions for customer loyalty and customer win-back challenges, both online and off. Also features information about Jill Griffin's seminars and books.
- AP Research  - A firm dedicated to providing market research and custom consulting in PCMCIA cards, cable modems, ISDN, LAN adapters, and video conferencing.
- Value Exchange, Inc.  - Offers custom marketing consulting services including research, planning, and education. Also offering Internet resources education.
- InSearch  - Offers secondary, Internet, and qualitative research. Also specialises in Tagalog, a major language of the Philippines.
- Research Spectrum, The  - Information online about various research methods such as online surveys, surveys by email, disk-by-mail surveys, and phone surveys.
- Advanced Forecasting, Inc.  - Monthly forecasting of the semiconductor IC equipment, China electronics and PC markets.
- INTECO Corporation  - Research, market planning data, strategic analysis, & consulting for

companies.

- Tier One  - Market research for the automotive electronics industry.
- Ruf's Neighborhood Snapshot  - May give you a better sense of the demographics and lifestyles of those around you.
- SGA (Simon Godfrey Associates)  - One of the UK's largest international agencies. Specialties include concept/product testing and volume estimation.
- Veraart Marketing Research & Consulting  - Provides market reports on food and retail industries with emphasis on consumer products in Europe, Asia, and North America.
- International Research Associates (INRA)  - Specialising in market and opinion research.
- Techtel Corporation  - Measures product and industry market effectiveness in the high tech industry. Demand tracking, custom research, free sample data.
- MarketStance  - Market analysis tool for the U.S. commercial insurance market that provides a database of business demographics, insurable exposures, by-line premiums and growth rates.
- ABa Quality Monitoring Ltd  - Assessments of service are made nationwide, using small teams of well trained assessors.
- Mediametrie  - Offers Eurodata TV, an international data bank for television programme logs and audience results ratings.
- HSX Research  - Offers entertainment market research information and products and services.
- Market Street Research  - Provider of customised qualitative and quantitative marketing research and analysis services to organisations in a variety of industries.
- Outlink, Inc. Market Research  - Publishers of "The Firewall Report." Market research firm focusing on the information security market.
- Kadence Business Research  - Offers quantitative and qualitative B2B marketing research including customer satisfaction and loyalty, competitive benchmarking, and branding studies through phone interviews, focus groups, and web surveys
- Primary Intelligence  - Offers business-to-business market research and competitive intelligence by gathering information from primary sources within the targeted industry.
- International Business Consultants  
- Raddon Financial Group  - Offers banks and credit unions consumer research, profitability analysis, householding and MCIF software, and online banking and e-commerce strategies.
- Anderson Analytics, LLC  - Provides consumer insight and marketing consulting.
- Paragon Research  - Assisting companies in researching customers.
- Synergy Consultants, Inc  - Services include patent searches, patents, prototyping, business and marketing plans, and venture capital sourcing.
- B/R/S Group, Inc.  - Full service research and marketing counsel agency specialising in qualitative research. 15 senior consultants in four U.S. offices directing global and U.S. based projects.
- Competitive Intelligence Services, Inc.  - Offering confidential research on the competition, markets and customer attitudes, using primary and secondary sources.
- Consumer Opinion Services 
- Future Entrepreneur  - Provides industry analysis and market segmentation reports for the small business entrepreneur interested in the marketing and advertising.
- Pragmatic Research  - Custom market research in satisfaction, advertising, imagery, segmentation and web-based surveys.
- Rea & Parker Research  - Specialising in sample survey research, fiscal impact, and project feasibility.
- Beta Research Corporation  - Including focus groups, panel studies, product tracking, database management, product concept and satisfaction studies.
- Colburn & Associates, Inc.  - Marketing research, development and services firm, specialising in business-to-business and industrial markets.
- Bank Insurance Market Research Group 
- Beyen Corporation  - World-wide market research.
- Trullinger Associates, Inc.  - Specialising in executive interviewing, customer satisfaction surveys, business plan development, and more.
- Cogent Research  - Provides phone, mail, and Web surveys, focus groups, and interviews.
- Columbia Information Systems  - CIS sells, rents and supports users of the Perception Analyzer, a marketing research tool.
- C.A. Walker & Associates Inc.  - Market research and consulting. In-house survey design, data collection, data tabulation, statistical analysis and reports.
- C/J Research, Inc.  - Offering services from complete study design through in-house results presentations.
- FDS International Ltd 

- [Survey Sampling, Inc.](#) - Providing samples to the survey research industry.
- [Custom Research Interactive \(CRI\)](#) - Marketing research and customer satisfaction services worldwide, addressing consumer, industrial and services markets. Focuses on multi-media, Internet and online panel survey research.
- [Delve](#) - Data collection partner providing focus groups, pre-recruits, web surveys, telephone interviews, central location testing, and more.
- [Strategic Vision](#) - Conducts research to better understand consumer decision-making systems in all arenas.
- [Context Research](#) - Uses techniques from academic anthropology and traditional market research to help companies better understand the lived experience of their target publics.
- [Media Dynamics Inc.](#) - Publishers of fact books and newsletters. Consulting services also available.
- [PhorTech International](#) - Marketing research and technology assessment in the life sciences
- [Data Search](#) - Offers quantitative and qualitative field research services.
- [Detwiler Group](#) - Researches and synthesizes information in the medical, pharmaceutical, and health industry.
- [Feedback Business Consulting Services](#) - B2B market research-based consulting firm in India advising firms on Indian market opportunities and strategies. Feedback's services extend beyond market information, analysis, and recommendation, to implementation assistance.
- [Griggs-Anderson Research](#)
- [Plog Research, Inc.](#) - Conducts market research studies for airlines, cruises, rental car companies, hotel chains, resorts & destinations and other segments of the travel industry.
- [Rincon & Associates](#) - Specialising in the Hispanic, African American, and Asian markets using focus groups, survey research, and demographic analysis.
- [Sandelman & Associates](#) - Specialises in consumer research for the foodservice industry. Offers Restaurantpoll.com, an online survey tool for collecting consumer attitudes about participating restaurants.
- [Sales Information Systems, Inc.](#) - Lead generation and qualification, customer satisfaction surveys, and database management services.
- [Diagnostic Research International](#)
- [Looking Glass Focus Group Facility](#) - Online market research company that provides a focus group facility, market analysis surveys, ideation services, and moderation research project enhancements.
- [Plaza Research](#) - National network of focus group facilities.
- [Express Market Research](#)
- [Corporate Insight, Inc.](#) - Full-service market research and consulting firm providing competitive information to the largest firms in the financial services industry.
- [Reperes Market Research & Opinion](#) - Provides qualitative and quantitative studies in marketing and advertising research and coordination of international studies.
- [ZCV: Research & Planning](#) - Specialising in qualitative research, creative analysis and strategic guidance.
- [Adams Business Research](#) - Specialising in market research and software for manufacturers and retailers in the alcohol beverage industry.
- [Maxtech International, Inc.](#) - Offering market research in nondestructive testing and infrared imaging.
- [HighTech Business Decisions](#) - Provides market research services and reports for pharmaceutical, biotechnology, electronics, and other high tech industries.
- [Marketing Metrics Inc.](#) - Marketing services firm specialising in customer retention programmes.
- [InfoTek Research Group, Inc.](#) - Specialises in customised research involving technology products and services.
- [Lindsay Research](#)
- [Quality Controlled Services](#) - Offers data collection for the marketing research industry.
- [Rood Research](#) - Conducts primary market research for the healthcare industry through gathering targeted expert opinions.
- [Fearon Hepner & Rhodes, Inc](#) - FH&R offers advanced market research, database marketing and applied marketing solutions.
- [Quantitative Market Research](#) - Specialising in retail fuel, convenience stores, truck stops, and car wash industries. Services include market studies, site selection, appraisals, and business evaluations.
- [Venture Data](#) - Nationwide CATI telephone interviewing & data tabulation.
- [Hispanic Market Connctions Inc](#) - Find information about the Hispanic Market and about our market research services.

- [Odyssey LP](#) - Specialises in researching consumers and technology.
- [Catalina Research](#) - Offers in-depth studies on construction materials and building equipment markets.
- [Central Europe Automotive Report](#) - CEAR provides automotive market research covering the Central European markets of Poland, Czech Republic, Slovak Republic, Hungary, Slovenia, Romania, Bulgaria, Russia, and the CIS.
- [Surveys & Forecasts](#) - Combines data collection methods with advanced analytics.
- [Bourget Research Group](#) - Offers marketing research and consulting services including project design, field work, data analysis, and presentations.
- [L. Quillin & Associates](#)
- [Metro Market Studies](#) - Provide distribution analysis and market share guides for grocery, drug, and discount stores in 230 metro areas and 100 television markets.
- [OmniTech Consulting Group](#) - OTCG provides market research, benchmarking, competitive info, product intros, performance support (EPSS), and sales training.
- [SMS](#)
- [Stancombe Research and Planning](#) - Qualitative research consultancy, specialising in insightful consumer and social qualitative research.
- [Voice Poll Communications](#) - A technology-based approach to public opinion polling and perception research, using telephony, interactive group response, and other feedback systems.
- [Wyoming Studios](#) - Central London market research viewing facility with high-speed Internet access in all studios and suites. Available for U.K. focus groups, online research, and web usability.
- [LCM Research](#) - Custom market research, analysis, software, and e-commerce development. LCM Research helps organisations transform their vision to reality, offering web solutions designed to help manage content, market services, and sell products over a website.
- [Pine Company](#) - Provides data input, data processing and data management.
- [Southeastern Institute of Research, Inc](#)
- [Stat One Research](#) - Conducting focus groups, telephone studies, and in-depth interviews for marketers in a variety of industries.
- [Thompson Associates](#) - Provides location and consumer research, sales forecasting methodologies, and statistical analysis.
- [Bruzzone Research Company \(BRC\)](#) - Specialises in advertising research. Also offers a variety of testing and tracking services.
- [Coleman & Associates, Inc.](#) - Serves high tech companies in their business-to-business, consumer, and channel market needs.
- [Hispanic-Research Company](#) - Site includes articles, links, and demographic information on the Hispanic/Latino market.
- [MarketSearch Corporation](#) - Services include phone interviews, focus groups, and ad testing.
- [Dey Systems, Inc.](#) - Offers satisfaction and quality measurement solutions.
- [Doyle Research](#) - Specialising in qualitative research among children, teens, and adults.
- [RISC International](#) - Provides consulting services with international socio-cultural approach based on surveys.
- [Solomon & Associates, Inc](#) - Full-service marketing research and support firm. Offers new concept development and a questionnaire service.
- [Camelford Graham Research Group](#) - Provides qualitative and quantitative research and cut-through analyses.
- [Quality Surveys Inc.](#) - Specialising in employee and customer satisfaction surveys, management and human resource consulting, web surveys, and performance reviews.
- [World Market Watch](#) - Provides custom global or regional market analyses for exporters or importers of specific commodities/products.
- [Action Data Group LLC](#) - Market research firm with projects in Ukraine, Russia, Moldova, Belarus, The Baltics, Kazakhstan, Kyrgyzstan, and Uzbekistan.
- [Andrew Fletcher Consulting](#) - Marketing and research consultancy.
- [Quality Resource Associates, Inc.](#) - Customised telephone and web-based business-to-business research solutions, specialising in domestic and international marketing research.
- [42](#) - Offers insight and foresight into the emerging trends and future of urban culture.
- [Forbes Research](#) - Conducts surveys and market research focusing on the Asian business environment.
- [Jacobs Jenner & Kent](#) - Offers recommendations based on primary research using both qualitative and quantitative methodologies.
- [MarketQuest Research Group Inc](#) - Marketing research firm specialising in asking the right questions.
- [TechKnowledge Point](#) - Connects entrepreneurs and business owners to make better

strategic business decisions through research and referral exchange and summarized research studies.

- [Aeffect](#) - Marketing and communications research firm that helps organisations communicate more effectively with their target audiences.
- [Axiom Group, Inc., The](#) - New product development, market research and marketing consulting firm.
- [Market Pulse](#) - Helping companies understand the Indian market by offering market mapping, product evaluation, and development of entry strategies.
- [Marketing Leverage, Inc.](#) - Analysis, market research, and strategy consulting for products/services in the insurance, financial, information technology, and health/managed care industries.
- [RS Consulting](#) - Market research consultancy specialising in IT, telecoms, computing, logistics, and distribution.
- [Romance Alant Consultants](#) - Ad hoc surveys.
- [Development II](#) - Business consulting firm specialising in employee and customer satisfaction survey and research programmes.
- [Global IT Business](#) - Identifies IT and telecommunication products buyers and sellers.
- [Kenny and Associates, Inc.](#) - Focuses on consumer psychology, brand identity, brand strategy, and emotional research.
- [Mid-America Research](#) - Grass roots study of microprocessor usage by the Internet community!
- [Report Buyer](#) - Provides market research reports on pharmaceutical, healthcare, energy, transport, telecom, IT, and other industries.
- [Smart Research](#) - Offers qualitative market research in a variety of subject areas.
- [Edge Healthcare Research, Inc.](#) - Full-service marketing research firm that concentrates solely on the health care industry.
- [Innovista Research](#) - Research firm that specialises in consumer market analysis and marketing insight for the cable, satellite, and interactive TV industries.
- [Liberty Research Services](#) - Specialising in in-store data collection.
- [MarketPoint Corporation](#) - Offers market development, strategic planning, market research, and other services.
- [MarketResponse International](#) - Research consultancy offering solutions to help companies dig deeper and make better business decisions for their organisations.
- [Strategic Metrics](#) - Aids clients with market research, benchmarks, competition analysis, and focus group interviews.
- [Technologies Research Group](#) - Market-based consultants serving the telecommunications, computer, and infotainment industries.
- [Telepoll Canada Inc.](#) - Independent data collection and opinion research company specialising in cost-effective, quantitative interviewing of business and consumer markets worldwide.
- [Ask Southern California](#) - Orange County data collection facility. Cars, condoms, courtroom Presentations, and quiche...all tested here!
- [Kiev International Institute of Sociology](#) - Currently conducting an Omnibus Survey of the adult population of Ukraine.
- [Marty Costello Inc.](#) - Specialises in market research focus groups and business travellers' equipment shipping cases
- [North American Testing Organization](#) - Specialising in data collection, statistical analysis, and general research studies.
- [Photo-Ethnography](#) - Marketing research methodology that allows consumers to express themselves by using photography.
- [QCN Corporation](#) - Research and polling company with an emphasis on providing city-specific information, e-commerce and community on a variety of company-sponsored and affiliated Internet web sites.
- [Strategic Directions Group, Inc.](#) - International market research company specialising in psychographic segmentation and the mature market.
- [Wilson Research Group](#) - Serves high technology, software, hardware, and publishing industry firms with disk-by-mail surveys.
- [Applied Research & Consulting](#) - Consulting firm offering social analysis, market research, and strategic advice for business and government.
- [Benchmark Company](#) - Providing quantitative and qualitative research services in industries including high-tech, health care, finance, broadcasting, and hospitality.
- [Diana Beckett Market Research Paris](#) - A full qualitative research service with small scale quantitative research through an associate agency.

- [Growth Strategies International](#) - Specialising in customer satisfaction surveys and customer relationship management programmes.
- [In Vivo](#) - Specialises in marketing mix and behaviour studies, including consumer purchasing and decision making processes.
- [Research Data Technology](#) - Full-service data tabulation service, specialises in crosstabulation and SPSS programming for market research.
- [Win Loss Solutions](#) - Offering custom market research, competitive and customer satisfaction analysis, and lead generation services.
- [Epley Marketing Services, Inc.](#) - Marketing research and consulting services. In-depth interviews utilize unique Epley Probe methodology.
- [Fitzpatrick Research Services, Corp.](#) - Expertise in marketing, group dynamics & executive coaching.
- [In-Depth Technology Market Research](#) - Specialises in market research and strategic planning for technology companies.
- [MarketVision Research](#) - With capabilities in product development, segmentation, brand equity, pricing, sensory, customer satisfaction, advertising, and economic impact research.
- [Prognosys](#) - Offers end to end market research services. Includes competition tracking, product and price mapping, market quantification, and more.
- [Research Inc.](#) - Specialises in the design and implementation of market research procedures, analysis of data, and formulation of marketing strategies.
- [Ricerca, Inc.](#) - Offers geodemographic market targeting systems, services, models and databases for direct, retail and e-comm marketers which locate potential consumers.
- [First Market Research](#)
- [Beyond Data, Inc.](#) - Offers custom marketing research including consumer, B2B, quantitative, qualitative, and more.
- [China Venture Advisors](#) - Provides Chinese market research and consulting and also facilitates market entry and joint ventures for U.S. companies doing business in China.
- [MarkIntell.com](#) - Resource for and by market intelligence professionals. Features market intelligence basics, articles, and discussions.
- [Plum Marketing](#) - Sales and marketing consultancy aimed at small and start-up technology companies.
- [Recruiting Resources Unlimited \(RRU\)](#) - Recruits qualified respondents for projects including focus groups, political surveys, and music tests in Greater New York City and the entire United States.
- [SEF Consulting Inc.](#) - A marketing consulting firm that specialises in global business development.
- [Ciprus Limited](#) - Marketing research and consulting for a variety of clients including building, design, and construction, industrial, commercial, and more.
- [Currie Communications, Inc.](#) - Ratings research and consulting.
- [Datatab](#) - Service bureau for market research since 1959.
- [Discovery Works](#) - Full service marketing research firm providing a full array of qualitative and quantitative tools and techniques.
- [Market Advantage Consulting](#) - Marketing science research firm developing data mining, CRM, and DSS software using quantitative research methods for market segmentation, product design, and customer retention solutions.
- [SalesQuota.com](#) - Offers sales quota calculation and sales forecasting programmes to software, professional services, and IT firms seeking to increase corporate revenue.
- [Seniors Research Group](#) - Specialising in seniors and ageing research.
- [Sigma Validation](#) - Providing services to the marketing research community.
- [Survey Intelligence](#) - Full-service survey/marketing research and statistical consulting firm.
- [Surveys Australia](#) - Data collection and processing organisation with offices in all Australian capital cities.
- [XPC Research](#) - Offers information technology market research in Belgium and Luxembourg. Subjects include value-added channel partners, market segmentation, and strategic positioning.
- [Microsoft Small Business: Market Research](#) - Learn about small business market research through articles and resources from Microsoft Small Business.
- [Apogee Analytics, LLC](#) - Specialises in survey development, statistical analysis of customer satisfaction and performance data, and business operations consulting.
- [Asia Market Opportunities](#) - Offers industry and investment studies to multinationals entering Thailand, Malaysia, Singapore, Indonesia, and the Philippines.
- [Ethridge & Associates, L.L.C.](#)
- [Samadico](#) - Specialises in e-learning market analysis and learning technology trends analysis.

- [Survey Analysis, Inc.](#) - Questionnaire design, coding, data-entry, custom computer programming, and data analysis.
- [MBL](#) - Local market and Asia-wide research for both clients and suppliers.
- [SA&A Direct](#) - Division of Smith Advertising offering consulting and research including focus groups, feasibility studies, and customer surveys.
- [DeCosmo and Associates, Inc.](#) - Offers data mining and market research services.
- [Market Enhancement Group, Inc.](#)
- [Center for Research & Consultancy](#) - Offers marketing research and consultancy services.
- [Marketing Diagnostics](#) - Specialises in the continuous tracking of brand health in the Australasian marketplace.
- [Northstar Research Partners](#) - Provides solutions for developing customer satisfaction and loyalty, usage and attitude, brand tracking and positioning, pricing, concept testing, and new product development.
- [Opex](#) - Developer of benchmarking and other market research software.
- [PortiCo Research, Inc.](#) - Provides ethnographic market research in written and video formats to advertising agencies and product manufacturers.
- [12Americans](#) - Uses surveys to segment Americans into twelve types based on their political and social attitudes.
- [Envoy](#) - Offers data collection for marketing research. International services include web surveys, telephone interviews, mail surveys, IVR, face-to-face, and mystery shopping.
- [Qualitative Insights Consortium](#) - Provides research through focus groups, in-depth interviews, and more.
- [Sales Forecasting Benchmarking Forum](#) - Providing benchmarking information, seminars, forums, and consulting services.
- [Strategic Research Network](#) - National research company that conducts custom online database research to generate lead data for companies and individuals. SRN gathers information about the decision makers to whom their clients want to sell their products or services.
- [Velocity Industry Research and Consulting LLC](#) - Market research and consulting firm focused on high technology industries.
- [Zeldis Research Associates](#) - Providers of financial services and publishing research, web-based advertising research, and electronic tradeshow surveys.
- [WireBridge Corporation](#) - Offers a full range of market research and planning services to companies of all sizes.
- [Analytic Partners](#) - Analytic Partners is marketing research consultancy that specialises in marketing mix modelling, econometric models, simulations and forecasting.
- [Marketing Information Systems International Inc.](#) - Offers market research services to domestic and international companies.
- [Penn and Associates](#) - Provides full-service marketing research and evaluation consulting.
- [Surveyworx](#) - Research service to test new names, products, pricing, name awareness, brands, customer service, consumer opinions, and patent infringement through email contact, focus groups, interviews, and online surveys.
- [Kray Group](#) - Specialising in conducting surveys, research, and focus groups on behalf of clients.
- [Marketmap.ch](#) - Offers geographic and demographic market analysis to target promotional activities. Results are displayed on maps.
- [Strategic Insights](#) - Client-intensive market strategy and business consulting firm.
- [361 Degrees Consulting, Inc.](#) - Market research and strategic consulting company that specialises in reaching multicultural markets, especially the Asian, Hispanic, and African American markets.
- [Asian Strategies](#) - Specialise in cross-cultural market research and analysis in Asia.
- [UK, the US, and Us](#) - Study of Irish attitudes to everyday living and advertising compared with those held by the British and the Americans.
- [TriArche Research Group](#) - Marketing and industrial research firm specialising in strategic market analyses and industrial research.
- [Datum Analysis](#) - Specialising in Hispanic research, segmentation, ad testing, concept tests, customer satisfaction, and exploratory studies.
- [Modus Research](#) - Agricultural and veterinary market research.
- [Total Research Corporation](#) - Market intelligence firm with expertise in advanced analytics and modelling.
- [Circle Research](#) - International agency specialising in B2B market research.
- [Media Predict](#) - Virtual market for unsigned bands, unpublished books, and other media

products. Users vote for what they think will get signed, published, and sell.

- [PMR Research](#) - Research firm offering custom market research, industry analysis, and information gathering services in Central and Eastern Europe.
- [SIS International Research](#) - SIS International Research is a worldwide provider of global market research, business and competitive intelligence.
- [Valient Solutions](#) - Global market research company focused on the financial services, technology, health care, consumer goods, industrial, energy, automotive, and education markets.

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05-01-2007, 10:07 AM	#1
<p>Jenna </p> <p>Forum Member</p> <p>Mandatory employee satisfaction survey</p> <p>My employee satisfaction surveys are mandatory, and I need to be sure every single employee takes the survey. How do I do this?</p>	<p>Join Date: May 2007</p> <p>Posts: 2</p>
	

05-01-2007, 12:27 PM	#2
<p>Bob_Walker </p> <p>Forum Member</p> <p>L</p> <p>You need upper management buy-in, and they must make clear to all that the survey is mandatory. Once the survey is launched, you can separately track and recontact non-responders and, if necessary, reiterate upper management's directive should certain individuals resist.</p> <p>Bob Walker Surveys & Forecasts, LLC</p>	<p>Join Date: May 2007</p> <p>Posts: 4</p>
	

05-01-2007, 01:20 PM	#3
<p>Mark </p> <p>Forum Member</p> <p>L</p> <p>You really have two options. You can track individuals and force them to complete the survey. However, there are definite disadvantages to this strategy. Your results likely will include a bias from individuals who are concerned about honest results being traced back from them. You'll also get passive results from individuals who log on, complete the survey just for the sake of completing it and put no thought into their answers.</p> <p>Your best way of getting 100% participation is to earn it. Prove to employees that there is value for them in completing the survey. And when it's time to launch a follow-up survey, make sure that you publicize how the results of the past survey were used to make a difference (And to do that you actually have to take action on the results).</p> <p>Mark Parfitt</p>	<p>Join Date: May 2007</p> <p>Location: State College, PA</p> <p>Posts: 3</p>

Human Resources Marketing Coordinator
Penn State University
www.psu.jobs

Last edited by Mark : 05-01-2007 at 01:24 PM.



05-01-2007, 01:41 PM

#4

Jenna
Forum Member

Join Date: May 2007
Posts: 2

L

Quote:

Originally Posted by Mark
And when it's time to launch a follow-up survey, make sure that you publicize how the results of the past survey were used to make a difference (And to do that you actually have to take action on the results).

It's easy to get caught up in just needing the responses and forget to convey that we do value and use their input.

Thanks for the ideas!



11-23-2007, 07:34 AM

#5

AndersonAnalytics
Forum Member

Join Date: Oct 2007
Posts: 5

L **It better not be an HR survey**

I surely hope that your survey is anonymous and that you have hired a third party firm to handle the survey? Otherwise you will just get a bunch of garbage and you are wasting your time and your companies money.

Imagine how you would answer questions if you knew your boss would see them. Ensuring that only HR will see them is not going to work either.

When selecting a vendor to handle your employee sat survey avoid the temptation to just choose a company that only handles employee sat surveys. They are often more expert in the process, and less expert in the analysis. You should definitely include some other firms that are full service market research firms in your bidding process.

You may be tempted to think that the full service firms are a bit more expensive and don't have all the experience of the employee sat only firms. This is short sighted. It is likely that the full service firm, assuming you have their attention, will be able to think much more creatively about your situations and provide analysis that is much more useful.

Employee-sat only firms are sometimes also much more politically careful. Not asking the tough questions. Some of these questions have to be asked. Otherwise you undermine the trust with your employees and make a farce of your department and the whole evaluation process. There better be some bad news somewhere

Tom Anderson

Managing Partner
Anderson Analytics, LLC



02 11-21-08, 09:16 AM

#6

charlie6067
Forum Member

Join Date: Feb 2008
Posts: 3

L

I agree with using a 3rd party. Zoomerang refuses to delete that horrible Opt Out button for company surveys. Because of that, there are some employee were can never survey again due to their opting out in a previous survey.



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vB code is **On**
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Forum Jump

Human Resource Users



All times are GMT -7. The time now is 01:03 PM.

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LinkedIn Directory > W > Walker - Wallace > Walker - Walker

Not a User?

Name

Location & Industry

- United States: Tucson, Arizona Area
- computer software

Robb Walker

- United States: Greater Chicago Area
- information technology and services

Robb Walker

- United States: Greater Chicago Area
- entertainment

Robb Walker

- apparel and fashion

Robbie Walker

Independent Apparel & Fashion Professional

- Qatar
- banking

Robbie Walker

President at Walker Financing

Current: President, Walker Financing

- United States: Abilene, Texas Area
- oil & energy

Robbie Walker

- New Zealand
- management consulting

Robbie Walker

- United States: Wilmington, North Carolina
- packaging and containers

Robbie Walker

- United Kingdom

- medical practice

Robbie Walker

- United States: Greater Minneapolis-St. Paul Area
- professional training

Robbin Walker

Consultant at Target Corporation

Current: Consultant, Target Corporation

- United States: San Francisco Bay Area
- computer software

Robby Walker

Owner, Zenter

Current: Owner, Zenter
Software Engineer, Google

- United Kingdom
- transportation/trucking/railroad

Robert Walker

- United States: Phoenix, Arizona Area
- construction

Robert Walker

- United States: Dallas/Fort Worth Area
- internet

Robert Walker

- United States: Greater Salt Lake City Area
- law practice

Robert Walker

Attorney at Kirton & McConkie

Current: Attorney, Kirton & McConkie

- United States: Dallas/Fort Worth Area
- marketing and advertising

robert walker

Owner, texas tarterjates

Current: Owner, texas tarterjates

- Canada
- retail

Robert Walker

Technical Support Specialist at Aritzia

Current: Technical Support Specialist, Aritzia

- media production

Robert Walker

- United States: Knoxville, Tennessee Area
- entertainment

Robert Walker

Air Talent at Bristol Broadcasting

Current: Air Talent, Bristol Broadcasting

- United States: San Francisco Bay Area
- information technology and services

Robert Walker

- United States: Miami/Fort Lauderdale Area
- printing

Robert Walker

Owner, sir speedy

Current: Owner, sir speedy

- United Kingdom
- legal services

Robert Walker

- Canada
- computer software

Robert Walker

Manager, Application Development at VX Technologies Inc.

Current: Director, Application Development, VX Technologies Inc.

- United States: Greater Atlanta Area
- computer software

Robert Walker

Current: Senior Architect, Vertical Thought Inc

- United Kingdom
- computer software

Robert Walker

Computer Software Consultant and Contractor

- United States: Boise, Idaho Area
- education management

Robert Walker

Faculty at University of Phoenix

Current: Faculty, University of Phoenix

- United States: Greater Detroit Area
- automotive

Robert Walker

- Canada
- leisure & travel

Robert Walker

- United States: Richmond, Virginia Area
- law practice

Robert Walker

- United States: New London/Norwich, Connecticut Area
- management consulting

Robert Walker

- Canada
- law practice

Robert Walker

- United States: Washington D.C. Metro Area
- law practice

Robert Walker

- United States: Greater New York City Area
- market research

Robert Walker

Principal & Founder, Surveys & Forecasts, LLC

Current: Principal & Founder, Surveys & Forecasts, LLC

Past: Senior Vice President, Evaluative Criteria, Inc.
Research Director, James River, Inc.

- Other
- logistics and supply chain

Robert Walker

- United States: Goldsboro, North Carolina Area
- textiles

Robert Walker

Senior Research Engineer at Unifi-inc

Current: Senior Research Engineer, Unifi-inc

- United States: Washington D.C. Metro Area
- civil engineering

Robert Walker

- United States: Albuquerque, New Mexico Area
- e-learning

robert walker

E-Learning Professional

- Italy
- biotechnology

Robert Walker

- United States: Greater Seattle Area
- internet

Robert Walker

- United States: Kalamazoo, Michigan Area
- retail

Robert Walker

Owner, Great Path Tapes and Books

Current: Owner, Great Path Tapes and Books

- alternative medicine

Robert Walker

Philosopher at Spinoza Enterprises

Current: Philosopher, Spinoza Enterprises

- Germany
- computer software

Robert Walker

- United States: San Francisco Bay Area
- semiconductors

Robert Walker

- United States: Oklahoma City, Oklahoma Area
- information technology and services

Robert Walker

- United States: Charlotte, North Carolina Area
- computer networking

Robert Walker

Computer Networking Consultant and Contractor

- United States: San Francisco Bay Area
- computer games

Robert Walker

QA Lead at I-play

Current: QA Lead (I-play), Oberon Media

- United States: San Francisco Bay Area
- financial services

Robert Walker

- United States: Greater Denver Area
- information technology and services

Robert Walker

- United States: Springfield, Massachusetts
- legal services

Robert Walker

Owner, Law Office of Robert Walker

Current: Owner, Law Office of Robert Walker

- United Kingdom
- hospitality

Robert Walker

- United States: Greater Detroit Area

- events services

Robert Walker

Owner, ASAP Productions, Inc and Events Services Consultant

Current: Owner, ASAP Productions, Inc

- United Kingdom
- management consulting

Robert Walker

General Manager at AlphaLogix

Current: General Manager, AlphaLogix

- United Kingdom
- accounting

Robert Walker

- United States: Cleveland/Akron, Ohio Area
- higher education

Robert Walker

Associate Professor & Chair at CS Dept / Kent State University

Current: Associate Professor & Chair, CS Dept / Kent State University

- United States: San Francisco Bay Area
- transportation/trucking/railroad

ROBERT WALKER

- United States: Greater Atlanta Area
- telecommunications

Robert Walker

- United States: Greater Chicago Area
- financial services

Robert Walker

Communications Manager at GE

Current: Communications Manager, GE

- United Kingdom
- primary/secondary

Robert Walker

- United States: Dallas/Fort Worth Area

- entertainment

Robert Walker

- United Kingdom
- information technology and services

Robert Walker

- United States: Washington D.C. Metro Area
- graphic design

Robert Walker

- United Kingdom
- investment banking/venture

Robert Walker

- United Kingdom
- computer software

Robert Walker

- United States: Cincinnati Area
- staffing and recruiting

Robert Walker

Director, Career Fairs - RecruitMilitary, LLC

Current: Director, Career Fairs, RecruitMilitary, LLC

Past: National Account Executive, RecruitMilitary, LLC
Account Manager, eTeam Staffing Solutions & PRN Solutions

- United States: Goldsboro, North Carolina Area
- textiles

Robert Walker

Research Engineer at Unifi inc

Current: Research Engineer, Unifi inc

- United States: Portland, Oregon Area
- financial services

Robert Walker

Financial Consultant at A.G. Edwards & Sons, Inc.

Current: Financial Consultant, A.G. Edwards & Sons, Inc.

Past: Vice President Institutional Services, Bidwell & Company

- United Kingdom
- fine art

Robert Walker

- United States: Lincoln, Nebraska Area
- computer software

Robert Walker

- United States: Greater New York City Area
- information technology and services

Robert Walker

Manager, Business Development

Current: Manager, Business Development, United Management Technologies

Past: Professional Healthcare Representative, Pfizer
Sales Representative, Block Drug

- United States: Fort Smith, Arkansas Area
- information technology and services

Robert Walker

System Administrator at Perot Systems

Current: System Administrator, Perot Systems

- United States: Greater Atlanta Area
- health, wellness and fitness

Robert Walker

- United States: San Francisco Bay Area
- information technology and services

Robert Walker

- United Kingdom
- management consulting

Robert Walker

- United States: San Francisco Bay Area
- biotechnology

Robert Walker

Biotechnology Consultant and Contractor

- United States: Greater Minneapolis-St. Paul Area
- oil & energy

Robert Walker

Director of Transmission

Current: Director of Transmission, Cargill Power Markets LLC
Owner, The Hackers Tour

Past: Power Trader, Cargill

- United Kingdom
- human resources

Robert Walker

- United Kingdom
- media production

Robert Walker

- United States: Dallas/Fort Worth Area
- consumer goods

Robert Walker

- United Kingdom
- telecommunications

Robert Walker

- United States: Columbia, South Carolina Area
- biotechnology

Robert Walker

Director, Medical Sciences at MedImmune, Inc.

Current: Director, Medical Sciences, MedImmune, Inc.

- United States: Montgomery, Alabama Area
- military

Robert Walker

- United States: Cincinnati Area
- information technology and services

Robert Walker

Information Technology and Services Professional

- United States: Greater Denver Area
- telecommunications

Robert Walker

- United States: Greater Philadelphia Area

- construction

robert walker

Independent Construction Professional

- United States: Greater Los Angeles Area
- pharmaceuticals

Robert Walker

- United States: Knoxville, Tennessee Area
- broadcast media

Robert Walker

Air Personality at WNPC-FM/AM

Current: Air Personality, WNPC-FM/AM

- Australia
- government administration

Robert Walker

- United States: Greater Chicago Area
- insurance

Robert Walker

- United States: Hawaiian Islands
- airlines/aviation

Robert Walker

TRAFAC LCPO at US Navy

Current: TRAFAC LCPO, US Navy

- United States: San Francisco Bay Area
- computer software

Robert Walker

- United States: Greater Chicago Area
- warehousing

Robert Walker

Warehousing Professional

- United States: San Francisco Bay Area
- construction

Robert Walker

Carpenter at V & Co.

Current: Carpenter, V & Co.
Carpenter, V & Co.

- United States: Fort Smith, Arkansas Area
- information technology and services

Robert Walker

- United States: Greater Boston Area
- insurance

Robert Walker

- United States: Dallas/Fort Worth Area
- graphic design

Robert Walker

- United States: Greater New York City Area
- consumer services

Robert Walker

- United States: Greater Minneapolis-St. Paul Area
- hospital & health care

Robert Walker

NAR at Walker Methodist and Student at College of St. Catherine

Current: NAR, Walker Methodist

- United States: Charlotte, North Carolina Area
- banking

Robert Walker

VP, Quality and Productivity, Black Belt and Lean at Bank of America

Current: VP, Quality and Productivity, Bank of America

Past: Process Engineer, Fiberweb
Packaging / Process Engineer, Advanced Glassfiber Yarns

- medical practice

Robert Walker

RN at Geisinger Medical Center

Current: RN, Geisinger Medical Center

- Brazil
- higher education

Robert Walker

- United States: Cleveland/Akron, Ohio Area
- banking

Robert Walker

Senior Vice President at LaSalle Bank

Current: Senior Vice President, LaSalle Bank

- information technology and services

Robert Walker

Assistant Vice President of Information Technology Services at Missouri Southern State University

Current: Assistant Vice President of Information Technology Services, Missouri Southern State University

- United States: Dallas/Fort Worth Area
- non-profit organization management

Robert Walker

- Australia
- information technology and services

Robert Walker

- United States: Washington D.C. Metro Area
- architecture & planning

Robert Walker

Project Manager at Kann Partners

Current: Project Manager, Kann Partners

- Australia
- computer software

Robert Walker

- United Kingdom
- design

Robert Walker

Owner, Alexander James Interiors

Current: Owner, Alexander James Interiors

- United States: Greater New York City Area
- defense & space

Robert Walker

CPSO at Goodrich Corporation

Current: CPSO, Goodrich Corporation

- United Kingdom
- computer games

Robert Walker

- United States: Greater Salt Lake City Area
- fine art

Robert Walker

- United States: Columbus, Ohio Area
- fine art

Robert Walker

- United States: Greater Los Angeles Area
- information technology and services

Robert Walker

- United States: Greater Memphis Area
- investment management

Robert Walker

- United States: Greater Los Angeles Area
- information technology and services

Robert Walker

- United States: Greater St. Louis Area
- higher education

Robert Walker

Assistant Professor of Political Science and Applied Statistics at Washington University in Saint Louis

Current: Assistant Professor of Political Science and Applied Statistics, Washington University in Saint Louis

- United States: Greater San Diego Area
- defense & space

Robert Walker

Director, Business Development, IT&C at Epsilon Systems Solutions

Current: Director, Business Development, IT&C, Epsilon Systems Solutions

Past: Associate, Booz Allen Hamilton

- United States: Fresno, California Area
- information technology and services

Robert Walker

Information Technology and Services Consultant and Contractor

- United States: Greater Nashville Area
- banking

Robert Walker

Banking Professional

- United States: Greater Salt Lake City Area
- marketing and advertising

Robert Walker

- United States: Austin, Texas Area
- computer software

Robert Walker

- United Kingdom
- telecommunications

Robert Walker

- United States: Oklahoma City, Oklahoma Area
- mechanical or industrial engineering

Robert Walker

Field Engineer, Southwestern Energy

Current: Field Engineer/Supervisor, Southwestern Energy

Past: Consultant, Rio Petroleum, Inc.
Owner, QuikDROP of Oklahoma City

- United States: Orlando, Florida
- defense & space

Robert Walker

Director, Project Management Controls at SSAI and Owner, EmbroidMe-Orlando

Current: Director, Project Management Controls, SSAI
Owner, EmbroidMe-Orlando

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- Directories (9)
- Financial Markets@
- Internet Services@
- Management Consulting (3)
- Organisations (13)
- Software@
- Telecommunications@

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Alphabetical | By Popularity





































































- 12Americans - Uses surveys to segment Americans into twelve types based on their political and social attitudes.
- 2CV: Research & Planning - Specialising in qualitative research, creative analysis and strategic guidance.
- 361 Degrees Consulting, Inc. - Market research and strategic consulting company that specialises in reaching multicultural markets, especially the Asian, Hispanic, and African American markets.
- 42 - Offers insight and foresight into the emerging trends and future of urban culture.
- @ResearchInfo.com - Collection of resources: chat, employment, directory, and more.
- ABA Quality Monitoring Ltd - Assessments of service are made nationwide, using small teams of well trained assessors.
- Abacus Research - Market research consultancy.
- ABI Research - Publishes technology research reports in the wireless, automotive, residential, energy, and RFID markets.
- ACNielsen BASES - Sales forecasting system for consumer packaged goods brands, helping marketers of both new product initiatives and existing brands.
- ACNielsen Corporation (8)
- Action Data Group LLC - Market research firm with projects in Ukraine, Russia, Moldova, Belarus, The Baltics, Kazakhstan, Kyrgyzstan, and Uzbekistan.
- Active Research - Offers insight into consumer behaviour and provides real-time answers for smarter product decisions.
- Adams Business Research - Specialising in market research and software for manufacturers and retailers in the alcohol beverage industry.
- ADF Research - Offers custom and tracking surveys, data collection, reporting, and analysis for banking, technology, telecommunications, and health clients.
- ADKiT Ltd. - Provides Israeli businesses and government with global marketing information to improve international competitiveness.
- Advanced Forecasting, Inc. - Monthly forecasting of the semiconductor IC equipment, China electronics and PC markets.
- Aeffect - Marketing and communications research firm that helps organisations



































I Cannot Believe You Don't Have Life Insurance!

10-Yr Level Term Life Insurance	
\$500,000 Policy	
(monthly premiums)	
age	male
35	\$16.19
40	\$21.68
45	\$34.56
50	\$56.00

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





































communicate more effectively with their target audiences.

































-  Amarach Market Research  - Market research agency in Ireland offering online research, market surveys, opinion polls, and sponsorship research. Amarach draws on a range of disciplines, delivering insights to help you succeed.
-  American Demographics  - Demographic marketing strategies, tools, and data.
-  American Sports Data, Inc.  - Specialists in sport marketing research offering information on sporting goods, physical fitness trends, health statistics, and more.
-  Analytic Partners  - Analytic Partners is marketing research consultancy that specialises in marketing mix modelling, econometric models, simulations and forecasting.
-  Anderson Analytics, LLC  - Provides consumer insight and marketing consulting.
-  Andrew Fletcher Consulting  - Marketing and research consultancy.
-  Andrew Irving Associates  - Conducts qualitative and quantitative research on international projects.
-  Angus Reid Group  - Provides an array of polling services, and market and social research.
-  AP Research  - A firm dedicated to providing market research and custom consulting in PCMCIA cards, cable modems, ISDN, LAN adapters, and video conferencing.
-  Apartment Research  - Current Bureau of Labour Statistics (BLS), employment statistics, and residential building permit data for all MSAs.
-  Apogee Analytics, LLC  - Specialises in survey development, statistical analysis of customer satisfaction and performance data, and business operations consulting.
-  Applied Marketing Science, Inc.  - Consultants in research, strategic planning, Quality Function Deployment QFD, and new product development.
-  Applied Research & Consulting  - Consulting firm offering social analysis, market research, and strategic advice for business and government.
-  Arbitron  - Measures radio audiences in local markets, and tracks consumer, media, and retail activity.
-  Arbor, Inc.  - Provides proprietary worldwide research to help clients find solutions to their marketing issues.
-  Archetype Discoveries Worldwide  - Specialises in opinion research based on an archetypal methodology.
-  Architectural Research Associates  - Offering a range of services including benchmark studies and custom research for manufacturers of building products.
-  Asia Intelligence  - Online source for Asia Pacific market research reports, newsletters, directories, and business intelligence.
-  Asia Market Opportunities  - Offers industry and investment studies to multinationals entering Thailand, Malaysia, Singapore, Indonesia, and the Philippines.
-  Asian Demographics Ltd  - Using analytical methods to estimate the demographic future of Asia.
-  Asian Strategies  - Specialise in cross-cultural market research and analysis in Asia.
-  Ask Southern California  - Orange County data collection facility. Cars, condoms, courtroom Presentations, and quiche...all tested here!
-  Associated Research Services (ARS)  - Provides competitive research and analysis on marketing, promotions, prices, reseller margins, programmes, etc for mfr's of PC's, printers, peripherals, and supplies. Mfg. cost analysis of imaging products is performed.
-  Audits & Surveys Worldwide 
-  Axiom Group, Inc., The  - New product development, market research and marketing consulting firm.
-  B/R/S Group, Inc.  - Full service research and marketing counsel agency specialising in qualitative research. 15 senior consultants in four U.S. offices directing global and U.S. based projects.
-  B2B International  - Specialises in business to business marketing research. Includes advertising testing and tracking, customer loyalty, and more.
-  Bank Insurance Market Research Group 
-  Barnes Reports  - Publishes industry reports featuring sales and employment by U.S. state and metro areas. Publisher of the U.S. Industry and Market Outlook report.
-  Benchmark Company  - Providing quantitative and qualitative research services in industries including high-tech, health care, finance, broadcasting, and hospitality.
-  Benchmark Research  - Provides services for U.K. and overseas customers.
-  Beta Research Corporation  - Including focus groups, panel studies, product tracking, database management, product concept and satisfaction studies.
-  Beyen Corporation  - World-wide market research.
-  Beyond Data, Inc.  - Offers custom marketing research including consumer, B2B, quantitative, qualitative, and more.

- **BioScorpio**  - Biotechnology market research firm specialising in investigational drugs, therapies, and vaccines suspended, terminated or rejected.
- **BizMiner**  - Industry financial ratios, cash flow reports, and marketing research from BizMiner. Includes small business and startup industry analysis and financial reports.
- **Bourget Research Group**  - Offers marketing research and consulting services including project design, field work, data analysis, and presentations.
- **Bruzzone Research Company (BRC)**  - Specialises in advertising research. Also offers a variety of testing and tracking services.
- **Burke, Inc.**  - International research and consulting helps manufacturing and service companies understand and accurately predict marketplace behaviour.
- **Business Trend Analysis, Inc.**  - Compiles statistics and publishes market information in industry reports, including analysis, sales forecasts, imports/exports, and competitors.
- **Buxton Company** 
- **C.A. Walker & Associates Inc.**  - Market research and consulting. In-house survey design, data collection, data tabulation, statistical analysis and reports.
- **C/J Research, Inc.**  - Offering services from complete study design through in-house results presentations.
- **Camelford Graham Research Group**  - Provides qualitative and quantitative research and cut-through analyses.
- **Capstone Research, Inc** 
- **Carma International**  - Media analysis/media research consulting firm that performs quantitative/qualitative analyses of U.S. and international print and electronic media.
- **Catalina Research**  - Offers in-depth studies on construction materials and building equipment markets.
- **Central Europe Automotive Report**  - CEAR provides automotive market research covering the Central European markets of Poland, Czech Republic, Slovak Republic, Hungary, Slovenia, Romania, Bulgaria, Russia, and the CIS.
- **Chart Track Ltd**  - Entertainment industry watcher, providing research and reports on U.K. and worldwide PC, console, and music charts.
- **Cheskin Research**  - Offer research on the design, development and positioning of products and packaging.
- **China Venture Advisors**  - Provides Chinese market research and consulting and also facilitates market entry and joint ventures for U.S. companies doing business in China.
- **Ciprus Limited**  - Marketing research and consulting for a variety of clients including building, design, and construction, industrial, commercial, and more.
- **Circle Research**  - International agency specialising in B2B market research.
- **Cirens**  - Offers competitor analysis and marketing intelligence services.
- **Clear Impressions**  - Provides targeted online surveys for business including consultancy, programming, and analysis. Includes market research, customer and employee satisfaction, data collection, and more.
- **CNET ChannelServices**  - Offers product data and e-commerce services to IT manufacturers, distributors, resellers, and portals worldwide.
- **Cogent Research**  - Provides phone, mail, and Web surveys, focus groups, and interviews.
- **Colburn & Associates, Inc.**  - Marketing research, development and services firm, specialising in business-to-business and industrial markets.
- **Coleman & Associates, Inc.**  - Serves high tech companies in their business-to-business, consumer, and channel market needs.
- **Columbia Information Systems**  - CIS sells, rents and supports users of the Perception Analyzer, a marketing research tool.
- **Compas Inc.**  - Public affairs, marketing, and social research firm.
- **Compendium Corporation**  - Specialists in the measurement and assessment industry, providing custom design, administration, and reporting of employee opinion, leadership, and customer satisfaction surveys.
- **Competitive Intelligence Services, Inc.**  - Offering confidential research on the competition, markets and customer attitudes, using primary and secondary sources.
- **Competitrack**  - Ad tracking and media monitoring service for TV, print, and radio creative and media schedules.
- **Consumer Analysis Group**  - Specialises in consumer market research surveys.
- **Consumer Opinion Services** 
- **Context**  - A European computer research company specialising in tracking sales and prices across a wide range of computer-related products in all the major European countries.
- **Context Research**  - Uses techniques from academic anthropology and traditional market research to help companies better understand the lived experience of their target publics.

- [Corporate Insight, Inc.](#) - Full-service market research and consulting firm providing competitive information to the largest firms in the financial services industry.
- [Cultural Access Group](#) - Provides clients with business development programmes to reach high-value market segments with unique needs and expectations.
- [Currie Communications, Inc.](#) - Ratings research and consulting.
- [Custom Research Interactive \(CRI\)](#) - Marketing research and customer satisfaction services worldwide, addressing consumer, industrial and services markets. Focuses on multi-media, Internet and online panel survey research.
- [Customers Matter](#) - Offers a range of qualitative and quantitative marketing research services including customer needs analysis, satisfaction measurement, perceptions of brand, and competitor and channel research.
- [CustomerSat.com](#) - Provides Internet survey research services.
- [Daratech, Inc](#) - Has specialised in CAD/CAM, CAE, EDM/PDM, CIM, GIS and computer graphics since 1979.
- [Data Search](#) - Offers quantitative and qualitative field research services.
- [Datamonitor](#) - Global strategic market analysis company which focuses on financial services, technology, healthcare, consumer goods, industrial, energy, automotive, and medical equipment markets.
- [Datatab](#) - Service bureau for market research since 1959.
- [Datum Analysis](#) - Specialising in Hispanic research, segmentation, ad testing, concept tests, customer satisfaction, and exploratory studies.
- [David Sparks & Associates](#) - Full-service national marketing research firm.
- [Decision Analyst, Inc.](#) - National research firm, founded in 1978. The firm is vertically integrated, with over 200 employees.
- [DeCosmo and Associates, Inc.](#) - Offers data mining and market research services.
- [Delve](#) - Data collection partner providing focus groups, pre-recruits, web surveys, telephone interviews, central location testing, and more.
- [DemographicsNow](#) - Web based mapping and reporting service.
- [Detwiler Group](#) - Researches and synthesizes information in the medical, pharmaceutical, and health industry.
- [Development !!](#) - Business consulting firm specialising in employee and customer satisfaction survey and research programmes.
- [Dey Systems, Inc.](#) - Offers satisfaction and quality measurement solutions.
- [Diagnostic Research International](#)
- [Diana Beckett Market Research Paris](#) - A full qualitative research service with small scale quantitative research through an associate agency.
- [Discovery Research Group](#) - Offers telephone data collection, independent, telephone interviewing.
- [Discovery Works](#) - Full service marketing research firm providing a full array of qualitative and quantitative tools and techniques.
- [Doyle Research](#) - Specialising in qualitative research among children, teens, and adults.
- [Dr. Glenn's Research Services](#) - Support, analyst and overload services for market, opinion and survey research.
- [DSS Research](#) - Market research for managed care, healthcare, technology and hospitality industries. Experienced with conjoint analysis, statistical modelling, customer satisfaction, NCQA and Internet surveys.
- [Duckfoot Research & Development](#) - Qualitative research agency specialising in consumer insight, NPD, brand strategy, and creative ad development.
- [e-FocusGroups](#) - Provides worldwide qualitative research and analysis with special expertise in emerging technologies.
- [Easy Analytic Software, Inc.](#) - Publishers of The Right Site, demographic reference and analysis software.
- [Echo Research](#) - Provides communications research to enable clients to understand the structure of their reputations, adding practical intelligence to facilitate decision making.
- [Edge Healthcare Research, Inc.](#) - Full-service marketing research firm that concentrates solely on the health care industry.
- [Electronic Publishing Services, Ltd. \(EPS\)](#) - New media analysis and research consultancy. Based in London, we provide strategic business advice and information services for clients developing digital information products.
- [Electronic Trend Publications](#) - Market research in computer, communications, and semiconductor technologies
- [Envirosell, Inc.](#) - Behavioural market research and consulting company specialising in examining consumer shopping behaviour using in-store video recording, observation, &






































customer interviews.

- Envoy  - Offers data collection for marketing research. International services include web surveys, telephone interviews, mail surveys, IVR, face-to-face, and mystery shopping.
- Eplay Marketing Services, Inc.  - Marketing research and consulting services. In-depth interviews utilize unique Eplay Probe methodology.
- Esearch  - Provides Internet data collection supporting market research.
-  Espicom Business Intelligence  - Supplier of business intelligence publications and services for the telecommunication, pharmaceutical, and medical device industries.
- ESRI Business Information Solutions  - Provides industry-specific marketing application products and services including customer profiling and segmentation, custom target analysis, demographic data reports and maps, media planning, and merchandise mix analysis.
- Ethridge & Associates, L.L.C. 
-  Euromonitor  - Provides global consumer market intelligence. Helps clients achieve marketing objectives with reports, statistical handbooks, directories, journals, and more.
- Express Market Research 
- Fairfield Research, Inc.  - Info on interactive technology. Game ratings, market size, concept tests, updated vital signs data every week.
-  Falcon Research  - Specialising in customer satisfaction research, mystery shopping, qualitative research, and concept testing.
- Farland Research  - Marketing research company offering a range of services from focus groups to international surveys.
-  FDS International Ltd 
- Fearon Hepner & Rhodes, Inc.  - FH&R offers advanced market research, database marketing and applied marketing solutions.
- FGI Research  - Provider of sport research, consumer market research, and public opinion polling.
- Find/SVP  - Provides integrated research, advisory, and business intelligence services in a broad range of industries and management disciplines.
-  First Magazine Marketing  - Provides market research, reader research, and customer care surveys for the publishing industry.
- First Market Research 
- Fitzpatrick Research Services, Corp.  - Expertise in marketing, group dynamics & executive coaching.
- Forbes Consulting Group, Inc.  - Market research consultancy specialising in strategic planning driven by qualitative and quantitative market research, focusing on market target segmentation and brand equity management.
- Forbes Research  - Conducts surveys and market research focusing on the Asian business environment.
- Frank N. Magid Associates, Inc.  - Full service research and strategic consultation firm serving both the media industries and general business.
- Future Entrepreneur  - Provides industry analysis and market segmentation reports for the small business entrepreneur interested in the marketing and advertising.
- Gallup and Robinson, Inc.  - Offers advertising and marketing research.
- Gallup Organization, The (4)
- Gartner  - Provides research and analysis of the computer hardware, software, communications, and related information technology industries.
- Gay and Lesbian Consumer Online Census  - Conducting and publishing a study on gay and lesbian consumerism and its effect on mainstream marketing.
- GfK Group (3)
-  GfK Marketing Services  - Supplies market information to the durables industry in Great Britain.
- Global Industry Analysts, Inc.  - Research, analyze and publish global market research reports in medical, high tech, consumer, industrial, and services markets.
- GMI (Global Market Insight)  - Offers integrated solutions for market intelligence, including online survey software, panel management software, online panel services, and enterprise feedback.
-  Gobj International  - Business reports on European markets for wire and cable, transformers and HV switchgear.
-  Golf Research Group  - Publishers and consultants providing business information to the golf industry.
- Grace Market Research, Inc.  - Full service research company in Los Angeles specialising in the entertainment industry.

- [Greenfield Online](#)  - Offers traditional and online research services.
- [Griffin Group, The](#)  - Providing solutions for customer loyalty and customer win-back challenges, both online and off. Also features information about Jill Griffin's seminars and books.
- [Griggs-Anderson Research](#) 
- [Groups Plus, Inc.](#)  - Qualitative research organisation with a plus.
- [Growth Strategies International](#)  - Specialising in customer satisfaction surveys and customer relationship management programmes.
- [Guideline Market Research](#)  - Single source provider of customised market research and analysis. Guideline analysts create personalised solutions that enable companies to make informed decisions for addressing critical business research needs.
- [Harris Black International, Ltd.](#) (3)
- [Harris Interactive](#)  - Internet-based market research and polling.
- [Harte-Hanks Market Intelligence](#)  - Provides information on computer and communications industry trends, product developments and buyer activity.
- [Hartman Group, The](#)  - Offering research, strategic consulting, reports, and conferences for the natural products marketplace.
- [Hauck Research](#)  - Full service research and marketing consultancy.
- [Heskes & Partners](#)  - Qualitative market research company in the Netherlands.
- [HighTech Business Decisions](#)  - Provides market research services and reports for pharmaceutical, biotechnology, electronics, and other high tech industries.
- [Hispanic & Asian Marketing Communication Research](#)  - Conducts discussion groups, telephone surveys, and in-depth interviews in Spanish, Portuguese, and most Asian languages.
- [Hispanic Market Connctions Inc](#)  - Find information about the Hispanic Market and about our market research services.
- [Hispanic-Research Company](#)  - Site includes articles, links, and demographic information on the Hispanic/Latino market.
- [HSX Research](#)  - Offers entertainment market research information and products and services.
- [Illuminas](#)  - Consultancy offering a unique combination of research, marketing, and business development expertise.
- [IMS Global Services](#)  - Market research and business solutions for the healthcare and chemical industries.
- [In Vivo](#)  - Specialises in marketing mix and behaviour studies, including consumer purchasing and decision making processes.
- [In-Depth Technology Market Research](#)  - Specialises in market research and strategic planning for technology companies.
- [In-Stat](#)  - High-technology, market research and information company serving the semiconductor, communications, computer, and converging multimedia marketplaces.
- [Industrial Info Resources](#)  - Find comprehensive market intelligence on the industrial process, heavy manufacturing, and energy-related industries throughout the world. Industrial Info Resources provides online databases on plant locations, key management contacts, and future project opportunities.
- [Information Resources](#)  - Offers marketing research using UPC scanner data and software to assist with new product introductions, category management, trade promotion, shelf merchandising and logistics.
- [Information Technology Trends](#)  - Providing market statistics and industry trends for the computer and information technology industries, including sales forecasts, market share and base on computers, communication, and software.
- [Infosury, Inc.](#)  - Full-service online survey administration firm specialising in employee and customer satisfaction surveys.
- [InfoTech](#)  - Worldwide market research for the CD-ROM, DVD, and online publishing industries.
- [InfoTek Research Group, Inc.](#)  - Specialises in customised research involving technology products and services.
- [Innovista Research](#)  - Research firm that specialises in consumer market analysis and marketing insight for the cable, satellite, and interactive TV industries.
- [INPUT](#)  - Worldwide market intelligence research and consulting firm
- [InSearch](#)  - Offers secondary, Internet, and qualitative research. Also specialises in Tagalog, a major language of the Philippines.
- [Insight](#)  - Specialise in reports and conferences relating to the U.K. grocery industry.
- [Insight Research Corporation](#)  - Comparative market research and competitive analysis for































the telecommunications industry.

- INTECO Corporation ㉞ - Research, market planning data, strategic analysis, & consulting for companies.
- IntelliQuest, Inc. ㉞ - Providing survey software, information databases, and customised marketing research to the high technology and computer industries.
- International Business Consultants ㉞
- ㉞ International Business Research Limited ㉞ - Provides market research services for industry and commerce. Specialises in investigations into customer satisfaction issues and market opportunities.
- **International Data Corporation (IDC). (4)**
- International Research Associates (INRA) ㉞ - Specialising in market and opinion research.
- ㉞ Interviewing Services ㉞ - Independent market research agency providing professional research input for all aspects of business development and advertising strategy.
- ㉞ Intex Management Systems (IMS) ㉞ - Suppliers of market research on the electronics industry. Covers a range of markets from mobile phones to factory automation and more.
- ㉞ Ipsos MORI ㉞ - Market research company offering quantitative and qualitative research services focusing on advertising, marketing, media, loyalty, and public affairs.
- IPSOS-ASI, Inc. ㉞
- J.D. Power and Associates ㉞ - Global marketing information services company providing market research, forecasting, consulting, training, and customer satisfaction opinion surveys for businesses and consumers.
- Jacobs Jenner & Kent ㉞ - Offers recommendations based on primary research using both qualitative and quantitative methodologies.
- Joyce Julius & Associates ㉞ - Provides independent sport and special event sponsorship research.
- Kadence Business Research ㉞ - Offers quantitative and qualitative B2B marketing research including customer satisfaction and loyalty, competitive benchmarking, and branding studies through phone interviews, focus groups, and web surveys
- Keenote Marketing and Media ㉞ - Provides targeted market analysis and strategy, demographics, market segmentation, direct marketing, sales leads, and more.
- Kenny and Associates, Inc. ㉞ - Focuses on consumer psychology, brand identity, brand strategy, and emotional research.
- ㉞ Kids Brands Europe ㉞ - Specialising in market research of kids TV and film properties, brands, and merchandise.
- Kiev International Institute of Sociology ㉞ - Currently conducting an Omnibus Survey of the adult population of Ukraine.
- King Brown & Partners ㉞ - A full service market research consulting firm offering qualitative and quantitative research: Focus groups, telephone and mail surveys, and Internet research, including online focus groups and Web-based surveys.
- Knowledge Source ㉞ - Offering market information, specialising in managed health care.
- Kray Group ㉞ - Specialising in conducting surveys, research, and focus groups on behalf of clients.
- L. Quillin & Associates ㉞
- LCM Research ㉞ - Custom market research, analysis, software, and e-commerce development. LCM Research helps organisations transform their vision to reality, offering web solutions designed to help manage content, market services, and sell products over a website.
- Liberty Research Services ㉞ - Specialising in in-store data collection.
- ㉞ Lindsay Research ㉞
- Longwoods International ㉞ - Provides strategic research solutions and expertise in destination marketing, travel and tourism research, communications, public affairs, accountability, and branding.
- Looking Glass Focus Group Facility ㉞ - Online market research company that provides a focus group facility, market analysis surveys, ideation services, and moderation research project enhancements.
- Lundberg Survey ㉞ - Independent market research company specialised in the U.S. petroleum marketing and related industries.
- Luth Research ㉞ - Data collection firm offering focus groups, mall intercepts, one-on-one interviews, online data collection, and telephone interview services.
- Lux Research Japan ㉞ NEW! - Independent Japanese market research agency based in Tokyo. Lux Research Japan primarily undertakes bespoke qualitative, quantitative, and desk research projects for domestic and overseas clients.

- Maritz Research  - Global provider of marketing research including customer satisfaction and loyalty, segmentation, brand equity, and tracking studies.
- Market Advantage Consulting  - Marketing science research firm developing data mining, CRM, and DSS software using quantitative research methods for market segmentation, product design, and customer retention solutions.
- Market Decisions Corporation  - Quantitative and qualitative custom research serving high technology, utilities, and manufacturing worldwide.
- Market Enhancement Group, Inc.  
- Market Facts  - Engaged in the design, execution, and interpretation of market research conducted on behalf of its clients.
- Market Pulse  - Helping companies understand the Indian market by offering market mapping, product evaluation, and development of entry strategies.
- Market Strategies  - Info technology, healthcare, politics & policy, energy utilities, and media consulting.
- Market Street Research  - Provider of customised qualitative and quantitative marketing research and analysis services to organisations in a variety of industries.
- Marketing and Planning Systems  - Provides strategic marketing counsel.
- Marketing Diagnostics  - Specialises in the continuous tracking of brand health in the Australasian marketplace.
- Marketing Information Systems International Inc.  
- Marketing Intelligence Service, Ltd  - New consumer packaged goods (foods, beverages, HBA, etc.) reporting, news, analysis & research. Sample retrieval, Productscan online database & Alert publications.
- Marketing Leverage, Inc.  - Analysis, market research, and strategy consulting for products/services in the insurance, financial, information technology, and health/managed care industries.
- Marketing Metrics Inc.  - Marketing services firm specialising in customer retention programmes.
- Marketing Research Services, Inc  
- Marketing Science Centre  - Offers services for advertising, brand image, customer behaviour, service quality, and loyalty.
- Marketmap.ch  - Offers geographic and demographic market analysis to target promotional activities. Results are displayed on maps.
- MarketPoint Corporation  - Offers market development, strategic planning, market research, and other services.
- MarketQuest Research Group Inc  
- MarketResearch.com  - Database of market research analysis, reports, books, and publications.
- MarketResponse International  - Research consultancy offering solutions to help companies dig deeper and make better business decisions for their organisations.
-  Marketsearch  - Order our extensive guide to published market research studies.
- MarketSearch Corporation  - Services include phone interviews, focus groups, and ad testing.
- MarketStance  - Market analysis tool for the U.S. commercial insurance market that provides a database of business demographics, insurable exposures, by-line premiums and growth rates.
- MarketVision Research  - With capabilities in product development, segmentation, brand equity, pricing, sensory, customer satisfaction, advertising, and economic impact research.
- MarkIntell.com  - Resource for and by market intelligence professionals. Features market intelligence basics, articles, and discussions.
- Markttest  - Provides information in multiple forms, i.e., television audiences, market studies, etc.
-  Martin Hamblin GfK  - Provides comprehensive market research services across consumer, business, financial services, and healthcare industries, in order to aid brand development.
- Marty Castello Inc.  - Specialises in market research focus groups and business travellers' equipment shipping cases
- Maxtech International, Inc.  - Offering market research in nondestructive testing and infrared imaging.
- MBL  - Local market and Asia-wide research for both clients and suppliers.































- [McLaughlin & Associates](#) - Survey research and strategic services company, specialising in public opinion polls, market research, strategic consulting, and media buying.
- [Media Dynamics Inc.](#) - Publishers of fact books and newsletters. Consulting services also available.
- [Media Predict](#) - Virtual market for unsigned bands, unpublished books, and other media products. Users vote for what they think will get signed, published, and sell.
- [Mediamark Research](#) - Supplies multimedia audience research to magazines, television, radio, web sites, and advertising agencies.
- [Mediametrie](#) - Offers Eurodata TV, an international data bank for television programme logs and audience results ratings.
- [MEMRB International](#) - Research and consultancy company.
- [Metro Market Studies](#) - Provide distribution analysis and market share guides for grocery, drug, and discount stores in 230 metro areas and 100 television markets.
- [Metromark Market Research, Inc.](#) - Provides market research and analysis, business development research, strategy, and competitive intelligence.
- [Michael Herbert Associates](#) - Specialists in qualitative research and have pioneered cyberqual or online qualitative research.
- [Michelson & Associates, Inc. \(1\)](#)
- [Microsoft Small Business; Market Research](#) - Learn about small business market research through articles and resources from Microsoft Small Business.
- [Mid-America Research](#) - Grass roots study of microprocessor usage by the Internet community!
- [Millward Brown Precise](#) - Analyzes news coverage in print, broadcast, and web media domestically and internationally.
- [MindBranch](#) - Provides knowledge management, analysis, and research for a variety of industries.
- [Mintel Marketing Intelligence](#) - Consumer market research reports delivered via the Internet or Lotus Notes, on CD, or on paper.
- [Modus Research](#) - Agricultural and veterinary market research.
- [MORPACE International, Inc.](#) - Specialises in strategic research, market analysis, customer satisfaction, and quality measurements.
- [Navigator Research](#) - Specialises in qualitative research.
- [Net Exchange](#) - Designs, engineers, and builds commerce management systems and markets that enhance the value of trade.
- [NFO Worldwide, Inc. \(1\)](#)
- [North American Testing Organization](#) - Specialising in data collection, statistical analysis, and general research studies.
- [Northstar Research Partners](#) - Provides solutions for developing customer satisfaction and loyalty, usage and attitude, brand tracking and positioning, pricing, concept testing, and new product development.
- [NPD Group, Inc.](#) - Syndicated and custom research for many commercial and consumer industries, including PC-Meter, which provides audience measurement of web sites and online services.
- [Odyssey LP](#) - Specialises in researching consumers and technology.
- [OmniTech Consulting Group](#) - OTCG provides market research, benchmarking, competitive info, product intros, performance support (EPSS), and sales training.
- [Opex](#) - Developer of benchmarking and other market research software.
- [Opinionmeter, Inc.](#) - Electronic survey device that captures on-site market research and customer satisfaction feedback at point of sale.
- [Opinions, Inc.](#) - Provides employee opinion, customer opinion, 360-degree feedback, and focus surveys.
- [Outlink, Inc. Market Research](#) - Publishers of "The Firewall Report." Market research firm focusing on the information security market.
- [Oxford Research International](#) - Researches the emerging markets of Central and Eastern Europe, China, South East Asia, Africa, Central Asia, and the Caucasus.
- [PANGAEA.NET](#) - Global marketing resources, trade leads, newsletters, directory, and match-making.
- [Paragon Research](#) - Assisting companies in researching customers.
- [PC Data, Inc.](#) - Provides market research data for computer software, hardware, and video games sales thru retail, corporate, and distribution channels.
- [Penn and Associates](#) - Provides full-service marketing research and evaluation consulting.
- [Performance Research](#) - Sponsorship research and evaluation services for corporate sport sponsors.

- [Perspective](#) - Provides a qualitative and quantitative field resource for research agencies.
- [Pew Global Attitudes Project](#) - A series of worldwide public opinion surveys from the Pew Research Centre.
- [PhorTech International](#) - Marketing research and technology assessment in the life sciences
- [Photo-Ethnography](#) - Marketing research methodology that allows consumers to express themselves by using photography.
- [Pine Company](#) - Provides data input, data processing and data management.
- [Planetary Tribe](#) - Provides a blend of strategic research and creative consultancy. Uses cultural and holistic psychology and new technology to build relevance, relationships, and psychographic profiles.
- [Plaza Research](#) - National network of focus group facilities.
- [Plog Research, Inc.](#) - Conducts market research studies for airlines, cruises, rental car companies, hotel chains, resorts & destinations and other segments of the travel industry.
- [Plum Marketing](#) - Sales and marketing consultancy aimed at small and start-up technology companies.
- [Plunkett Research](#) - Provider of industry information, market research, trends analysis, company profiles, and executive mailing lists.
- [PMR Research](#) - Research firm offering custom market research, industry analysis, and information gathering services in Central and Eastern Europe.
- [Polaris Marketing Research](#) - Specialties include the telecommunications, healthcare, online services, and banking industries.
- [Pollara](#) - Public opinion and market research firm.
- [Populus](#) - Provides marketing, human resource, product development, and human behaviour analysis and research.
- [Portico Research, Inc.](#) - Provides ethnographic market research in written and video formats to advertising agencies and product manufacturers.
- [Power Systems Research](#) - Market research and consulting firm specialising in the study of engines and engine powered equipment.
- [Pragmatic Research](#) - Custom market research in satisfaction, advertising, imagery, segmentation and web-based surveys.
- [Primary Intelligence](#) - Offers business-to-business market research and competitive intelligence by gathering information from primary sources within the targeted industry.
- [Primer, Ltd.](#)
- [Prism Strategy](#) - Specialises in qualitative and web-based research as well as strategic planning.
- [Product Testing Services](#) - Specialises in utilizing Internet users for product evaluations and surveys.
- [Public Opinion Strategies](#) - Republican political and public affairs survey research company.
- [Publications Resource Group, Inc.](#) - Source of newsletters, market reports, and directories for the communications, healthcare, industrial, business, and consumer industries.
- [Pulse Back](#) - Gathers retail intelligence via mystery shops, customer satisfaction feedback, survey development, and customer intercepts.
- [Pyrabalisk](#) - Provides business information about the timber, pulp and paper, food, and consumer goods industries of the former Soviet Union and Central and Eastern Europe.
- [QCN Corporation](#) - Research and polling company with an emphasis on providing city-specific information, e-commerce and community on a variety of company-sponsored and affiliated Internet web sites.
- [Qualitative Insights Consortium](#) - Provides research through focus groups, in-depth interviews, and more.
- [Quality Controlled Services](#) - Offers data collection for the marketing research industry.
- [Quality Education Data \(QED\)](#) - Provides statistical data and trend analysis of schools and education for marketing and research purposes.
- [Quality Resource Associates, Inc.](#) - Customised telephone and web-based business-to-business research solutions, specialising in domestic and international marketing research.
- [Quality Surveys Inc.](#) - Specialising in employee and customer satisfaction surveys, management and human resource consulting, web surveys, and performance reviews.
- [Quantitative Market Research](#) - Specialising in retail fuel, convenience stores, truck stops, and car wash industries. Services include market studies, site selection, appraisals, and business evaluations.
- [Raddon Financial Group](#) - Offers banks and credit unions consumer research, profitability

- analysis, householding and MCIF software, and online banking and e-commerce strategies.
- [Radicati Group, The](#)  - Specialising in messaging, directory services, Internet/intranet, security and electronic commerce.
 - [Rea & Parker Research](#)  - Specialising in sample survey research, fiscal impact, and project feasibility.
 - [Recruiting Resources Unlimited \(RRU\)](#)  - Recruits qualified respondents for projects including focus groups, political surveys, and music tests in Greater New York City and the entire United States.
 - [Reperes Market Research & Opinion](#)  - Provides qualitative and quantitative studies in marketing and advertising research and coordination of international studies.
 - [Report Buyer](#)  - Provides market research reports on pharmaceutical, healthcare, energy, transport, telecom, IT, and other industries.
 - [Research Data Technology](#)  - Full-service data tabulation service, specialises in crosstabulation and SPSS programming for market research.
 - [Research Inc.](#)  - Specialises in the design and implementation of market research procedures, analysis of data, and formulation of marketing strategies.
 - [Research International](#)  - Custom market research agency, experienced in over 130 countries.
 - [Research Options](#)  - Consultancy with dedicated health care, fitness and sport-related practices.
 - [Research Spectrum, The](#)  - Information online about various research methods such as online surveys, surveys by email, disk-by-mail surveys, and phone surveys.
 - [Resolution Research](#)  - Provides expert market research and analysis via CATI telephone surveys.
 - [Ricerca, Inc.](#)  - Offers geodemographic market targeting systems, services, models and databases for direct, retail and e-comm marketers which locate potential consumers.
 - [Rincon & Associates](#)  - Specialising in the Hispanic, African American, and Asian markets using focus groups, survey research, and demographic analysis.
 - [RISC International](#)  - Provides consulting services with international socio-cultural approach based on surveys.
 - [Romance Alant Consultants](#)  - Ad hoc surveys.
 - [Rood Research](#)  - Conducts primary market research for the healthcare industry through gathering targeted expert opinions.
 - [RS Consulting](#)  - Market research consultancy specialising in IT, telecoms, computing, logistics, and distribution.
 - [RTNielsen Company](#)  - Offering marketing opinion research services including web surveys, telephone interviewing, and CATI programming.
 - [Rubicon International](#)  - Market research and consultancy company providing business intelligence for the international food and beverage industries.
 - [Ruff's Neighborhood Snapshot](#)  - May give you a better sense of the demographics and lifestyles of those around you.
 - [SA&A Direct](#)  - Division of Smith Advertising offering consulting and research including focus groups, feasibility studies, and customer surveys.
 - [Sales Forecasting Benchmarking Forum](#)  - Providing benchmarking information, seminars, forums, and consulting services.
 - [Sales Information Systems, Inc.](#)  - Lead generation and qualification, customer satisfaction surveys, and database management services.
 - [SalesQuota.com](#)  - Offers sales quota calculation and sales forecasting programmes to software, professional services, and IT firms seeking to increase corporate revenue.
 - [Samadico](#)  - Specialises in e-learning market analysis and learning technology trends analysis.
 - [Sandelman & Associates](#)  - Specialises in consumer research for the foodservice industry. Offers Restaurantpoll.com, an online survey tool for collecting consumer attitudes about participating restaurants.
 - [Saurage-Thibodeaux Research](#)  - Specialising in the healthcare, advertising, legal, and technology industries.
 - [Schulman, Ronca & Bucuvalas, Inc.](#)  - International survey research firm specialising in public policy, market and media research.
 - [Schwartz Research Services](#)  - Offering a wide range of services, such as marketing and qualitative research, focus groups, video conferencing, product evaluation, and a bilingual staff.
 - [Science Advisory Board](#)  - Surveys panels of biomedical experts online to get their opinions on emerging technologies and product performance.

- [Scott Marketing](#) - Specialises in industrial market research, educational databases, and business to business marketing services.
- [Scottish Opinion](#) - Market research conducted in Scotland and on the Internet for feedback about web sites, products, companies, branding, advertising, services, image, and more.
- [Sector](#) - Marketing research firm specialising in the European asset management industry.
- [SEF Consulting Inc.](#) - A marketing consulting firm that specialises in global business development.
- [Seniors Research Group](#) - Specialising in seniors and ageing research.
- [Sensors Quality Management Inc. \(SQM\)](#) - Offers quality/service assurance, mystery shopping programmes, and business support services.
- [SES Canada Research, Inc.](#)
- [SGA \(Simon Godfrey Associates\)](#) - One of the UK's largest international agencies. Specialties include concept/product testing and volume estimation.
- [Sigma Validation](#) - Providing services to the marketing research community.
- [SIL Group](#) - Offers market research and direct marketing services.
- [SIS International Research](#) - SIS International Research is a worldwide provider of global market research, business and competitive intelligence.
- [SiteReports](#) - Online data and maps for U.S. markets, including demographics, lifestyle segmentation, business, and retail trade potential.
- [Smart Research](#) - Offers qualitative market research in a variety of subject areas.
- [Smith Travel Research](#) - Independent research firm that tracks the performance of the hotel industry.
- [SMS](#)
- [Solomon & Associates, Inc.](#) - Full-service marketing research and support firm. Offers new concept development and a questionnaire service.
- [Southeastern Institute of Research, Inc.](#)
- [Sports Business Research Network](#) - For sporting goods and sport marketing professionals.
- [SRC](#) - Provides demographic and market analysis tools through custom Internet and intranet applications.
- [Stancombe Research and Planning](#) - Qualitative research consultancy, specialising in insightful consumer and social qualitative research.
- [Stat One Research](#) - Conducting focus groups, telephone studies, and in-depth interviews for marketers in a variety of industries.
- [Statistical Research, Inc.](#) - A full-service market research firm specialising in media audience measurement.
- [Strategic Directions Group, Inc.](#) - International market research company specialising in psychographic segmentation and the mature market.
- [Strategic Insights](#) - Client-intensive market strategy and business consulting firm.
- [Strategic Marketing And Research Techniques](#) - Marketing research firm specialising in quantitative survey research for product optimisation, market segmentation, and brand positioning, forecasting, and customer satisfaction measurement.
- [Strategic Metrics](#) - Aids clients with market research, benchmarks, competition analysis, and focus group interviews.
- [Strategic Research Network](#) - National research company that conducts custom online database research to generate lead data for companies and individuals. SRN gathers information about the decision makers to whom their clients want to sell their products or services.
- [Strategic Vision](#) - Conducts research to better understand consumer decision-making systems in all arenas.
- [Sunrise Solutions](#) - Market research agency.
- [Survey Analysis, Inc.](#) - Questionnaire design, coding, data-entry, custom computer programming, and data analysis.
- [Survey Intelligence](#) - Full-service survey/marketing research and statistical consulting firm.
- [Survey Sampling, Inc.](#) - Providing samples to the survey research industry.
- [Survey Solutions Ltd](#) - Offers services in market research, and employee and customer surveys in the U.K. and internationally.
- [Surveys & Forecasts](#) - Combines data collection methods with advanced analytics.
- [Surveys Australia](#) - Data collection and processing organisation with offices in all Australian capital cities.
- [Surveyworx](#) - Research service to test new names, products, pricing, name awareness.

brands, customer service, consumer opinions, and patent infringement through email contact, focus groups, interviews, and online surveys.

- Synergy Consultants, Inc  - Services include patent searches, patents, prototyping, business and marketing plans, and venture capital sourcing.
- Synovate Market Research  - Synovate is a global market research and business intelligence firm. Generates consumer insights that drive competitive marketing solutions.
- Taloustutkimus  - A full service market research firm in Finland.
- Taylor Nelson Sofres 
- TDG Research  - Expert analysts providing timely, actionable intelligence designed to best position new consumer technologies for rapid diffusion.
- TechKnowledge Point  - Connects entrepreneurs and business owners to make better strategic business decisions through research and referral exchange and summarized research studies.
- Technologies Research Group  - Market-based consultants serving the telecommunications, computer, and infotainment industries.
- Techtel Corporation  - Measures product and industry market effectiveness in the high tech industry. Demand tracking, custom research, free sample data.
- Telepoll Canada Inc.  - Independent data collection and opinion research company specialising in cost-effective, quantitative interviewing of business and consumer markets worldwide.
- Thompson Associates  - Provides location and consumer research, sales forecasting methodologies, and statistical analysis.
- Tier One  - Market research for the automotive electronics industry.
- Total Research Corporation  - Market intelligence firm with expertise in advanced analytics and modelling.
- Tree London  - Market research and data consultancy offering services including qualitative and quantitative research, database design, and analysis. Focuses on marketing and advertising through consumer insight and segmentation.
- Trendsetters Strategic Marketing and Design  - Offers marketing surveys to help determine and execute business strategy.
- TriArche Research Group  - Marketing and industrial research firm specialising in strategic market analyses and industrial research.
- Trullinger Associates, Inc.  - Specialising in executive interviewing, customer satisfaction surveys, business plan development, and more.
- UK, the US, and Us  - Study of Irish attitudes to everyday living and advertising compared with those held by the British and the Americans.
- Unity Marketing  - Research and consulting company specialising in the collectibles and giftware industries.
- Usability Group, The  - Consulting firm specialising in customer research and analysis of technology products and services.
- Valient Solutions  - Global market research company focused on the financial services, technology, health care, consumer goods, industrial, energy, automotive, and education markets.
- Value Exchange, Inc.  - Offers custom marketing consulting services including research, planning, and education. Also offering Internet resources education.
- Velocity Industry Research and Consulting LLC  - Market research and consulting firm focused on high technology industries.
- Venture Data  - Nationwide CATI telephone interviewing & data tabulation.
- Veraart Marketing Research & Consulting  - Provides market reports on food and retail industries with emphasis on consumer products in Europe, Asia, and North America.
- Virtual Media Resources  - Provides marketing and media research, demographics. PRIZM geodemography and related services; site also includes links to media and advertising research sites.
- Voice Poll Communications  - A technology-based approach to public opinion polling and perception research, using telephony, interactive group response, and other feedback systems.
- Walker Information 
- Wilson Research Group  - Serves high technology, software, hardware, and publishing industry firms with disk-by-mail surveys.
- Win Loss Solutions  - Offering custom market research, competitive and customer satisfaction analysis, and lead generation services.
- WireBridge Corporation  - Offers a full range of market research and planning services to companies of all sizes.

- [Wirthlin Worldwide](#) - An opinion research organisation with expertise in such areas as political, marketing, employee, and Internet research.
- [World Market Watch](#) - Provides custom global or regional market analyses for exporters or importers of specific commodities/products.
- [WorldOpinion](#) - Collection of market research resources including a directory, news service, stock watch, classified ads and more.
- [Wyoming Studios](#) - Central London market research viewing facility with high-speed Internet access in all studios and suites. Available for U.K. focus groups, online research, and web usability.
- [XPC Research](#) - Offers information technology market research in Belgium and Luxembourg. Subjects include value-added channel partners, market segmentation, and strategic positioning.
- [Yankee Group](#) - International organisation specialising in the analysis of trends in strategic planning, technology forecasting and market reasearch.
- [Yankelovich Partners](#) - Marketing research and consulting organisations with an international affiliate network spanning over 20 countries.
- [Zeldis Research Associates](#) - Providers of financial services and publishing research, web-based advertising research, and electronic tradeshow surveys.
- [Zogby International](#) - Conducts public opinion polls and research.

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Free! - Download the new Yahoo! Toolbar

The screenshot shows the Yahoo! toolbar with the following elements:

- Yahoo! logo (Y!)
- Search Web button
- Mail button
- Search from any page button
- Pop-Up Blocker button
- Anti-Spam button

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New Search

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Surveys Forecasts, LLC

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Fairfield, CT 06824-1732
USA

Metro Area: Bridgeport

Phone: 203-255-0505
Fax: 203-930-2230
Web: <http://www.safllc.com>
E-mail Address

Robert W. Walker, Principal

Company Description

S&F provides incisive, actionable results that consistently drive business success. We work side-by-side with clients to precisely frame all marketing issues, then map out an appropriate path using creative research designs. We actively listen to the voice of the customer, applying novel analytics to uncover key learning.

Research Services

Attitude/Usage Studies

Brand Positioning Studies
Brand/Image Tracking
Concept Research
Customer Satisfaction Studies
Market Segmentation Studies

Industries, Markets and Audiences

Business-To-Business
Consumer Durables
Consumer Services
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Contact Information

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www.surveys-forecasts.com

Contacts

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Principal & Founder

rob.walker@surveys-forecasts.com

Tel: 203-255-0517

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Surveys & Forecasts, LLC

Primary Business Activities

- ✓ Research Analysis
- ✓ Research Project Design
- ✓ Full Service Research
- ✓ Focus Groups
- ✓ Data Processing

Surveys & Forecasts, LLC is a full-service strategic marketing research firm founded in 1994 by Robert Walker, and is based in Fairfield, CT.

The underlying premise of the firm was that few marketing research firms were able to deliver research learning in a clear manner with specific implications for strategic and tactical marketing action.

Using a disciplined, consistent approach, S&F's client base has steadily expanded to include leaders in financial services, telecommunications, packaged goods, OTC & Rx health care, and e-commerce.

Description of Capabilities

We have extensive research capabilities, including expertise in:

- Qualitative and quantitative market structure/attitudinal segmentation research
- Habits & practices research
- Positioning & communications research
- Concept/product screening/testing
- Continuous and multi-wave attitudinal tracking
- Customer satisfaction/loyalty research
- Multi-variate analysis of existing data sets (both primary and secondary data sources)

Description of Specialties

The company's success has been built upon:

1. Having the utmost respect for the voice of the consumer.
2. Obtaining precise insight into the marketing decisions faced by the client.
3. Driving the client's information needs into all aspects of research design.
4. Using superior analytic and interpretative skills to drive business success.

Facility Photos

Facility photos currently unavailable

Clients

Client list currently unavailable.

Job Opportunities

No job opportunities listed.

The company is noted for strengths in exploratory market assessment studies, attitudinal research, customer satisfaction, brand positioning, and communications research.

Mission Statement

Surveys & Forecasts, LLC provides for-profit, customized, superior value-added marketing research and related consulting services. S&F's clients are typically divisionalized or global enterprises that routinely integrate customer feedback into the marketing and decision-making process.

History

Surveys & Forecasts, LLC is a full-service strategic marketing research firm founded in 1994 by Robert Walker, and is based in Fairfield, CT.

The underlying premise of the firm was that few marketing research firms were able to deliver research learning in a clear manner with specific implications for strategic and tactical marketing action.

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Data Analysis

We conduct all data analysis, including cross-tab creation, in-house; some analyses are outsourced.

Cross-tabs are created using Wincross and SPSS software packages.

We are experts in various types of data analysis techniques, including:

Correlation/regression - to identify drivers of brand performance.

Discriminant Analysis - for group assignment and scoring.

Factor Analysis - to uncover underlying themes in attribute importance.

Cluster Analysis - attitudinal or benefit segmentation.

Conjoint/trade-off analysis - to identify discrete or linear combinations of variables that most impact preference.

Correspondence/perceptual mapping - to show brand positions relative to attribute ratings.

Derived importance analysis - stated vs. predictive analysis.

Standard quadrant/gap analyses - brand performance relative to stated importance.

Other Information

Surveys & Forecasts designs and hosts web-based surveys - deployed using **zTelligence** and **Zoomerang** software packages - and also engages in other research activities, including:

- Attitudinal Studies
- Benchmarking
- Political & Social Polling
- Brand Equity & Related Studies
- Satisfaction Studies
- Concept Testing
- Secondary Research
- Segmentation
- Forecasting & Trend Research
- Strategic Planning
- Mail Surveys
- Test Markets
- New Product Testing
- Usability Studies

S&F can develop research programs built around your company's specific business decision-making needs, and even act as your firm's in-house research department.

Customized programs can be developed using both primary (proprietary) and secondary research tools, syndicated data services, and company data.

Combination methodologies can also be employed to achieve the desired level of granularity.

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Page 1

Working With Marketing Research: A Message To Marketers

There is ample evidence to prove that sound research practices consistently drive business success. So why do our colleagues in marketing not believe it?

Recent discussions with several senior executives left me with the impression that marketing management sees the research function as being in a rather grim state of affairs – most seriously, the belief that the usefulness and quality of marketing research is on the decline. True, a staffing crunch, declining response rates, and ever-shrinking timelines are worrisome trends. And yes, there have been a few embarrassing, high-profile gaffes (i.e., New Coke). Yet, on balance, the capabilities of research have never been stronger and, given the risks, the need for sound research has never been greater. Businesses simply cannot afford to marginalize this essential, knowledge-seeking function. Why, then, is there so often a disconnect between the promise versus perceived delivery of marketing research among our colleagues in Marketing?

Nearly all marketing executives I come into contact with express a strong belief in research, yet some fail to appreciate the distinction (which, on the surface, seems trivial) between basic *market* research and higher-level, value-added *marketing* research. *Market* research consists of important, albeit basic, marketplace facts – sales, share, demographics (i.e., ‘report card’ data). At the other end of the continuum is marketing research, which actively investi-

gates. Which of these two forms of ‘research’ would you rather have working for you?

Too often, the research process is seen by marketers as an obstacle to action, because needed research does not fit into pre-ordained timelines. The true dollar value of some research is also viewed as a conceptual abstraction, making it an easier target for criticism. What, for example, is the true value of research if the decision is to *not* move forward with a bad idea. What value do we attribute to research when an optimized sales message takes longer to develop, but results in a meaningful share gain? Marketers will often (but incorrectly) point to the high failure rate of new product introductions, and conclude some type of deficiency in marketing research itself. Yet, upon closer scrutiny, available data contradicts this assumption. Information Resources recently reported the results of a two-year study of all consumer packaged goods brands and line extensions in 21 categories introduced between 1996-1998. The study showed that:

- Half of all new brands and 53% of all line extensions failed, but this statistic included so-called “launches” with absolutely *no media support*.
- *In-market testing greatly improved the odds of success* brands that succeeded

7. **Eliminate internal 'client' vs. 'vendor' thinking when dealing with marketing research.** Marketing and research are not adversaries; both should be working in concert toward one common goal: the success of the business. The 'client' is the customer who buys your product.
3. **Avoid going to research with requests for specific tests.** Instead, present the marketing problem or issue, and then let your researchers advise you of the most appropriate response.
9. **Support industry efforts to encourage the cooperation of the public.** Commit time and money to industry advocacy groups, such as the non-profit Council for Marketing and Opinion Research (CMOR), who are educating the public about legitimate survey research, and who are lobbying against restrictive legislation. It will help all of us in the long run.

###

This article was written by Robert Walker, Principal & Founder of Surveys & Forecasts, LLC and was published in the October 2001 issue of Quirk's Marketing Research Review. Feel free to contact him at (203) 255-0505, or via e-mail at bob.walker@surveys-forecasts.com.

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fact that many new products fail? Shouldn't we be celebrating the fact that research identifies so many that succeed? The roadside is littered with the wreckage of ill-conceived, ineptly-marketed ideas. Might a little marketing research have helped a few dot.coms find their way?

Recent jumps in U.S. research spending are also viewed by some marketers as evidence of a declining value proposition in research. Spending, however, is highly correlated with economic trends, and lately there has been much more contraction than growth. An annual study of marketing research directors (conducted by Surveys & Forecasts for Career Consulting Group of Stamford, CT) shows that consumer packaged goods research spending as a *percent of sales* has remained remarkably flat (hovering near 1%) for much of the past decade. What has increased is the *spending per research professional* (from \$900K in '95 to \$1.2MM in '99). This study also shows just one-third of research directors as "Extremely" or "Very Satisfied" with their current staffing levels. In our current low-growth economic environment, companies are cutting research staff further to sustain margins. As this happens, the "survivors" (typically the more highly skilled researchers) become reactive order-takers. The time once reserved for careful planning, design, and test interpretation is replaced by rote test execution. If marketers tacitly accept this "dumbing down" of the research function, is it really a failure of marketing research?

As we emerge from our current economic malaise, businesses will again need to create new products and launch new marketing strategies. Smart companies understand that intelligently developed research programs *will not* automatically "invent" new products for them, but *will* consistently drive business success, year after year. Here are some fundamental, but oft-forgotten, ways to tap into the full potential of your company's marketing research team:

1. **Staff your department with research experts who are also business generalists.** Researchers without basic business acumen will inadvertently squander your company's valuable research dollars. Re-examine the skill sets assigned to your most important brands or businesses, and adjust if necessary.
2. **Create an environment in which your research people are fully engaged, and are free to disagree with you.** If you truly want an advocate for your brand, be willing to hear from those closest to the end-customer.
3. **Communicate! Involve your key research people early in the brand planning cycle.** Knowing the strategic priorities of the business leads to better anticipation, research design, and interpretation. In turn, make research responsible for keeping your team abreast of changing consumer needs and market trends.
4. **Benchmark your research department against other peer group companies to determine best practices, and to see if you are staffed appropriately.** Be willing to make the investment in good research people to get the quality you need.
5. **Take the time to get the proposition right, and then adhere to clear standards for go/no go decisions in advance of research results.** Using internal "spin" to move marginal ideas ahead wastes time and money. David Ogilvy once quipped, "On those rare occasions when I have advertised products which consumer tests have found inferior to other products in the same field, the results have been disastrous." Be able to accept negative results and move on.
6. **Develop normative databases for idea screening, positioning research, product testing, copy research, and tracking studies.** This is the only way to ever know if you are moving forward or simply treading water.

Working With Marketing Research: A Message To Marketers

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Nearly all marketing executives I come into contact with express a strong belief in research, yet some fail to appreciate the distinction (which, on the surface, seems trivial) between basic *market* research and higher-level, value-added *marketing* research. Market research consists of important, albeit basic, marketplace facts – sales, share, demographics (i.e., 'report card' data). At the other end of the continuum is marketing research, which actively investigates marketing opportunities and problems; evaluates marketing strategies and actions; and – most importantly – plays an integral role in improving the company's marketing process. The very best researchers add value not just by knowing their craft, but by truly understanding the relationship between customers and their brands, and each brand's place in the organization's overall portfolio. They think like an owner, act as internal advocates for their brands, and actively champion their role across the organization. Given the choice, as a mar-

keter which of these two forms of 'research' would you rather have working for you?

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- Half of all new brands and 53% of all line extensions failed, but this statistic included so-called "launches" with absolutely *no media support*.
- *In-market testing greatly improved the odds of success*: brands that succeeded in live test markets enjoyed post-launch success rates of over 80%.
- Not surprisingly, *media support was a strong correlate of success*. Introductions with \$5MM+ in Year 1 advertising achieved an average success rate of 75%, versus just 32% for products with < \$1MM in spending.

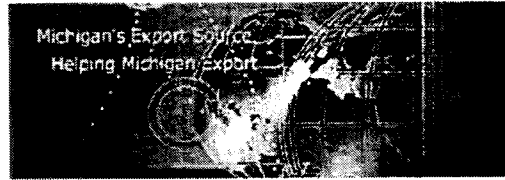
New products are the life-blood of every business: in the CPG industry alone, 1,000 new brands and 25,000 SKUs are introduced each year. In this jam-packed environment, why should we be shocked by the

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University of Michigan

Step 3: Analyze the potential marketability of your product in these new markets.

Once the potential foreign markets have been identified, the next step is to further analyze the marketability of the exports in these markets. This requires an examination of several questions about the market, such as:

- What are the consumption patterns of the population in the new market?
- What are the attitudes of consumers toward products of foreign origin?
- Does the product or service name translate appropriately?
- Will the product's appearance, marketing approach, or functionality conform to local needs and expectations?

By answering these questions, as well as those specifically applicable to your individual product or service, an estimate of the potential demand for the products and/or services in the export market can be achieved.

The sources described in this part are divided into a number of groups:

- Print Sources
- Subscription Databases
- World Wide Web (WWW) Sources

Print Sources

TIME: European Marketing Data and Statistics

AUTHOR: European Research Consultants Ltd
ADDRESS/LOCATION: 1001 11A 1107 EB7 2100

DESCRIPTION: This book presents hard-to-find demographic, economic and lifestyle data for 19 European countries. Various sources are indexed to compile the data, including international organizations such as the IMF and UN, as well as national statistical offices and national trade associations. Research is presented in easy-to-use tables that allow comparisons between countries. At a glance, comparisons can be made between the similarities and differences in population, market size, per capita expenditure trends, income statistics, and much more.

TIME: The European Market on Market Lines

AUTHOR: Fertke, G. Thomas, D. Erlange, M.C. Farthing
ADDRESS/LOCATION: 1001 11A 1107 EB7 2100

DESCRIPTION: The European Marketing Market Desk enables users to view the entire European market and all its languages with economic, demographic and advertising data by country. In a single source, there is data for every EU member state, plus their European neighbors. 10 countries included.

TIME: European Marketing Data and Statistics



Free Counseling

It doesn't matter whether it's in the United States or elsewhere. In Michigan or Zimbabwe, the Michigan District Export Council has someone who's been there and done that. We encourage you to give us a try.

AUTHOR: Europa Inter Publications, Ltd.
KEYWORD LOCATIONS: Ref: H04J 197 2006
DESCRIPTION: International Marketing Data and Statistics contains in-depth and demographic information on the latest data for 161 non-European countries including the USA, Asia-Pacific and Latin America. Data is drawn from a variety of different sources. It research the data, including international organizations such as the IMF and UN, as well as national statistical offices and national trade associations. Research is presented in easy to use tables that allow comparisons between countries. **Top**

Subscription Databases

DATABASE NAME: Economist Intelligence Unit (EIU) **Kresge**
 Follow these steps to access EIU:

1. Go to: <http://www.bus.umich.edu/kresgelibrary>.
2. Select: Collections.
3. Select: A-Z Database Listing.
4. Select: Economist Intelligence Unit

*Note: Non U of M users must access this material via the public terminals at The Kresge Business Library.

DESCRIPTION: Contains a variety of information ranging from country reports and forecasts, to market indicators. Relevant databases include:

Viewswire: Delivers daily decisions support for doing business in fast-changing world markets. Every day the Viewswire highlights up to 250 key economic, political and market developments around the world and provides concise analytical briefings on the implications for business.

Risk Briefing: Provides comprehensive timely analysis, forecasts, alerts and background data covering a wide range of risk factors in 60 major markets. Risk Briefing is designed to help users and confront the risks of doing business around the world. The service is updated daily in response to events that affect our assessment of risk in a particular country.

Industry Briefing: Provides five year forecasts and news analysis for eight key industries along with relevant background information. Industry Briefing covers the 66 major economies that account for more than 95% of world output and trade. The forecasts are based on the latest data and in-depth analysis of sector trends.

Business Briefings: Provides an up-to-date picture of the latest business conditions in each region of the world. Subject areas include: critical issues for business, alerts and updates, corporate strategy information; focus on finance, trade and economy, economic outlooks per country; key macro-economic indicators; opportunity alert; legal and tax updates; business travel; political risk, and personality profiles. Newsletters include: Business Africa, Business Asia, Business China, Business Eastern Europe, Business Europe, Business India Intelligence, Business Latin America, Business Middle East, and Business Russia.
Country Reports: Covers nearly 200 countries and helps keep pace with how national, regional and global events will affect business in the short to medium term. Each report examines and explains the issues shaping various countries: the political scene, economic policy, domestic economy, sector trends, and foreign trade and payments. Detailed five year forecasts complement the analysis and pinpoint political and economic developments and trends.

China Hand: Comprehensive reference guide on the political, economic and business environment of the PRC. It is supplemented with numerous case studies focusing on the commercial success strategies and the failures of major international blue-chip companies in China. China Hand serves as a guide through China's complex laws and regulations, provides capital contacts for day-to-day operations in China, and enables firms to learn from other companies' experiences in China.


CityData: Contains pricing information on more than 160 products and services in 17 cities worldwide. Information includes everything from the cost of a hour of bread in Adelaide to the average electricity bill of a local family in Zurich.

CountryData: This powerful and robust information and database is the most current and most source of economic indicators and forecasts available. CountryData delivers more than 270 economic series, over a million individual data points, from 1980 to 2000. The year 2000 contains a huge summary of short term political and economic forecasts on 133 countries. In addition, CountryData provides regularly updated data on international trade flows, that allow a substantial database for any business with export or import activity in a commodity market.

Market Indicators and Forecasts: A quarterly and comprehensive set of indicators, data, forecasts, news and analysis, average and peak, across 1000 markets, with a detailed market

The business development data for key countries will provide data on over 500 series stretching back to 1990 and forward five years.


Combination of Country Data and Market Indicators: The Combination of Country Data and Market Indicators and Forecasts include data from both the Country Data and Market Indicators and Forecasts databases. The Country Data intelligence covers economic, demographic, consumption and industry data on 60 major countries from 1990 to the present and forward five years, and the Market Indicators and Forecasts covering 278 series for 127 countries and 40 regional aggregates from 1980 to the present and forecasting out five years.

DATABASE NAME: Factiva 
 Follow these steps to access Factiva:

1. Go to: <http://www.bus.umich.edu/kresgelibrary>.
2. Select: Collections
3. Select: A-Z Database Listing
4. Select: Factiva.

*Note: Non U of M users must access this material via the public terminals at The Kresge Business Library.


DESCRIPTION: The database offers company and industry financial data and news stories, as well as full text articles in 6,000 trade publications, newspapers, newsmagazines and magazines. It is world wide in scope and indexes full texts of resources such as the Wall Street Journal and the Asian Wall Street Journal.

DATABASE NAME: Business Monitor Online 
 Follow these steps to access Business Monitor Online:

1. Go to: <http://www.bus.umich.edu/kresgelibrary>.
2. Select: Collections
3. Select: A-Z Database Listing
4. Select: Business Monitor Online.

*Note: Non U of M users must access this material via the public terminals at The Kresge Business Library.


DESCRIPTION: Business Monitor's online service provides daily macroeconomic, financial and company news and analysis on emerging and key global markets. Components include: quarterly surveys & forecasts on key industries, monthly review of political, economic & business risk in select markets, and in-depth industry research.

DATABASE NAME: MarketLine Business Information Center 
 Follow these steps to access MarketLine Business Information Center:

1. Go to: <http://www.bus.umich.edu/kresgelibrary>.
2. Select: Collections
3. Select: A-Z Database Listing
4. Select: MarketLine Business Information Center

*Note: Non U of M users must access this material via the public terminals at The Kresge Business Library.


DESCRIPTION: MarketLine's Industry Profiles are an integrated library of overview reports covering all major industrial and commercial sectors. Each report contains information on market size, market segmentation, competitive landscape, market share, and market forecasts.

DATABASE NAME: World Bank e-library 
 Follow these steps to access World Bank e-library:

1. Go to: <http://searchtools.lib.umich.edu/>
2. Select: "Find Databases" located near the top of the page
3. Select: "By Name"
4. Type: World Bank e-library

*Note: Non U of M users must access this material via the public terminals at The Kresge Business Library.


DESCRIPTION: The World Bank e-library is a fully accessible digital repository of over 50 World Bank publications of over 1,600 World Bank publications and over 2,400 Policy Research Working Papers in addition to including each new book and paper they are published.

DATABASE NAME: Zetoc.org 
 Follow these steps to access Zetoc.org materials:

1. Go to: <http://searchtools.lib.umich.edu/>
2. Select: "Find Databases" located near the top of the page


3. Select: "by Name"
4. Type: Associations Unlimited.

*Note: Non U of M users must access this material from a computer on the campus network.
 DESCRIPTION: Contains information for approximately 360,000 international and U.S. national, regional, state, and local nonprofit membership organizations in all fields, including IRS data on U.S. 501(c) nonprofit organizations.

DATABASE NAME: Directories in Print 
 Follow these steps to access Directories in Print.


1. Go to: <http://searchtools.lib.umich.edu/>.
2. Select: "Find Databases" located near the top of the page.
3. Select: "by Name"
4. Type: Gale Database of Publications and Broadcast Media.
5. Select: Directories in Print.

*Note: Non U of M users must access this material from a computer on the campus network.
 DESCRIPTION: Describes 15,400 directories, rosters, guides, and other print and non-print address lists published worldwide.

DATABASE NAME: Global Market Information Database (GMID) 
 Follow these steps to access Global Market Information Database (GMID):

1. Go to: <http://searchtools.lib.umich.edu/>.
2. Select: "Find Databases" located near the top of the page.
3. Select: "by Name"
4. Type: Global Market Information Database (GMID).

*Note: Non U of M users must access this material from a computer on the campus network.
 DESCRIPTION: This database offers extensive industry, demographic, consumer and economic data for numerous countries worldwide. GMID includes market, demographic and economic forecast data to 2010, as well as market data for 330 consumer products in 49 countries. A "Companies and Brands" section provides data on 100,000 consumer brands and the 12,000 companies that own them. The database includes full text market analysis reports on a wide variety of topics.

DATABASE NAME: STAT-USA - NTDB 
 Follow these steps to access STAT-USA.

1. Go to: <http://searchtools.lib.umich.edu/>.
2. Select: "Find Databases" located near the top of the page.
3. Select: "by Name"
4. Type: Stat-USA.

*Note: This database may only be accessed at the University of Michigan Library Documents Center with a specific password. Please visit the Documents Center to obtain the password. Much of the content found on STAT-USA is also available on Export.gov or from individual government agencies.
 DESCRIPTION: For market research, there are four useful resources within National Trade Data Bank (NTDB): Industry Sector Analysis Reports, Country Commercial Guides, Best Market Reports, and International Marketing Insight Reports.

Industry Sector Analysis Reports: Provides in-depth profiles of a specific industry subsector. They include an analysis of market opportunities, end-users, competitors, market access, distribution channels, market barriers and financing options. The report lists several best sales prospects, trade promotion opportunities, and in-country contacts.

1. From Stat-USA homepage (<http://www.stat-usa.gov/>), select "GLOBUS & NTDB".
2. Scroll down to subtitle "Market and Country Research".
3. Select "Industry Sector Analysis Reports".
 Countries are listed alphabetically, as are industries.

Country Commercial Guides: Contains comprehensive profiles of a selected country's commercial environment, including market conditions, economic situation, political environment, best export sectors, trade regulations, investment incentives, finance techniques, upcoming trade events, marketing strategies, services for exporters, and business travel tips.

1. From Stat-USA homepage (<http://www.stat-usa.gov/>), select "GLOBUS & NTDB".
2. Scroll down to subtitle "Market and Country Research".
3. Click on "Country Commercial Guides".
 Countries are listed alphabetically.

Best Market Reports (BMRs) Cover every industry sector rated as a best export

prospect from the Country Commercial Guides. Sectors are designated as "Best Prospects" based on near-term growth potential and market receptivity to additional U.S. suppliers.

1. From Stat-USA homepage (<http://www.stat-usa.gov/>) select "GLOBUS & NTDB".
2. Scroll down to subtitle "Market and Country Research".
3. Choose "Best Market Reports (BMR)".
Reports are alphabetized by industry.

International Marketing Insight (IMI) Reports: Contains short profiles of specific foreign market conditions or opportunities prepared by the Department of Commerce's U.S. and Foreign Commercial Service, the Department of State, and multilateral development banks in overseas markets. These reports provide information on a dynamic aspect of a particular market. They may focus on specific projects, industry profiles, finance and marketing trends, regulation and import changes, trade show opportunities, or government policy updates.

1. From Stat-USA homepage (<http://www.stat-usa.gov/>) select "GLOBUS & NTDB".
2. Scroll down to subtitle "Market and Country Research".
3. Choose "International Marketing Insight reports".
Reports are listed by most recent date.

World Wide Web (WWW) Sources

WEBPAGE NAME: United Nations Comtrade

WWW ADDRESS: <http://unstats.un.org/unsd/comtrade/>

DESCRIPTION: Import and export statistics for all countries by trading partner and detailed commodity; begins 1996.

WEB PAGE NAME: Asian Development Bank On-line

WWW ADDRESS: <http://www.adb.org/>

DESCRIPTION: The Asian Development Bank is a multilateral development finance institution, founded in 1966. ADB has five strategic development objectives: economic growth, reducing poverty, supporting human development, improving the status of women, and protecting the environment, in fulfilling the Bank's mandate to contribute to the sustainable development of the region's countries.

WEB PAGE NAME: Eurostat

WWW ADDRESS: <http://europa.eu.int/comm/eurostat/>

DESCRIPTION: Statistical news releases of the EU as well as information pertaining to external trade and services, social conditions, economy and finance of the EU and updated data for the exports of goods.

WEB PAGE NAME: globalEDGE

WWW ADDRESS: <http://globaledge.msu.edu/>

DESCRIPTION: Michigan State University's Center for International Business, Education and Research (MSU-CIBER) is a national resource center dedicated to strengthening the global competitiveness of the United States through the development of international business knowledge and skills among the American people.

WEBPAGE NAME: International Trade Statistics

WWW ADDRESS: http://www.exportmichigan.com/ibp_pfs_international_trade_statistics.htm

DESCRIPTION: Offers brief overviews and various sources of reliable trade statistics for countries worldwide.

WEB PAGE NAME: Journal of Commerce On-line

WWW ADDRESS: <http://www.joc.com>

DESCRIPTION: The Journal of Commerce publishes more usable business news than any other daily newspaper, including reports on finance, global trade, imports, exports, transportation, foreign investments and markets, logistics, energy, insurance and more.

WEB PAGE NAME: University of Michigan Statistical Resources

WWW ADDRESS: <http://www.lib.umich.edu/govdocs/stats.html>

DESCRIPTION: Government and non-government statistics sources covering 24 different subject areas.

WEB PAGE NAME: Export Michigan

WWW ADDRESS: <http://www.exportmichigan.com/>

DESCRIPTION: Export Michigan is the award-winning homepage of the Michigan District Export Council (MDEC), an organization of leaders from the local business community whose knowledge of international business provides a source of professional advice for local firms.

WEB PAGE NAME: OECD

WWW PAGE: <http://www.oecd.org/>

DESCRIPTION: The OECD includes 23 member countries in an organization that, most importantly, provides governments a setting in which to discuss, develop and build economic and social policy.

They can plan experiences, seek answers to common and new, and they can understand domestic and international policies that increasingly in today's globalized world must be a web of even greater cross-nationality.

WEB PAGE NAME: Strategis

WWW ADDRESS: <http://strategis.intr.gc.ca/>

DESCRIPTION: Canada's most comprehensive Internet site. The site provides a plethora of information for exporting companies, including trade facts, market research reports, industry sector analyses, trade statistics, and foreign investment information. Strategis offers many of the services that the US Department of Commerce's Commercial Service offers and is a useful site concerning doing business in Canada.

WEB PAGE NAME: USA Trade Online

WWW ADDRESS: <http://www.usatradeonline.gov/>

DESCRIPTION: Fee-based site containing U.S. export and import information on more than 18,000 commodities. Contains the latest statistics on U.S. foreign trade, with the ability to drill or browse in specific products, markets, and countries.

WEB PAGE NAME: U.S. Commercial Service - Department of Commerce

WWW ADDRESS: http://www.export.gov/comm_svc/

DESCRIPTION: The U.S. Department of Commerce, the U.S. Small Business Administration, and the Export-Import Bank formed a unique partnership to establish Export Assistant Centers, a network of one-stop shops that deliver a comprehensive array of export counseling and trade finance services to export-ready firms in one convenient location. The sole purpose of these offices is the promotion of U.S. exports.

WEB PAGE NAME: U.S. International Trade Commission

WWW ADDRESS: <http://www.usitc.gov/>

DESCRIPTION: The USITC maintains one of the most extensive libraries specializing in international trade in the United States. The National Library of International Trade includes over 100,000 volumes and approximately 2,000 periodical titles related to U.S. industry and international trade laws and practices as well as several CD-ROM and on-line information data bases.

Additionally the following four websites may be generally helpful in any of the six parts:

WEB PAGE NAME: Export Michigan

WWW ADDRESS: <http://www.exporthmichigan.com/>

DESCRIPTION: Export Michigan is the award winning homepage of the Michigan District Export Council (MDEC), an organization of leaders from the local business community whose knowledge of international business provides a source of professional advice for local firms.

WEB PAGE NAME: globLEDGE

WWW ADDRESS: <http://globaledge.msu.edu/>

DESCRIPTION: Created by the Center for International Business Education and Research at Michigan State University (MSU-CIBER), globLEDGE connects international business professionals worldwide to global resources, country insights, international news, and learning resources.

WEB PAGE NAME: Export.gov

WWW ADDRESS: <http://www.export.gov/>

DESCRIPTION: Export.gov is the portal for all federal agencies involved in international trade promotion. Export.gov brings together resources from 19 federal agencies to assist American businesses in planning strategies for international sales and success in today's global marketplace.

WEB PAGE NAME: Strategis

WWW ADDRESS: <http://strategis.intr.gc.ca/engdoc/main.html>

DESCRIPTION: Strategis is a Canadian site providing a plethora of information for exporting companies including trade facts, market research reports, industry sector analyses, trade statistics, and foreign investment information. A useful site concerning doing business in Canada. Strategis offers many of the same services as the US Department of Commerce's Commercial Service. **Return to Top**

Next, we will assess the domestic (in-country) competition.

Date Updated: March 27, 2007

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Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1 78169102		18/36 SURVEY FORECAST	TARR	DEAD
2 77220151		SURVEYS & FORECASTS	TARR	LIVE
3 75051553	2046812	SURVEYS & FORECASTS	TARR	DEAD
4 72321534	0886359	TF TECHNOLOGY FORECASTS AND TECHNOLOGY SURVEYS	TARR	LIVE

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Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-31 18:59:53 ET

Serial Number: 78169102 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark (words only): 18/36 SURVEY FORECAST

Standard Character claim: No

Current Status: Abandoned-Failure To Respond Or Late Response

Date of Status: 2003-09-22

Filing Date: 2002-09-30

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 102

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 2003-10-10

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Healthcare Specialists, Inc.

Address:

Healthcare Specialists, Inc.
567 Hopper View Bluff
Cincinnati, OH 45255
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Ohio

Phone Number: (513) 947-8343

Fax Number: (513) 947-1250

GOODS AND/OR SERVICES

International Class: 042

Class Status: Active

Consultation services, namely, preparation of health care providers for government-administered and privately administered health care accreditation surveys.

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2003-09-22 - Abandonment - Failure To Respond Or Late Response

2003-03-06 - Non-final action e-mailed

2003-03-04 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Christian D. Stewart

Correspondent

Christian D. Stewart

Gibson, Ochsner & Adkins, LLP

701 South Taylor, Suite 500

Amarillo TX 79101-2400

Phone Number: (806) 378-9714

Fax Number: (806) 378-9797

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-31 19:00:01 ET

Serial Number: 77220151 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

Surveys & Forecasts

(words only): SURVEYS & FORECASTS

Standard Character claim: Yes

Current Status: An office action making FINAL a refusal to register the mark has been mailed.

Date of Status: 2007-10-30

Filing Date: 2007-07-02

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 104

Attorney Assigned:
MISTER KATINA SHAY

Current Location: L4X -TMEG Law Office 104 - Examining Attorney Assigned

Date In Location: 2007-10-30

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Surveys & Forecasts, LLC

Address:

Surveys & Forecasts, LLC
2323 North Street
Fairfield, CT 06824
United States

Legal Entity Type: Ltd Liab Co
State or Country Where Organized: Connecticut
Phone Number: (203) 255-0505
Fax Number: (203) 549-0635

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

Conducting business and market research surveys; Market research; Market research consultation; Market research services; Market research studies; Business marketing consulting services; Business marketing services; Providing business marketing information; Conducting public opinion polls; Public opinion polling; Public opinion surveys; Market opinion polling studies; Business research and surveys; Conducting business research and surveys; Conducting on-line business management research surveys; Conducting quality assurance surveys in hospitals to determine service quality; On-line advertising and marketing services; Business advice and analysis of markets; Advertising and marketing; Conducting marketing studies; Market analysis; Market manipulation, research and analysis, whether or not via the internet; Market reports and studies; Market segmentation consultation; Market study and analysis of market studies; Marketing consulting

Basis: 1(a)

First Use Date: 1994-09-01

First Use in Commerce Date: 1994-09-01

ADDITIONAL INFORMATION

Disclaimer: SURVEYS & FORECASTS

Section 2(f)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-02-29 - Attorney Revoked And/Or Appointed

2008-02-29 - TEAS Revoke/Appoint Attorney Received

2007-10-30 - Notification Of Final Refusal Emailed

2007-10-30 - Final refusal e-mailed

2007-10-30 - Final Refusal Written

2007-10-26 - Teas/Email Correspondence Entered

2007-10-26 - Communication received from applicant

2007-10-26 - TEAS Response to Office Action Received

2007-10-25 - Notification Of Non-Final Action E-Mailed

2007-10-25 - NON-FINAL ACTION E-MAILED

2007-10-25 - Non-Final Action Written

2007-10-10 - Teas/Email Correspondence Entered

2007-10-10 - Communication received from applicant

Latest Status Info

2007-10-10 - TEAS Response to Office Action Received

2007-10-04 - Notification Of Non-Final Action E-Mailed

2007-10-04 - Non-final action e-mailed

2007-10-04 - Non-Final Action Written

2007-10-02 - Assigned To Examiner

2007-07-06 - Notice Of Pseudo Mark Mailed

2007-07-05 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Maureen B. Gorman

Correspondent

Maureen B. Gorman

Davis McGrath, LLC

125 S. Wacker Drive, Suite 1700

Chicago IL 60606

Phone Number: (312)332-3033

Fax Number: (312)332-6376

Thank you for your request. Here are the latest results from the TARR web server.

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Serial Number: 75051553 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2046812

Mark (words only): SURVEYS & FORECASTS

Standard Character claim: No

Current Status: Registration canceled under Section 8.

Date of Status: 2003-12-20

Filing Date: 1996-01-31

Transformed into a National Application: No

Registration Date: 1997-03-18

Register: Supplemental

Law Office Assigned: LAW OFFICE 101

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 1997-03-27

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Surveys & Forecasts, LLC

Address:

Surveys & Forecasts, LLC

2323 North Street

Fairfield, CT 06430

United States

Legal Entity Type: Ltd Liab Co

State or Country Where Organized: Connecticut

GOODS AND/OR SERVICES

International Class: 035

Class Status: Section 8 - Cancelled
marketing research consulting services

Basis: 1(a)

First Use Date: 1994-09-01

First Use in Commerce Date: 1994-09-01

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2003-12-20 - Canceled Section 8 (6-year)

1997-03-18 - Registered - Supplemental Register

1997-01-02 - APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER

1996-12-30 - Examiner's amendment mailed

1996-12-19 - Previous allowance count withdrawn

1996-10-16 - APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER

1996-10-09 - Examiner's amendment mailed

1996-09-23 - Non-final action mailed

1996-09-03 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
Surveys & Forecasts, LLC
2323 North Street
Fairfield, CT 06430

Thank you for your request. Here are the latest results from the TARR web server.

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Serial Number: 72321534 Assignment Information Trademark Document Retrieval

Registration Number: 886359

Mark



(words only): TF TECHNOLOGY FORECASTS AND TECHNOLOGY SURVEYS

Standard Character claim: No

Current Status: This registration has been renewed.

Date of Status: 2000-10-26

Filing Date: 1969-03-12

Transformed into a National Application: No

Registration Date: 1970-02-17

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 2002-02-06

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. PWG PUBLICATIONS

Composed Of:

COMPOSED OF IRWIN STAMBLER AND WILLARD E. WILKS

Address:

PWG PUBLICATIONS

205 SOUTH BEVERLY DR.

BEVERLY HILLS, CA 90212

United States

Legal Entity Type: Partnership

State or Country Where Organized: California

GOODS AND/OR SERVICES

U.S. Class: 038 (International Class 016)

Class Status: Active

SCIENTIFIC AND TECHNOLOGICAL NEWSLETTER AND SPECIAL SCIENTIFIC AND TECHNOLOGICAL SURVEY AND REPORTS

Basis: 1(a)

First Use Date: 1968-12-29

First Use in Commerce Date: 1968-12-29

ADDITIONAL INFORMATION

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MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2000-10-26 - Second renewal 10 year

2000-10-26 - Section 8 (10-year) accepted/ Section 9 granted

2000-10-02 - Response received to Post Registration action - Sections 8 & 9

2000-08-30 - Post Registration action mailed Sections 8 & 9

1999-12-04 - Combined Section 8 (10-year)/Section 9 filed

1990-05-21 - First renewal 10 year

1990-04-30 - Response received for Post Registration action

1990-01-23 - Post Registration action mailed - Section 9

1989-11-13 - Section 9 filed/check record for Section 8

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
EDWARD A. SOKOLSKI
3868 CARSON STREET
SUITE 105
TORRANCE, CA 90503



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Word Mark ATLANTIS ADVENTURES

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IC 035. US 100 101 102. G & S: EMPLOYMENT SERVICES, NAMELY, RECRUITING SERVICES; COMMERCIAL INFORMATION SERVICES, NAMELY, BUSINESS INFORMATION, NAMELY MARKET SURVEYS, SALES FORECASTS, BUSINESS CLIMATE ANALYSIS AND PRODUCT SUGGESTIONS; ANAGINGN NAMELY OFFERING TECHNICAL ASSISTANCE AND ADVICE IN THE ESTABLISHMENT AND/OR OPERATION OF INDEPENDENT TOURIST ATTRACTIONS, RETAIL STORES IN THE FIELD OF CLOTHING AND SOUVENIR ITEMS SALES, BUSINESS MANAGEMENT AND BUSINESS MARKETING CONSULTING SERVICES; SALES AND MARKETING SERVICES, NAMELY, SALES, DEVELOPING PROMOTIONAL CAMPAIGNS FOR BUSINESS, PUBLICITY AGENTS, PROMOTING THE SALE OF GOODS AND SERVICES OF OTHERS THROUGH PUBLIC RELATIONS AND DIRECT MAIL ADVERTISING, PERIODICAL ADVERTISING, INTERNET ADVERTISING, RADIO ADVERTISING AND TELEVISION ADVERTISING FOR OTHERS; AND RETAIL MERCHANDISE SERVICES, NAMELY PRODUCT MERCHANDISING, BUSINESS MERCHANDISING DISPLAY SERVICES, AND INVENTORY CONTROL SERVICES; TELEMARKETING SERVICES FOR OTHERS, CUSTOMER MANAGEMENT SERVICES, NAMELY COMPILING, UPDATING AND STORING LISTS OF CUSTOMERS AND POTENTIAL CUSTOMERS FOR OTHERS, ANALYXING LISTS OF CUSTOMERS IN ORDER TO SUPPLY MARKETING ADVICE FOR OTHERS, PROVIDING A CUSTOMER TARGET MARKET DATA BANK. FIRST USE: 19960901. FIRST USE IN COMMERCE: 19960901

IC 039. US 100 105. G & S: ARRANGING AND CONDUCTING SNORKELING AND SCUBA DIVING EXCURSIONS; ARRANGING SUBMARINE TOURS; BOAT RENTALS; TOUR AND TRAVEL GUIDE SERVICES; ARRANGING EXCURSIONS FOR TOURISTS; RENTING HORSES; BOAT CRUISES; CHARTER BOAT SERVICES; CONDUCTING SIGHTSEEING TOURS FOR OTHERS; ARRANGING TRAVEL TOURS AND TRAVEL EXCURSIONS; ARRANGING BUS, AND HELICOPTER ; ARRANGING KAYAKING, MOUNTAIN BIKING, HORSEBACK RIDING, AND ALL-TERRAIN VEHICLE AND WHALE WATCHING EXPEDITIONS; SUBMARINE CHARTER SERVICES; ARRANGING SNORKELING TOURS. FIRST USE: 19960901. FIRST USE IN COMMERCE: 19960901

IC 041. US 100 101 107. G & S: EDUCATIONAL DEMONSTRATIONS IN THE FIELD OF OCEANOGRAPHY; DEVELOPMENT AND DISSEMINATION OF EDUCATIONAL MATERIALS OF OTHERS IN THE FIELDS OF UNDERSEA ENVIRONMENT AND WELLNESS, FITNESS AND OCEAN AWARENESS; ARRANGING FOR TICKET RESERVATIONS FOR SHOWS AND OTHER ENTERTAINMENT EVENTS, ENTERTAINMENT IN THE NATURE OF UNDERWATER DIVE SHOWS; RECREATIONAL SERVICE IN THE NATURE OF SUBMARINE RIDES SEMISUBMERSIBLE VESSEL RIDES, RIDES ON A RESEARCH SUBMERSIBLE VESSEL, RECREATIONAL WATERCRAFT RIDES, HELICOPTER AND AIRPLANE RIDES, AND TROLLEY RIDES; UNDERSEA DIVE EDUCATIONAL PERFORMANCES; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES, SEMINARS, CONFERENCES AND WORKSHOPS IN THE FIELDS OF UNDERSEA ENVIRONMENT, WELLNESS, FITNESS AND OCEAN AWARENESS; ENTERTAINMENT SERVICES, NAMELY, NARRATIVE PERFORMANCES; SAIL BOAT CRUISES; RECREATIONAL WATERCRAFT RENTALS; SNORKELING INSTRUCTIONS; AND, EMPLOYMENT SERVICES, NAMELY, TEACHING IN THE FIELDS OF TICKET OFFICE OPERATIONS, RESERVATIONS SOFTWARE SYSTEMS, SUBSTANCE ABUSE, LEADERSHIP DEVELOPMENT, SUPERVISORY SKILLS, FIRST AID, CARDIO-PULMONARY RESUSCITATION AND FIRE SAFETY. FIRST USE: 19960901. FIRST USE IN COMMERCE: 19960901

IC 042. US 100 101. G & S: RESTAURANT SERVICES ON AQUATIC VESSELS USED IN CONNECTION WITH UNDERWATER EXCURSIONS; RESEARCH AND CONSULTATION SERVICES IN THE FIELD OF MARINE WILDLIFE CONSERVATION; PROMOTING THE PUBLIC AWARENESS OF THE NEED FOR MARINE WILDLIFE CONSERVATION; CONSULTING SERVICES CONCERNING CONSERVATION OF REEFS AND DEVELOPMENT OF MAN-MADE MARINE HABITATS; RESEARCH AND CONSULTATION IN THE FIELD OF MARINE LIFE ENVIRONMENTS; SOUVENIR PORTRAIT PHOTOGRAPHY SERVICES. FIRST USE: 19960901. FIRST USE IN COMMERCE: 19960901

Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.15.11 - Bubbles; Foam (bubbles); Foamy mass; Soap suds; Suds, soap 18.07.11 - Submarines
Serial Number	75718116
Filing Date	May 21, 1999
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	August 21, 2001
Registration Number	2925498
Registration	February 8, 2005

Date
Owner (REGISTRANT) ATLANTIS SUBMARINES INTERNATIONAL, INC. CORPORATION
CANADA 55 West 8th Avenue Vancouver, British Columbia CANADA V5Y 1N1
Attorney of Record JAMES E. SHLESINGER,
Prior Registrations 1484178;1619080;1913234;1913390;1919223;1995812;AND OTHERS
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Register PRINCIPAL
Live/Dead Indicator LIVE

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IC 042. US 100 101. G & S: RESTAURANT SERVICES ON AQUATIC VESSELS USED IN CONNECTION WITH UNDERWATER EXCURSIONS; RESEARCH AND CONSULTATION SERVICES IN THE FIELD OF MARINE WILDLIFE CONSERVATION; PROMOTING THE PUBLIC AWARENESS OF THE NEED FOR MARINE WILDLIFE CONSERVATION; CONSULTING SERVICES CONCERNING CONSERVATION OF REEFS AND DEVELOPMENT OF MAN-MADE MARINE HABITAT; RESEARCH AND CONSULTATION IN THE FIELD OF MARINE LIFE ENVIRONMENT; SOUVENIR PORTRAIT PHOTOGRAPHY SERVICES. FIRST USE: 19960901. FIRST USE IN COMMERCE: 19960901

Mark Drawing Code (1) TYPED DRAWING
Serial Number 75718107
Filing Date May 21, 1999
Current Filing Basis 1A
Original Filing Basis 1B
Published for Opposition July 5, 2005
Registration Number 2999417
Registration Date September 27, 2005
Owner (REGISTRANT) ATLANTIS SUBMARINES INTERNATIONAL, INC. CORPORATION
CANADA 55 West 8th Avenue Vancouver, British Columbia CANADA V5Y 1N1
Attorney of Record Glen L. Gross
Prior Registrations 1484178;1619080;1913234;1913390;1919223;1995812;2925498;AND OTHERS
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IC 039. US 100 105. G & S: ARRANGING AND CONDUCTING SNORKELING AND SCUBA DIVING EXCURSIONS; ARRANGING SUBMARINE TOURS; BOAT RENTALS; TOUR AND TRAVEL GUIDE SERVICES; ARRANGING EXCURSIONS FOR TOURISTS; RENTING HORSES; BOAT CRUISES; CHARTER BOAT SERVICES; CONDUCTING SIGHTSEEING TOURS FOR OTHERS; ARRANGING TRAVEL TOURS AND TRAVEL EXCURSIONS; ARRANGING BUS AND HELICOPTER TOURS; ARRANGING KAYAKING, MOUNTAIN BIKING, HORSEBACK RIDING, AND ALL-TERRAIN VEHICLE AND WHALE WATCHING EXPEDITIONS; SUBMARINE CHARTER SERVICES; AND ARRANGING SNORKELING TOURS. FIRST USE: 19960901. FIRST USE IN COMMERCE: 19960901

IC 041. US 100 101 107. G & S: EDUCATIONAL DEMONSTRATIONS IN THE FIELD OF OCEANOGRAPHY; DEVELOPMENT AND DISSEMINATION OF EDUCATIONAL MATERIALS OF OTHERS IN THE FIELDS OF UNDERSEA ENVIRONMENT AND WELLNESS, FITNESS AND OCEAN AWARENESS; ARRANGING FOR TICKET RESERVATIONS FOR SHOWS AND OTHER ENTERTAINMENT EVENTS, ENTERTAINMENT IN THE NATURE OF UNDERWATER DIVE SHOWS; RECREATIONAL SERVICE IN THE NATURE OF SUBMARINE RIDES, SEMI-SUBMERSIBLE VESSEL RIDES, RIDES ON A RESEARCH SUBMERSIBLE VESSEL, RECREATIONAL WATERCRAFT RIDES, HELICOPTER RIDES, AND TROLLEY RIDES; UNDERSEA DIVE EDUCATIONAL PERFORMANCES; EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES, SEMINARS, CONFERENCES AND WORKSHOPS IN THE FIELDS OF UNDERSEA ENVIRONMENT, WELLNESS, FITNESS AND OCEAN AWARENESS; ENTERTAINMENT SERVICES, NAMELY, NARRATIVE PERFORMANCES; SAIL BOAT CRUISES; RECREATIONAL WATERCRAFT RENTALS; SNORKELING INSTRUCTIONS; AND, EMPLOYMENT SERVICES, NAMELY, TEACHING IN THE FIELDS OF TICKET OFFICE OPERATIONS, RESERVATIONS SOFTWARE SYSTEMS, SUBSTANCE ABUSE, LEADERSHIP DEVELOPMENT, SUPERVISORY SKILLS, FIRST-AID, CARDIAC-PULMONARY RESUSCITATION AND FIRE SAFETY. FIRST USE: 19960901. FIRST USE IN COMMERCE: 19960914

IC 042. US 100 101. G & S: RESTAURANT SERVICES ON AQUATIC VESSELS USED IN CONNECTION WITH UNDERWATER EXCURSIONS; RESEARCH AND CONSULTATION SERVICES TN THE FIELD OF MARINE WILDLIFE CONSERVATION; PROMOTING THE PUBLIC AWARENESS OF THE NEED FOR MARINE WILDLIFE CONSERVATION; CONSULTING SERVICES CONCERNING CONSERVATION OF REEFES AND DEVELOPMENT OF MAN-MADE MARINE HABITAT; RESEARCH AND CONSULTATION TN THE FIELD OF MARINE LIFE ENVIRONMENT; SOUVENIR PORTRAIT PHOTOGRAPHY SERVICES. FIRST USE: 19960901. FIRST USE IN COMMERCE: 19960901

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Serial Number 75697903
Filing Date May 5, 1999
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition July 5, 2005
Registration Number 2999415
Registration Date September 27, 2005
Owner (REGISTRANT) ATLANTIS SUBMARINES INTERNATIONAL, INC CORPORATION
CANADA 55 West 8th Avenue Vancouver, British Columbia CANADA V5Y 1N1
Attorney of Record Glen L. Gross
Prior Registrations 1484178;1619080;1913234;1913390;1919223;1995812;2925498;AND OTHERS
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Mark Drawing Code (1) TYPED DRAWING
Serial Number 73154767
Filing Date January 9, 1978
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition February 26, 1980
Registration Number 1136762
Registration Date June 10, 1980
Owner (REGISTRANT) CONSTRUCTION INDUSTRY MANUFACTURERS ASSOCIATION CORPORATION ILLINOIS 111 E. WISCONSIN AVE. MILWAUKEE WISCONSIN 53202
Assignment Recorded ASSIGNMENT RECORDED
Type of Mark TRADEMARK

Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20010112.
Renewal 1ST RENEWAL 20010112
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
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11/18/07 Denv. Post K01
2007 WLNR 22907902

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November 18, 2007

Section: BIZ

Shopping frenzy may fade fast More plan to hunt for holiday bargains the day after Thanksgiving, but seasonal sales growth may be weak.

Elizabeth Aquilera The Denver Post

Retail industry experts say shoppers will be out in droves the day after Thanksgiving, but expectations for the rest of the holiday shopping season remain muted as economic worries and a wave of toy recalls weigh on consumers' minds.

"It's a very odd year. There are just more things out there affecting consumers than ever before," said Britt Beemer of America's Research Group. "I think it's going to be a tough retail season."

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This season is expected to plunge below the 10-year average increase of 4.8 percent annually. If that holds true, 2007 would have the slowest holiday sales growth since 2002.

Surveys and forecasts by a variety of associations and analysts offer a mixed picture of shoppers' mindsets.

Some say housing and mortgage market concerns along with rising energy costs and a weak dollar will not affect holiday shopping plans. Other say those factors will cut into how people shop and when.

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Word Count: 1271
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7/9/07 Orange County Bus. J. 1
2007 WLNR 14763929

Orange County Business Journal
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July 9, 2007

Volume 30; Issue 28

Executives' Q3 Outlook Slips to Four-Year Low

Beighley, Dan

Economic sentiment among local chief executives, business owners and managers has turned lower for the second straight quarter, according to a survey by California State University, Fullerton.

An index measuring local sentiment came in at 61.9 for the third quarter, down from 70.6 at the start of the second quarter and 83.1 at the onset of the first.

* The requested pages begin below *

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COMPANY: CALIFORNIA STATE UNIVERSITY

NEWS SUBJECT: (Forecasts (1FO11); Economics & Trade (1EC26); Economic Indicators (1EC19); Economic Statistics (1EC52); Economic Forecasts (1EC64))

INDUSTRY: (Theoretical Analysis (1TH79))

Language: EN

OTHER INDEXING: (CAI STATE FULLERTON; CALIFORNIA STATE UNIVERSITY; COLLEGE OF BUSINESS; Q3 OUTLOOK SLIPS; RODHEIM MARKETING GROUP; SIXTEEN) (Anil Puri; Brookstreet; Brookstreet Securities; Executives; Forty; Labor; Puri; Ralph Rodheim; Rodheim; Shockwaves; Things; Twenty)

KEYWORDS: (Polls & surveys); (Mortgages)

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Word Count: 585
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6/25/07 Marketwatch 15:59:00

MarketWatch
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June 25, 2007

Issue 0

Fed seen split on formal inflation target
Failure to set clear 'comfort zone' policy sowing market confusion

Greg Robb

6/25/2007 11:59:00 AM WASHINGTON (MarketWatch) -- Despite a year of closed-door talks, analysts and former Federal Reserve officials say the central bank appears no closer to adopting one of Fed chairman Ben Bernanke's top priorities: setting an explicit target for U.S. inflation.

The stalemate comes as bond yields have risen and financial market participants have moved away from a cherished view that the next move by the central bank would be a cut in interest rates. Moreover, investors are beginning to wonder aloud about what it would take for the Fed to hike rates.

WASHINGTON (MarketWatch) -- Despite a year of closed-door talks, analysts and former Federal Reserve officials say the central bank appears no closer to adopting one of Fed chairman Ben Bernanke's top priorities: setting an explicit target for U.S. inflation.

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Stable inflation expectations get some credit for keeping inflation steady over the past year, even though gasoline prices have spiked.

Inflation expectations, as measured by consumer surveys, Treasury price data and surveys of forecasts, all point to inflation expectations near 2%, at the very top of the Fed's perceived comfort zone.

The latest readings on inflation have been comforting. In April, for the first time in 14 months, the government reported a core rate that was inside the Fed's unofficial target zone of 1% to 2%. It peaked at 2.4% in February, then moderated to a 2.1% rate in March.

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Word Count: 2202

6/25/07 MKTWATCH 15:59:00

Page 2

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6/25/07 Thomson Financial News 15:59:00

Thomson Financial News
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June 25, 2007

Fed policymakers seen as far away from formal inflation target

Greg Robb, MarketWatch

11:59 AM ET Jun 25, 2007 WASHINGTON (MarketWatch) -- Despite a year of closed-door talks, analysts and former Federal Reserve officials say the central bank appears no closer to adopting one of Fed chairman Ben Bernanke's top priorities: setting an explicit target for U.S. inflation.

The stalemate comes as bond yields have risen and financial market participants have moved away from a cherished view that the next move by the central bank would be a cut in interest rates. Moreover, investors are beginning to wonder aloud about what it would take for the Fed to hike rates.

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Word Count: 2167

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6/4/07 Enterprise (Salt Lake City Utah) 7
2007 WLNR 12807924

Enterprise, The; Salt Lake City
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June 4, 2007

Volume 36; Issue 48

Survey: Utah business leaders optimistic about companies' futures

Anonymous

Utah business leaders remain optimistic about their companies' futures, according to the latest results from Zions Bank's Utah Quarterly Economic Forecast, conducted by independent research firm Dan Jones & Associates.

The first quarter 2007 survey of business leaders was conducted April 2-24. Responding panelists remain optimistic about their companies, as indicated by the mean score of 7.49 on a scale of 1 to 10 (very pessimistic to very optimistic). Based on profits and losses during the past three months, 29 percent of business leaders rated their level of optimism a 9 or 10.

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---- INDEX REFERENCES ----

COMPANY: ZIONS BANCORP

NEWS SUBJECT: (Forecasts (1FO11); Economic Statistics (1EC52); Economics & Trade (1EC26); Economic Indicators (1EC19); Economic Forecasts (1EC64))

INDUSTRY: (Plastics (1PL57); Theoretical Analysis (1TH79); Medical Devices (1ME31); Chemicals (1CH04); Medical Plastics (1ME58); Polymers (1PO43); Commodity Chemicals (1CO31))

REGION: (Americas (1AM92); North America (1NO39); USA (1US73); Utah (1UT90))

Language: EN

OTHER INDEXING: (DAN JONES ASSOCIATES; PAT JONES; UTAH QUARTERLY ECONOMIC

FORECAST; ZIONS BANK) (Finding; Survey: Utah; Utah) (Utah)

KEYWORDS: (Business community); (Market **surveys**); (Business **forecasts**)

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1/1/07 L.A. Bus. J. 3
2007 WLNR 6507432

Los Angeles Business Journal
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January 1, 2007

Volume 29; Issue 1

Job division.(Up Front)(Brief article)

Employers in the San Gabriel and San Fernando valleys are more sanguine about their hiring prospects in the first quarter than are their colleagues in central Los Angeles and in the South Bay area.

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---- INDEX REFERENCES ----

REGION: (USA (1US73); Americas (1AM92); North America (1NO39); California (1CA98))

Language: EN

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PRODUCT: Jobs & Employment; Employment; Administration of General Economic
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12/18/06 Enterprise (Salt Lake City Utah) 1
2006 WLNR 22911636

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December 18, 2006

Volume 36; Issue 24

Majority of Utah execs expect their firms' fiscal health to improve

Anonymous

The majority of executives in Utah believe their company's financial health in the upcoming quarter will be better than or comparable to that of last quarter, according to Zions Bank's Utah Quarterly Economic Forecast, conducted by independent research firm Dan Jones & Associates.

Earlier this year, 1,169 business executives were recruited to form the study panel and to complete an online survey between Oct. 2-13. The responding panelists rated their level of optimism about the financial future of their company slightly lower than they did in the second quarter. Based on profits and losses during the past three months, 29 percent of business leaders rated their level of optimism a nine or 10 on a scale of one to 10 (very pessimistic to very optimistic). Their response was down marginally from the second quarter, when 33 percent rated their optimism at this level.

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---- INDEX REFERENCES ----

COMPANY: ZIONS BANCORP

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OTHER INDEXING: (DAN JONES ASSOCIATES; UTAH; UTAH QUARTERLY ECONOMIC FORECAST;
ZIONS BANK) (Sentiments) (Salt Lake City Utah)

KEYWORDS: (Financial performance); (Polls & surveys); (Business forecasts)

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Word Count: 472
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12/15/06 Thomson Financial News 13:04:21

Thomson Financial News
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December 15, 2006

Data on Tap - CPI, Real Earnings, IFR and Cap U, TICS

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8:04 AM ET Dec 15, 2006 Boston, December 15. With the NY Fed having to formally release their Empire State Manufacturing Survey yesterday afternoon (12300), the 13:30 time stamp is less cluttered. Still, along with CPI come real earnings, which should slow dramatically after gains of 1.0% and 1.3% in the two prior months, at 13.6% annual rate. Keep in mind, there is also TIC data at 14:00, though IFR does neither **surveys** nor **forecasts** for this series. In October, foreigners bought \$53.7 bln in US assets. Custody holdings have shown steady, large advances in foreign purchases of Agency securities.

[Consumer Prices (Nov)] IFR expects no change in the all-items CPI and a 0.2% increase in the core index. The most significant benefits of the retreat in energy prices have already been felt and toward the end of November commodity prices had built a base of support to move higher. The housing index, which was unchanged between September and October should prevent any increases in the headline CPI and could post its first decline since April 2003. As housing represents more than 40% of the total index, there could be a small drop in the headline index even without a third straight drop in the transportation index owing to lower fuel charges.

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8:04 AM ET Dec 15, 2006

Boston, December 15. With the NY Fed having to formally release their Empire State Manufacturing Survey yesterday afternoon (42300), the 13:30 time stamp is less cluttered. Still, along with CPI come real earnings, which should slow dramatically after gains of 1.0% and 1.3% in the two prior months, at 13.6% annual rate. Keep in mind, there is also TIC data at 14:00, though IFR does neither <ACKQB> **surveys** <NAKQB> nor <ACKQB> **forecasts** <NAKQB> for this series. In October, foreigners bought \$53.7 bln in US assets. Custody holdings have shown steady, large advances in foreign purchases of Agency securities.

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Word Count: 540
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10/9/06 Bus. Wire 14:48:00

Business Wire
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October 9, 2006

Research and Markets: Consensus Forecasts Is a Compilation of Economic Forecasts and Analysis Covering the G-7 Industrial Countries and 17 Other European, Middle Eastern and African Nations

DUBLIN, Ireland--(BUSINESS WIRE)--Oct. 9, 2006--Consensus Economics, founded in 1989, is the world's leading international economic survey organization and polls more than 700 economists each month to obtain their forecasts and views. Our simultaneous monthly **surveys** cover **forecasts** for the principal macro and a few micro-economic variables for more than 70 countries as well as topical issues of interest to corporate planning executives, economists and investment managers. As a survey firm, our principal objective is to achieve the highest standards of compilation accuracy and representativeness, together with insightful commentary and presentation of survey results.

Although the Company undertakes advisory assignments and research, its principal products are the publications Consensus Forecasts (24 countries), Asia Pacific Consensus Forecasts (17 countries), Eastern Europe Consensus Forecasts (19 countries) and Latin American Consensus Forecasts (14 countries). Consensus Forecasts is a compilation of economic forecasts and analysis covering the G-7 industrial countries and 17 other European, Middle Eastern and African nations and includes forecast data for a broad range of variables. The publication's purpose is to support and shorten the work of our subscribers by rationalizing the heavy flow of undated, imprecise or conflicting estimates which many of them now receive. Thus, Consensus Forecasts can provide the busy executive with valuable support in the production of forecasts and can add credibility to planning or investment decisions.

* The requested pages begin below *

DUBLIN, Ireland--(BUSINESS WIRE)--Oct. 9, 2006--Consensus Economics, founded in 1989, is the world's leading international economic survey organization and polls more than 700 economists each month to obtain their forecasts and views. Our simultaneous monthly <ACKQB> **surveys** <NAKQB> cover <ACKQB> **forecasts** <NAKQB> for the principal macro and a few micro-economic variables for more than 70 countries as well as topical issues of interest to corporate planning executives, economists and investment managers. As a survey firm, our principal objective is to achieve the highest standards of compilation accuracy and representativeness, together with insightful commentary and presentation of survey results.

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Word Count: 512
END OF DOCUMENT

10/5/06 St. Paul Legal Ledger (Pg. Unavail. Online)
2006 WLNR 17381183

St. Paul Legal Ledger
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October 5, 2006

Construction industry is optimistic about 2007 -- sort of.

Byline: Brian Johnson

* The requested pages begin below *

-- Begin Term --

---- INDEX REFERENCES ----

COMPANY: CIT GROUP INC; NORTHWEST AIRLINES CORP; NORTHWEST AIRLINES

INDUSTRY: (Construction (1C011))

REGION: (USA (1US73); Americas (1AM92); Minnesota (1M153); New York (1NE72); North America (1NO39))

Language: EN

OTHER INDEXING: (MORTENSON CO (A); CIT; CIT CONSTRUCTION; CIT GROUP INC; MINNESOTA; NORTHWEST AIRLINES) (Biggest; Byline: Brian Johnson; Dan Mehls; Data; Health; Industry Forecast; Mehls; Riecks; Ron Riecks; Thirty)

KEYWORDS: (Forecasts, trends, outlooks); (Business, international); (Business); (Engineering & Architectural Svcs); (Construction); (Construction industry); (Surveys); (Industry forecasts)

PRODUCT: HEAVY CONSTRUCTION OTHER THAN BUILDING; BUILDING CONSTRUCTION, GEN'L CONTRACTORS; Engineering Services; Construction

SIC: 1600; 1500

NAICS CODE: 54133; 23

-- End Term --

Word Count: 883
END OF DOCUMENT

3/4/06 Bus. Wire 14:07:00

Business Wire
Copyright 2006 Business Wire

August 8, 2006

Doane Corn/Soybean Forecast Available to Public; Demand will exceed corn production this year by nearly one billion bushels

MULTIMEDIA AVAILABLE: <http://www.businesswire.com/cgi-bin/mmg.cgi?cid=5205265> ST. LOUIS--(BUSINESS WIRE)--Aug. 8, 2006--Demand for corn will exceed production this year by nearly one billion bushels according to significant research just released by Doane Advisory Services, a multi-media provider of information and analysis to agriculture. Doane economists also forecast that an increase in future demand for ethanol will result in a shift to corn from soybeans.

Doane's annual corn/soybean survey and forecast, now available at www.doane.com/forecast, concludes a corn crop of 10.8 billion bushels and soybean crop of 2.93 billion bushels this year. "Our long-term forecast calls for corn-planted area to be 85 million acres by 2009, an increase of seven percent," says Marty Foreman, Doane's feedgrain economist.

* The requested pages begin below *

-- Begin Term --

This information and other details on crop production and market trends are outlined in the just-released report from Doane Advisory Services. The research, now in its 23rd year, encompassed nearly 3,000 driving miles through seven Midwestern states by Doane economists, and the resulting report represents more than two-thirds of the U.S. planted acres of corn and soybeans. Results of Doane's August **surveys** and **forecasts** have, on average, proven to be more reliable indicators of the final production estimates for corn and soybeans than USDA's August estimates (when compared to USDA's final report released in January). "Doane has been compiling this information for more than two decades, and our record in crop surveying and forecasting is unmatched by any other paid advisory service," says Ken Morrison, Doane's Managing Director. "Our clients depend on this 'ground truth' of U.S. corn and soy crop conditions from Doane's experts to provide insight necessary to make informed price, risk, and production decisions," he says.

-- End Term --

Word Count: 909
END OF DOCUMENT

8/7/06 L.A. Bus. J. 47
2006 WLNR 15211709

Los Angeles Business Journal
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August 7, 2006

Volume 28; Issue 32

That was then, this is now: economic success for Angelenos was within easier reach
a generation ago. (economic conditions trends and forecast)
Tepper, Paul

LIFE today is harder for the average American family than it was 35 years ago.
Despite increases in productivity, falling poverty rates and higher levels of
education, families are working more hours, earning less and paying more to simply
keep a roof over their heads. Families that used to be poor are now homeless.

* The requested pages begin below *

-- Begin Term --

---- INDEX REFERENCES ----

NEWS SUBJECT: (Social Issues (1SO05); Socio Economic Groups (1SO18); Forecasts
(1FO11); Economics & Trade (1EC26); Economic Statistics (1EC52); Economic Forecasts
(1EC64))

INDUSTRY: (Housing (1HO38); Theoretical Analysis (1TH79); Real Estate (1RE57))

REGION: (USA (1US73); Americas (1AM92); North America (1NO39); California (1CA98))

Language: EN

OTHER INDEXING: (ANGELENOS; CALIFORNIA; DR PEPPER; LIFE; VIEWS; WEINGART
DEVELOPMENT CORP) (Hold; Paul Tepper; Poverty; Thirty) (Americans (Surveys);
Economic conditions (Forecasts and trends); Households (Economic aspects);
Households (**Surveys**); Households (**Forecasts** and trends); Dwellings (Surveys);
Dwellings (Statistics); Housing (Surveys); Housing (Statistics); Personal income
(Statistics); Personal income (Forecasts and trends); Personal income (Surveys);
Los Angeles, California (Economic aspects)) (Trade) (Business (BUSN); Business,
regional (REG)) (Forecasts, trends, outlooks (010); Labor Distribution by Employer
(680)) (California (1U9CA); United States (1USA))

PRODUCT: Housing incl Mobile Homes; Residential Building Construction; Residential
Building Construction1520010

SIC: 1520

NAICS CODE: 2332

-- End Term --

Word Count: 889
END OF DOCUMENT

8/2/06 Bus. Wire 15:19:00

Business Wire
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August 2, 2006

View Consensus Forecasts for G7 and Industrialised Countries Using Variables Such as GDP Growth and Current Account Balances

DUBLIN, Ireland--(BUSINESS WIRE)--Aug. 2, 2006--Research and Markets (<http://www.researchandmarkets.com/reports/c40237>) has announced the addition of "Consensus Forecasts (G7 and Industrialised Countries)" to their offering.

Consensus Forecasts is the result of a comprehensive monthly survey of over 200 prominent economic and financial forecasters in the G7 countries and Western Europe. It contains detailed coverage of the G-7 countries (United States, Japan, Germany, France, United Kingdom, Italy and Canada), the Euro zone, Netherlands, Norway, Spain, Sweden and Switzerland, featuring both individual and consensus (average) forecasts for 9-15 economic indicators each. Also includes consensus forecasts for 3-4 variables each (including GDP growth, consumer price inflation, industrial production and current account balances) for twelve other countries in Western Europe and Africa/Middle East (Austria, Belgium, Denmark, Egypt, Finland, Greece, Ireland, Israel, Nigeria, Portugal, Saudi Arabia and South Africa).

* The requested pages begin below *

-- Begin Term --

Plus: historical data, charts and commentary, special surveys, foreign exchange forecasts, oil price forecasts, significant changes in the consensus, quarterly forecasts and regional aggregates.

Consensus Economics, founded in 1989, is the world's leading international economic survey organization and polls more than 700 economists each month to obtain their forecasts and views. Our simultaneous monthly **surveys** cover **forecasts** for the principal macro and a few micro-economic variables for more than 70 countries as well as topical issues of interest to corporate planning executives, economists and investment managers. As a survey firm, our principal objective is to achieve the highest standards of compilation accuracy and representativeness, together with insightful commentary and presentation of survey results.

Key Topics Covered Include:

-- End Term --

Word Count: 534
END OF DOCUMENT

8/1/06 Bus. Wire 14:24:00

Business Wire
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August 1, 2006

Doane to Release Corn/Soybean Forecast on August 4

MULTIMEDIA AVAILABLE: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=5200240> ST. LOUIS--(BUSINESS WIRE)--Aug. 1, 2006--Doane Advisory Services, a multi-media provider of information and analysis to agriculture, is preparing to release its annual survey and forecast of U.S. corn and soybean production. The research encompassed nearly 3,000 driving miles through seven Midwestern states by Doane economists, and the resulting report represents more than two-thirds of the U.S. planted acres of corn and soybeans.

Doane will publish its findings to its clients and subscribers on August 4, a full week in advance of the USDA's first official crop production report for the 2006-2007 crop year. However, in a significant break from tradition, Doane also will offer this value-added product for sale to other interested parties, such as professional traders, investment managers, and financial risk managers. The report will be accessible to the public on and after August 8 at www.doane.com/forecast.

* The requested pages begin below *

-- Begin Term --

Doane will publish its findings to its clients and subscribers on August 4, a full week in advance of the USDA's first official crop production report for the 2006-2007 crop year. However, in a significant break from tradition, Doane also will offer this value-added product for sale to other interested parties, such as professional traders, investment managers, and financial risk managers. The report will be accessible to the public on and after August 8 at www.doane.com/forecast. "Doane has been compiling this information for more than 20 years, and our record in crop surveying and forecasting is unmatched by any other paid advisory service," says Ken Morrison, Doane's Managing Director. "Our clients depend on this 'ground truth' of U.S. corn and soy crop conditions from Doane's experts to provide insight necessary to make informed price, risk, and production decisions," he says. Results of Doane's August **surveys** and **forecasts** have, on average, proven to be more reliable indicators of the final production estimates for corn and soybeans than USDA's August estimates (when compared to USDA's final report released each January).

The decision to share the survey results with the public recognizes, in part, the importance these crops pose as alternative energy sources. "Global demand for all energy sources and energy costs remain near record levels, but the global supply of

grains is approaching the lowest levels since 1920 - 1961," Morrison reports.
"Given the rapid growth and evolution of agriculture as energy alternatives, we
felt obligated to make this valuable research readily available to the public after
distribution to our clients and subscribers."
-- End Term --

Word Count: 749
END OF DOCUMENT

8/1/06 Bus. Wire 15:00:00

Business Wire
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August 1, 2006

Research and Markets: "Current Economics" Provides Monthly Analysis of Global Country Economic Commentaries, Exchange Rates and Interest Rates

DUBLIN, Ireland--(BUSINESS WIRE)--Aug. 1, 2006--Research and Markets (<http://www.researchandmarkets.com/reports/c40046>) has announced the addition of "Current Economics" to their offering.

Current Economics is a non-academic journal including 7-10 articles each month by leading international economists and forecasters from around the world. Coverage includes analysis of topical issues, the economic outlook for a selection of countries and analysis of exchange rates and interest rates. A summary of the latest consensus forecasts is also provided on the back page.

* The requested pages begin below *

-- Begin Term --

About the Author

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8/1/06 BWIRE 15:00:00

Page 2

Word Count: 514
END OF DOCUMENT

7/28/06 Bus. Wire 13:09:00

Business Wire
Copyright 2006 Business Wire

July 28, 2006

Research and Markets: View the Eastern Europe Consensus Forecasts with Updated Economic Data

DUBLIN, Ireland--(BUSINESS WIRE)--July 28, 2006--Consensus Economics, founded in 1989, is the world's leading international economic survey organization and polls more than 700 economists each month to obtain their forecasts and views. Our simultaneous monthly **surveys** cover **forecasts** for the principal macro and a few micro-economic variables for more than 70 countries as well as topical issues of interest to corporate planning executives, economists and investment managers. As a survey firm, our principal objective is to achieve the highest standards of compilation accuracy and representativeness, together with insightful commentary and presentation of survey results.

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* The requested pages begin below *

DUBLIN, Ireland--(BUSINESS WIRE)--July 28, 2006--Consensus Economics, founded in 1989, is the world's leading international economic survey organization and polls more than 700 economists each month to obtain their forecasts and views. Our simultaneous monthly <ACKQB> **surveys** <NAKQB> cover <ACKQB> **forecasts** <NAKQB> for the principal macro and a few micro-economic variables for more than 70 countries as well as topical issues of interest to corporate planning executives, economists and investment managers. As a survey firm, our principal objective is to achieve the highest standards of compilation accuracy and representativeness, together with insightful commentary and presentation of survey results. Although the Company undertakes advisory assignments and research, its principal

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Word Count: 646
END OF DOCUMENT

6/12/06 Fairfield County Bus. J. (Conn.) 12
2006 WLNR 12640832

Fairfield County Business Journal
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June 12, 2006

Volume 45; Issue 24

Survey finds wealthy remain optimistic

Anonymous

Affluent Americans are much more optimistic about investing in the stock market over the next two years, according to a survey by U.S. Trust Co.

A total of 69 percent of respondents this year said they were optimistic versus 31 percent pessimistic. Last year, 50 percent were optimistic and 49 percent pessimistic.

* The requested pages begin below *

-- Begin Term --

---- INDEX REFERENCES ----

COMPANY: US TRUST CORP

INDUSTRY: (Investment Management (1IN34); Securities Investment (1SE57); Financial Services (1FI37); Stocks (1EQ09))

Language: EN

OTHER INDEXING: (INVESTING; US TRUST; US TRUST CO) (Eric P. Hayes) (Connecticut)

KEYWORDS: (Wealth); (Polls & surveys); (Economic forecasts)

-- End Term --

Word Count: 483
END OF DOCUMENT

4/28/06 S. Fla. Bus. J. (Abstracts) 4
2006 WLNR 11919539

South Florida Business Journal
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April 28, 2006

Volume 26; Issue 39

Demographic trends lead to more uninsured. (Florida Atlantic University's Center for Urban and Environmental Solutions' survey report)
Bandell, Brian

According to a survey report by Florida Atlantic University's Center for Urban and Environmental Solutions, the demographic trends reflecting health insurance of South Floridians, reflects that many are likely to go uninsured in the next two decades.

* The requested pages begin below *

-- Begin Term --

---- INDEX REFERENCES ----

NEWS SUBJECT: (Forecasts (1FO11); Population Demographics (1PO77))

REGION: (USA (1US73); Americas (1AM92); Florida (1FL79); North America (1NO39))

Language: EN

OTHER INDEXING: (FLORIDA ATLANTIC UNIVERSITY) (Environmental Solutions; Urban; Urban and Environmental Solutions) (Americans (Insurance); Americans (Surveys); Americans (Forecasts and trends); Health insurance (Forecasts and trends); Health insurance (Surveys)) (Trade) (Business (BUSN); Business, regional (REG)) (Financial management (250); Forecasts, trends, outlooks (010)) (Florida (1U5FL))

PRODUCT: Accident & Health Insurance; Health Insurance; Hospital and medical service plans; Insurance Carriers; Direct Health and Medical Insurance Carriers6320000; 6322000

SIC: 6324

NAICS CODE: 5241; 524114

-- End Term --

Word Count: 50
END OF DOCUMENT

3/23/06 Bus. Wire 19:00:00

Business Wire
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March 29, 2006

Which Broadcast Mobile TV model is Most Optimal for a Mobile Carrier?

DUBLIN, Ireland--(BUSINESS WIRE)--March 29, 2006--Research and Markets (<http://www.researchandmarkets.com/reports/634928>) has announced the addition of the Pyramid Research report: Rescuing 3G With Mobile TV Value Chain, Business Models and Monetizing 3G to their offering.

TV has been described as the "75-year-old-killer-app." In a context where mobile network operators (MNOs) are seeking the few applications that will finally accelerate 3G adoption, it is understandable that Mobile TV would draw the attention. Still, the question remains whether Mobile TV can be the application that finally lifts 3G. That is hardly certain.

* The requested pages begin below *

-- Begin Term --

This report sizes the Mobile TV opportunity worldwide with the following granularity:

-- Analysis of end-user **surveys**

-- Demand **forecasts** by region

-- Demand forecasts by standard

-- End Term --

Word Count: 514

END OF DOCUMENT

7/1/05 Bus. First - Buff. (Abstracts) 1
2005 WLNR 14963521

Business First of Buffalo
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July 1, 2005

Volume 21; Issue 41

Cities lead WNY population loss. (Western New York)
Thomas, G. Scott

According to United States Census Bureau, Buffalo city's population has declined by 2,600 between mid-2003 and mid-2004. The relevant statistics are presented.

* The requested pages begin below *

-- Begin Term --

---- INDEX REFERENCES ----

REGION: (USA (1US73); Americas (1AM92); North America (1NC39); New York (1NE72))

Language: EN

OTHER INDEXING: (WNY) (Population (Surveys); Population (Forecasts and trends);
Buffalo, New York (Demographic aspects)) (General; Trade) (Business (BUSN);
Business, regional (REG)) (Forecasts, trends, outlooks (010)) (New York (1U2NY))

PRODUCT: PopulationE110000

-- End Term --

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5/1/05 N.J. Bus. 65
2005 WLNR 7862825

New Jersey Business
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May 1, 2005

Volume 51; Issue 5

U.S. Manufacturers Optimistic Despite Growing Concerns

Anonymous

US. industrial manufacturers remain upbeat about the economy despite increasing concerns such as: foreign competition; oil/energy prices; exchange rates; and decreasing profitability that is causing them to scale back revenue targets, new investments and hiring projections, according to PricewaterhouseCoopers' Manufacturing Barometer.

According to the barometer, 82 percent of manufacturers said they are optimistic about the economy's prospects over the next 12 months, compared to 78 percent from all industries. Sixty-six percent said they are optimistic about the world economy's prospects in 2005, compared to 63 percent across all industries. Nevertheless, industrial manufacturers report a slight drop in average operating capacity in the fourth quarter, to 80.9 percent from 82.0 percent.

* The requested pages begin below *

-- Begin Term --

---- INDEX REFERENCES ----

COMPANY: PRICEWATERHOUSECOOPERS; PRICEWATERHOUSECOOPERS LLP

NEWS SUBJECT: (Forecasts (1F011); Economics & Trade (1EC26); Economic Forecasts (1EC64))

INDUSTRY: (Theoretical Analysis (1TH79); Manufacturing (1MA74))

REGION: (USA (1US73); Americas (1AM92); North America (1NO39))

Language: EN

OTHER INDEXING: (PRICewaterhouseCOopers; US MANUFACTURERS OPTIMISTIC) (Ferty;
Sixty) (New Jersey)

KEYWORDS: (Manufacturers); (Polls & surveys); (Business forecasts)

-- End Term --

Word Count: 458
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FIBER OPTICS FORECAST

Word Mark	FIBER OPTICS FORECAST
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: Printed newsletter providing news and information relating to business opportunities, forecasts and projections in the fiber optics marketplace. FIRST USE: 20040303, FIRST USE IN COMMERCE: 20040303
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78498849
Filing Date	October 13, 2004
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	October 25, 2005
Registration Number	3045444

Registration Date January 17, 2006
Owner (REGISTRANT) Access Intelligence, LLC LTD LIAB CO DELAWARE 4 Choke Cherry Road Rockville MARYLAND 20850
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Jack L. Most, Esq.
Prior Registrations 1619864
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Register PRINCIPAL
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CONSTRUCTION FORECAST MONTHLY

Word Mark CONSTRUCTION FORECAST MONTHLY
Goods and Services IC 041. US 100 101 107. G & S: Providing newsletters via online means in the field of economic forecast. FIRST USE: 20040715. FIRST USE IN COMMERCE: 20040715
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 78462302
Filing Date August 5, 2004
Current Filing Basis 1A
Original Filing Basis 1A
Supplemental Register Date March 8, 2005
Registration Number 2956350
Registration Date May 24, 2005
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Typed Drawing

Word Mark	DOW THEORY FORECASTS
Goods and Services	IC 016. US 002 005 022 023 029 037 038 050. G & S: weekly newsletters devoted to forecasts of stock market movements. FIRST USE: 19451119. FIRST USE IN COMMERCE: 19451119
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74668642
Filing Date	May 1, 1995
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	April 16, 1996
Registration Number	1985353
Registration Date	July 9, 1996
Owner	(REGISTRANT) DOW THEORY FORECASTS, INC. CORPORATION INDIANA 7412 Calumet Avenue Hammond INDIANA 463242692 (LAST LISTED OWNER) HORIZON PUBLISHING COMPANY LLC CORPORATION BY ASSIGNMENT INDIANA 7412 CALUMET AVENUE HAMMOND INDIANA 463242691
Assignment Recorded	ASSIGNMENT RECORDED

Prior Registrations 0503543
Type of Mark TRADEMARK
Register PRINCIPAL-2(F)
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20060329.
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List At: OR to record: **Record 66 out of 77**

TARR Status ASSIGNH Status TDR TTAB Status (Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark COUNCIL OF AMERICAN SURVEY RESEARCH ORGANIZATIONS
Goods and Services (CANCELLED) IC 009. US 021 023 026 036 038. G & S: [PRE-RECORDED AUDIO AND VIDEO TAPES FEATURING EDUCATIONAL CONFERENCES, SEMINARS, WORKSHOPS, CLASSES, SYMPOSIUMS, LECTURES AND OTHER PROGRAMS ON MARKETING RESEARCH, PUBLIC OPINION POLLING AND OTHER SURVEY RESEARCH TOPICS]. FIRST USE: 19821100. FIRST USE IN COMMERCE: 19821100

IC 016. US 002 005 022 023 029 037 038 050. G & S: PUBLICATIONS, NAMELY, PAMPHLETS, [BOOKS,] BOOKLETS, INFORMATIONAL FLYERS, NEWSLETTERS, [AND MAGAZINES], FOCUSING ON MARKET RESEARCH, PUBLIC OPINION POLLING AND OTHER SURVEY RESEARCH. FIRST USE: 19770208. FIRST USE IN COMMERCE: 19770208

IC 041. US 100 101 107. G & S: [DEVELOPING EDUCATIONAL MANUALS FOR OTHERS IN THE FIELD OF MARKETING RESEARCH, PUBLIC OPINION POLLING AND OTHER SURVEY RESEARCH TOPICS;] AND EDUCATIONAL SERVICES, NAMELY, ARRANGING AND CONDUCTING CONFERENCES, SEMINARS, WORKSHOPS, CLASSES, SYMPOSIUMS, [LECTURE SERIES] AND OTHER PROGRAMS FOCUSING ON MARKETING RESEARCH, PUBLIC OPINION POLLING AND OTHER SURVEY RESEARCH TOPICS AND PRINTED MATERIALS DISTRIBUTED IN CONNECTION THEREWITH. FIRST USE: 19751000. FIRST USE IN COMMERCE: 19751000

IC 042. US 100 101. G & S: ASSOCIATION SERVICES, NAMELY, PROMOTING THE INTERESTS OF FULL SERVICE COMMERCIAL MARKET RESEARCH, OPINION RESEARCH AND OTHER SURVEY RESEARCH COMPANIES; ASSOCIATION SERVICES, NAMELY, PROMOTING THE INTERESTS OF MARKETING RESEARCH, PUBLIC OPINION POLLING AND OTHER SURVEY RESEARCH INDUSTRIES BY DEVELOPING

PROFESSIONAL AND ETHICAL PRACTICE STANDARDS; CONDUCTING PUBLIC
OPINION POLL SURVEYS FOR NON-BUSINESS, NON-MARKETING PURPOSES;
PROVIDING INFORMATION ON INTERNATIONAL, FEDERAL AND STATE LEGISLATIVE
AND OTHER LEGAL DEVELOPMENTS AFFECTING THE MARKET RESEARCH, PUBLIC
OPINION POLLING AND OTHER SURVEY RESEARCH INDUSTRIES. FIRST USE:
19751000. FIRST USE IN COMMERCE: 19751000

Mark Drawing Code (1) TYPED DRAWING
Serial Number 75646202
Filing Date February 23, 1999
Current Filing Basis 1A
Original Filing Basis 1A
Published for Opposition July 4, 2000
Change In Registration CHANGE IN REGISTRATION HAS OCCURRED
Registration Number 2389348
Registration Date September 26, 2000
Owner (REGISTRANT) COUNCIL OF AMERICAN SURVEY RESEARCH ORGANIZATIONS CORPORATION DELAWARE 170 NORTH COUNTRY RD., STE 4 PORT JEFFERSON NEW YORK 11777
Attorney of Record Bingham B. Leverich
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COUNCIL" and "RESEARCH ORGANIZATIONS" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL-2(F)
Affidavit Text SECT 15. PARTIAL SECT 8 (6-YR).
Live/Dead Indicator LIVE

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List At: OR to record: **Record 68 out of 77**

TARR Status **ASSIGN Status** **TDR** **TTAB Status** (Use the "Back" button of the Internet Browser to return to TESS)

Typed Drawing

Word Mark	ISURVEY
Goods and Services	IC 035. US 100 101 102. G & S: Online business services, namely, conducting and analyzing the results of customer surveys over the global computer network. FIRST USE: 19980715. FIRST USE IN COMMERCE: 19980715
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75609029
Filing Date	December 21, 1998
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	November 30, 1999
Registration Number	2321076
Registration Date	February 22, 2000
Owner	(REGISTRANT) 1:1 Internet Service Solutions, L.L.C. LTD LIAB CO DELAWARE Technology Commercialization Building 2004 South Wright Street Urbana ILLINOIS 61802
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MATT C. DEERING

Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead
Indicator LIVE

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List At: OR to record: **Record 73 out of 77**

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Typed Drawing

Word Mark	SURVEY1
Goods and Services	IC 009. US 021 023 026 036 038. G & S: integrated office management software program for use by land surveying and civil engineering firms, namely, for word processing, work order processing, accounting, and survey searches. FIRST USE: 19930522. FIRST USE IN COMMERCE: 19930930
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75310216
Filing Date	June 17, 1997
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	April 20, 1999
Registration Number	2260294
Registration Date	July 13, 1999
Owner	(REGISTRANT) Softex, Inc. CORPORATION FLORIDA 10991-55 San Jose Boulevard Suite 124 Jacksonville FLORIDA 32223
Attorney of Record	RICHARD S. VERMUT
Type of Mark Register	TRADEMARK PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).
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List At: OR to record: **Record 75 out of 77**

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Typed Drawing

Word Mark	SURVEY RESULTS ANALYZER
Goods and Services	IC 009. US 038. G & S: computer software for use in the review and interpretation of data from opinion polls and surveys, and the instructional manuals sold therewith. FIRST USE: 19930528. FIRST USE IN COMMERCE: 19930528
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74457982
Filing Date	November 15, 1993
Current Filing Basis	1A
Original Filing Basis	1A
Supplemental Register Date	July 27, 1994
Registration Number	1876142
Registration Date	January 24, 1995
Owner	(REGISTRANT) SURVEY RESEARCH ASSOCIATES, INC. CORPORATION NEW YORK 3 Main Street, Suite 703 Nyack NEW YORK 10960
Type of Mark	TRADEMARK
Register	SUPPLEMENTAL
Affidavit Text	SECT 8 (6-YR). SECTION 8(10-YR) 20050223.
Renewal	1ST RENEWAL 20050223
Live/Dead	

Indicator LIVE

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Standard & Poor's INDUSTRY SURVEYS

Word Mark	STANDARD & POOR'S INDUSTRY SURVEYS
Goods and Services	IC 016. US 038. G & S: PERIODICAL PUBLICATION DEALING WITH SURVEYS IN THE FIELD OF INDUSTRY. FIRST USE: 19350000. FIRST USE IN COMMERCE: 19350000
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	71565385
Filing Date	September 17, 1948
Current Filing Basis	1A
Original Filing Basis	1A
Registration Number	0527414
Registration Date	July 4, 1950
Owner	(REGISTRANT) STANDARD & POOR'S CORPORATION CORPORATION NEW YORK 25 BROADWAY NEW YORK NEW YORK 10004 (LAST LISTED OWNER) THE MCGRAW-HILL COMPANIES, INC CORPORATION BY

ASSIGNMENT, BY ASSIGNMENT, BY CHANGE OF NAME NEW YORK 1221 AVENUE
OF THE AMERICAS NEW YORK NEW YORK 10020

Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record RANDI MILLER
Type of Mark TRADEMARK
Register SUPPLEMENTAL
Affidavit Text SECTION 8(10-YR) 20010111.
Renewal 3RD RENEWAL 20010111
Live/Dead Indicator LIVE

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EDGAR TOBIN AERIAL SURVEYS

Word Mark	EDGAR TOBIN AERIAL SURVEYS
Goods and Services	IC 042. US 100. G & S: CONDUCTING AERIAL SURVEYS BY CONTRACT, FIRST USE: 19291231. FIRST USE IN COMMERCE: 19291231
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.17.08 - Maps of the United States; United States, maps of 03.17.01 - Wings, birds' 26.01.02 - Circles, plain single line; Plain single line circles
Serial Number	71672192
Filing Date	August 24, 1954
Current Filing Basis	1A
Original Filing Basis	1A
Registration Number	0608871
Registration Date	July 12, 1955
Owner	(REGISTRANT) TOBIN, MARGARET BATTS INDIVIDUAL UNITED STATES 114 CAMP

ST. SAN ANTONIO TEXAS

(LAST LISTED OWNER) PETROLEUM PLACE ENERGY SOLUTIONS, L.P. TEXAS
LIMITED PARTNERSHIP 1221 LAMAR, SUITE 1400 HOUSTON TEXAS 77010

Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Kristi F. Nickel
Type of Mark Register SERVICE MARK
PRINCIPAL
Affidavit Text SECT 15. SECTION 8(10-YR) 20060811.
Renewal 3RD RENEWAL 20060811
Live/Dead Indicator LIVE

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Typed Drawing

Word Mark	SURVEY SAMPLING, INC.
Goods and Services	IC 035. US 101. G & S: MARKET RESEARCH SERVICES. FIRST USE: 19770900. FIRST USE IN COMMERCE: 19770900
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73653035
Filing Date	April 3, 1987
Current Filing Basis	1A
Original Filing Basis	1A
Supplemental Register Date	August 1, 1988
Registration Number	1511363
Registration Date	November 1, 1988
Owner	(REGISTRANT) SURVEY SAMPLING, INC. CORPORATION CONNECTICUT ONE POST ROAD FAIRFIELD CONNECTICUT 06430
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	AMY H. CASCIO
Prior Registrations	;AND OTHERS
Type of Mark	SERVICE MARK
Register	SUPPLEMENTAL
Affidavit Text	SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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TESS was last updated on Sat Mar 29 04:13:00 EDT 2008

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Start List At: OR Jump to record: **38 Records(s) found (This page: 1 ~ 38)**Refine Search *survey*[bi,ti] and live[id] and registrant[ow] i Submit

Current Search: S1: *survey*[bi,ti] and live[id] and registrant[ow] and "035"[ic] and 1a[cb] and (survey docs: 38 surveys)[gs] not (survey surveys)[ds] not survey[tf] occ: 268

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	78928068	3352280	ASI	TARR	LIVE
2	78856611	3224758	SURVEYSONDEMAND	TARR	LIVE
3	78834740	3339499	REAL RESEARCH · BUILDING TRUST · ONE SURVEY AT A TIME MEMBER OF RESPONDENT PROTECTION ORGANIZATIONS	TARR	LIVE
4	78827194	3196554	ZIPSURVEY	TARR	LIVE
5	78556321	3169776	MES	TARR	LIVE
6	78506536	3070479	ODSURVEYS PLUS	TARR	LIVE
7	78123282	2732126	ADVANCEDSURVEY	TARR	LIVE
8	78456692	2995269	SURVEYRX	TARR	LIVE
9	78423337	3004066	SURVEYMANIA	TARR	LIVE
10	78311198	2898404	TAXSALARYSURVEY.COM	TARR	LIVE
11	78305864	2893480	FRANSURVEY	TARR	LIVE
12	78260513	2856021	MEDISURV	TARR	LIVE
13	78248659	2889071	SURVEYWISE	TARR	LIVE
14	78218775	2890324	DIRECTSURV	TARR	LIVE
15	78088795	2578911	SURVEYUSA IS AMERICA'S POLLSTER	TARR	LIVE
16	78019369	2644491	SURVEYGUARDIAN	TARR	LIVE
17	76303233	2545071	SURVEYSAVVY	TARR	LIVE
18	76660550	3173020	SURVEYUSA	TARR	LIVE
19	76410669	2809846	TOS	TARR	LIVE
20	76405922	2780878	NATIONAL SURVEY INSTITUTE	TARR	LIVE
21	76355962	3090575	SURVEYFEVER	TARR	LIVE
22	76353841	2757182	ENCUESTA	TARR	LIVE
23	76226410	2722160	SURVEYCONNECT	TARR	LIVE
24	76181804	2569698	SIEBEL SATMETRIX ESURVEYS	TARR	LIVE
25	76129737	2500171	SURVEYTRENDS	TARR	LIVE
26	76049718	2576825	WEBSURVEYOR	TARR	LIVE
27	75955545	2529178	SURVEYEXPRESS	TARR	LIVE
28	75888908	2475298	MRSURVEY.COM	TARR	LIVE
29	75846293	2810905	SURVEYSPOT	TARR	LIVE
30	75846292	2672578	SURVEYSPOT.COM	TARR	LIVE
31	75843142	2632337	SURVEYSAGE	TARR	LIVE
32	75824179	2521675	QSURVEY	TARR	LIVE
33	75792733	2496961	SURVEYPAD	TARR	LIVE

Record List Display

34	75776498	2564166	SURVEYSAGE.COM	TARR	LIVE
35	75618960	2483903	WEBSURVEYS	TARR	LIVE
36	75609029	2321076	ISURVEY	TARR	LIVE
37	75349112	2306680	SURVEYHOST	TARR	LIVE
38	74730921	2011253	SURVEYUSA	TARR	LIVE

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Serial Number: 78928068 Assignment Information Trademark Document Retrieval

Registration Number: 3352280

Mark

ASI

(words only): ASI

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2007-12-11

Filing Date: 2006-07-12

Transformed into a National Application: No

Registration Date: 2007-12-11

Register: Principal

Law Office Assigned: LAW OFFICE 116

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2007-12-11

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. American Information Strategies, Inc.

Address:

American Information Strategies, Inc.
131 CALLE IGLESIA ST 120
SAN CLEMENTE, CA 92673
United States

Legal Entity Type: Corporation
State or Country of Incorporation: California
Phone Number: (949) 366-0411
Fax Number: (949) 366-1224

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

Providing investor leads identified through the use of surveys, namely, providing information in the nature of lists pertaining to investors who qualify to purchase certain types of securities and other investments.

Basis: 1(a)

First Use Date: 2002-06-02

First Use in Commerce Date: 2002-06-02

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2007-12-11 - Registered - Principal Register
2007-09-25 - Published for opposition
2007-09-05 - Notice of publication
2007-08-23 - Law Office Publication Review Completed
2007-08-23 - Assigned To LIE
2007-07-11 - Approved for Pub - Principal Register (Initial exam)
2007-06-19 - Teas/Email Correspondence Entered
2007-06-18 - Communication received from applicant
2007-06-18 - TEAS Response to Office Action Received
2006-12-17 - Non-final action e-mailed
2006-12-17 - Non-Final Action Written
2006-12-10 - Assigned To Examiner
2006-07-19 - Notice Of Pseudo Mark Mailed
2006-07-18 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Mark H. Plager

Correspondent

MARK H. PLAGER
PLAGER LAW OFFICES, P.C.
16152 BEACH BLVD STE 207

Latest Status Info

HUNTINGTON BEACH, CA 92647-3821

Phone Number: 7146980601

Fax Number: 7146980608

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Serial Number: 78856611 Assignment Information Trademark Document Retrieval

Registration Number: 3224758

Mark

SurveysOnDemand

(words only): SURVEYSONDEMAND

Standard Character claim: No

Current Status: Registered.

Date of Status: 2007-04-03

Filing Date: 2006-04-07

Transformed into a National Application: No

Registration Date: 2007-04-03

Register: Principal

Law Office Assigned: LAW OFFICE 107

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2007-04-03

LAST APPLICANT(S)/OWNER(S) OF RECORD

I. DigitalBiz Corporation

Address:

DigitalBiz Corporation
2010 Hillyer Place, NW
Washington, DC 20009
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

market research; business marketing and consulting services; business information; computer database management; direct mail advertising; telemarketing; statistical analysis; conducting business and marketing surveys

Basis: 1(a)

First Use Date: 2004-03-18

First Use in Commerce Date: 2004-03-18

International Class: 042

Class Status: Active

Providing temporary use of on-line non-downloadable software providing information and analysis of statistics, financial information, customer marketing surveys

Basis: 1(a)

First Use Date: 2004-03-18

First Use in Commerce Date: 2004-03-18

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) BLUE AND RED is/are claimed as a feature of the mark.

Description of Mark: The mark consists of the words SURVEYSONDEMAND. SURVEYS is blue and ONDEMAND is in red. The V in surveys is duplicated (one above the other) with one in blue and the top one in red.

Design Search Code(s):

24.17.15 - Check marks

27.03.05 - Objects forming letters or numerals

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2007-04-03 - Registered - Principal Register

2007-01-16 - Published for opposition

2006-12-27 - Notice of publication

2006-12-11 - TEAS Change Of Correspondence Received

2006-11-30 - Law Office Publication Review Completed

2006-11-30 - Assigned To LIE

2006-11-13 - Approved for Pub - Principal Register (Initial exam)

2006-11-09 - Teas/Email Correspondence Entered

2006-11-06 - Communication received from applicant

2006-11-06 - TEAS Response to Office Action Received

2006-11-06 - TEAS Response to Office Action Received

2006-09-18 - Non-final action e-mailed

Latest Status Info

2006-09-18 - Non-Final Action Written

2006-09-18 - Assigned To Examiner

2006-05-15 - TEAS Change Of Correspondence Received

2006-04-13 - Notice Of Design Search Code And Pseudo Mark Mailed

2006-04-12 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent

JOE STRAHL

PO BOX 507

ALBUQUERQUE NM 87103-0507

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-31 19:16:23 ET

Serial Number: 78834740 Assignment Information Trademark Document Retrieval

Registration Number: 3339499

Mark



Member of Respondent
Protection Organizations

(words only): REAL RESEARCH · BUILDING TRUST · ONE SURVEY AT A TIME MEMBER OF RESPONDENT
PROTECTION ORGANIZATIONS

Standard Character claim: No

Current Status: Registered.

Date of Status: 2007-11-20

Filing Date: 2006-03-10

Transformed into a National Application: No

Registration Date: 2007-11-20

Register: Principal

Law Office Assigned: LAW OFFICE 113

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark
Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2007-11-20

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Dynamic Logic, Inc.

Address:

Dynamic Logic, Inc.
909 Third Avenue, 8th Floor
New York, NY 10022
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

Business marketing consulting services in the nature of evaluating effectiveness of advertising and conducting on-line surveys

Basis: 1(a)

First Use Date: 2005-02-01

First Use in Commerce Date: 2005-02-01

ADDITIONAL INFORMATION

Disclaimer: "RESEARCH" and "MEMBER OF RESPONDENT ORGANIZATIONS"

Design Search Code(s):

26.01.21 - Circles that are totally or partially shaded.

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2007-12-03 - Applicant/Correspondence Changes (Non-Responsive) Entered

2007-12-03 - TEAS Change Of Owner Address Received

2007-11-20 - Registered - Principal Register

2007-09-04 - Published for opposition

2007-08-15 - Notice of publication

2007-07-31 - Law Office Publication Review Completed

2007-07-20 - Assigned To LIE

2007-07-12 - Approved for Pub - Principal Register (Initial exam)

2007-07-12 - Previous allowance count withdrawn

2007-07-11 - Teas/Email Correspondence Entered

2007-06-30 - Communication received from applicant

2007-06-30 - TEAS Response to Office Action Received

2007-07-02 - Approved for Pub - Principal Register (Initial exam)

2007-06-01 - ACTION DENYING REQ FOR RECON E-MAILED

2007-06-01 - Continuation of final refusal mailed

2007-05-04 - Teas/Email Correspondence Entered

2007-04-10 - Communication received from applicant

2007-05-04 - Assigned To LIE

Latest Status Info

2007-04-10 - TEAS Response to Office Action Received

2006-10-12 - Final refusal e-mailed

2006-10-12 - Final Refusal Written

2006-10-12 - Teas/Email Correspondence Entered

2006-09-25 - Communication received from applicant

2006-09-25 - TEAS Response to Office Action Received

2006-08-29 - Non-final action e-mailed

2006-08-29 - Non-Final Action Written

2006-08-28 - Assigned To Examiner

2006-03-17 - Notice Of Design Search Code Mailed

2006-03-16 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Anne E. Naffziger

Correspondent

ANNE E. NAFFZIGER

LEYDIG, VOIT & MAYER, LTD.

TWO PRUDENTIAL PLAZA, SUITE 4900

CHICAGO IL 60601-6780

Phone Number: 312-616-5600

Fax Number: 312-616-5700

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-31 19:16:29 ET

Serial Number: 78827194 Assignment Information Trademark Document Retrieval

Registration Number: 3196554

Mark

ZIPSURVEY

(words only): ZIPSURVEY

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2007-01-09

Filing Date: 2006-03-02

Transformed into a National Application: No

Registration Date: 2007-01-09

Register: Principal

Law Office Assigned: LAW OFFICE 116

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2007-01-09

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. CorporateSurvey.com, LLC

Composed Of:

Chris Wright, Hi-Five Solutions LLC, OTR Inc., Agateway E-Marketing LLC

Address:

CorporateSurvey.com, LLC

320 S Boston, Suite 1026

Tulsa, OK 74103

United States

Legal Entity Type: Ltd Liab Co

State or Country Where Organized: Oklahoma

Phone Number: 918-583-5596

Fax Number: 918-584-1425

GOODS AND/OR SERVICES

International Class: 035
Class Status: Active
CONDUCTING ONLINE BUSINESS MANAGEMENT SURVEYS
Basis: 1(a)
First Use Date: 2003-02-18
First Use in Commerce Date: 2003-02-18

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

- 2007-09-04 - TEAS Change Of Correspondence Received
- 2007-01-09 - Registered - Principal Register
- 2006-10-24 - Published for opposition
- 2006-10-04 - Notice of publication
- 2006-09-08 - Law Office Publication Review Completed
- 2006-08-25 - Assigned To LIE
- 2006-08-21 - Approved for Pub - Principal Register (Initial exam)
- 2006-08-20 - Assigned To Examiner
- 2006-03-08 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Molly D. McKay

Correspondent
Molly D. McKay
Molly D. McKay, P.C.
2301 S. Sheridan, Suite A
Tulsa OK 74129
Phone Number: 918-742-5900
Fax Number: 918-742-5901

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-31 19:16:38 ET

Serial Number: 78556321 Assignment Information Trademark Document Retrieval

Registration Number: 3169776

Mark

MES

(words only): MES

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2006-11-07

Filing Date: 2005-01-28

Transformed into a National Application: No

Registration Date: 2006-11-07

Register: Principal

Law Office Assigned: LAW OFFICE 109

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2006-10-04

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Best, Roger J.

Address:

Best, Roger J.
3545 Glen Oak Drive
Eugene, OR 97405
United States

Legal Entity Type: Individual
Country of Citizenship: United States
Phone Number: 541.484.5209

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

Business surveys that assess and benchmark the marketing knowledge and attitudes of business and management teams

Basis: 1(a)

First Use Date: 2005-12-15

First Use in Commerce Date: 2006-05-25

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2006-11-07 - Registered - Principal Register

2006-10-06 - Assigned To Examiner

2006-09-30 - Law Office Registration Review Completed

2006-09-15 - Assigned To LIE

2006-09-07 - Allowed for Registration - Principal Register (SOU accepted)

2006-08-31 - Statement of use processing complete

2006-07-31 - Amendment to Use filed

2006-07-31 - TEAS Statement of Use Received

2006-03-07 - Notice of allowance - mailed

2005-12-13 - Published for opposition

2005-11-23 - Notice of publication

2005-10-20 - Law Office Publication Review Completed

2005-10-14 - Assigned To LIE

2005-10-11 - Approved for Pub - Principal Register (Initial exam)

2005-10-07 - Examiner's Amendment Entered

2005-10-05 - EXAMINERS AMENDMENT E-MAILED

2005-10-05 - Examiners Amendment -Written

2005-08-26 - Non-final action e-mailed

2005-08-26 - Non-Final Action Written

2005-08-26 - Assigned To Examiner

2005-02-07 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
ROGER I. BEST
3545 GLEN OAK DR
EUGENE, OR 97405-4734
Phone Number: 541.484.5209

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-31 19:16:43 ET

Serial Number: 78506536 Assignment Information Trademark Document Retrieval

Registration Number: 3070479

Mark

ODsurveys Plus

(words only): ODSURVEYS PLUS

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2006-03-21

Filing Date: 2004-10-27

Transformed into a National Application: No

Registration Date: 2006-03-21

Register: Principal

Law Office Assigned: LAW OFFICE 111

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2006-03-21

LAST APPLICANT(S)/OWNER(S) OF RECORD

I. Target Training International, Ltd.

Address:

Target Training International, Ltd.

16020 N. 77th Street

Scottsdale, AZ 85260

United States

Legal Entity Type: Corporation

State or Country of Incorporation: Iowa

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

Business management, personnel management consultation, preparing business reports, conducting business research and surveys, data base management, data processing all in the field of selection, assessment, training, management and development of persons in work and in their personal lives

Basis: 1(a)

First Use Date: 2003-11-07

First Use in Commerce Date: 2003-11-07

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2006-03-21 - Registered - Principal Register

2005-12-27 - Published for opposition

2005-12-07 - Notice of publication

2005-11-03 - Law Office Publication Review Completed

2005-10-28 - Assigned To LIE

2005-10-21 - Approved for Pub - Principal Register (Initial exam)

2005-10-20 - Teas/Email Correspondence Entered

2005-10-05 - Communication received from applicant

2005-10-05 - TEAS Response to Office Action Received

2005-06-06 - Non-final action e-mailed

2005-06-06 - Non-Final Action Written

2005-06-02 - Assigned To Examiner

2004-11-05 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Mark D. Hansing

Correspondent

MARK D HANSING

MCKEE VOORHEES & SEASE PLC

801 GRAND AVE STE 3200

DES MOINES, IA 50309-8009

Phone Number: (515) 288-3667

Latest Status Info

Fax Number: (515) 288-1338

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-31 19:16:50 ET

Serial Number: 78123282 Assignment Information Trademark Document Retrieval

Registration Number: 2732126

Mark (words only): ADVANCEDSURVEY

Standard Character claim: No

Current Status: Registered.

Date of Status: 2003-07-01

Filing Date: 2002-04-22

Transformed into a National Application: No

Registration Date: 2003-07-01

Register: Principal

Law Office Assigned: LAW OFFICE 116

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 2003-07-10

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. IDEAL MEDIA, LLC

Address:

IDEAL MEDIA, LLC
303 E. WACKER DRIVE 23RD FLOOR
CHICAGO, IL 606015212
United States

Legal Entity Type: Ltd Liab Co

State or Country Where Organized: Delaware

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

conducting on-line electronic business, market research and opinion poll surveys

Basis: 1(a)

First Use Date: 2000-01-11

First Use in Commerce Date: 2000-01-11

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

- 2008-03-12 - Assignment Of Ownership Not Updated Automatically
- 2008-02-06 - Automatic Update Of Assignment Of Ownership
- 2003-07-01 - Registered - Principal Register
- 2003-04-08 - Published for opposition
- 2003-03-19 - Notice of publication
- 2003-01-30 - Approved for Pub - Principal Register (Initial exam)
- 2002-12-20 - Communication received from applicant
- 2002-08-30 - Non-final action mailed
- 2002-08-20 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent

iSixSigma LLC

54 Danbury Road #280

Ridgefield CT 06877

Phone Number: (203) 431-1885

Fax Number: (203) 431-1885

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-31 19:16:55 ET

Serial Number: 78456692 Assignment Information Trademark Document Retrieval

Registration Number: 2995269

Mark

SURVEYRX

(words only): SURVEYRX

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2005-09-13

Filing Date: 2004-07-26

Transformed into a National Application: No

Registration Date: 2005-09-13

Register: Principal

Law Office Assigned: LAW OFFICE 110

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2005-09-13

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. marketRX Inc.

Address:

marketRX Inc.
1200 U.S. Route 22 East
Bridgewater, NJ 08807
United States

Legal Entity Type: Corporation

State or Country of Incorporation: New Jersey

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active
CONDUCTING MEDICAL RELATED BUSINESS RESEARCH AND SURVEYS
Basis: 1(a)
First Use Date: 2000-12-06
First Use in Commerce Date: 2000-12-06

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

USPTO Reference Number: A0000575
International Registration Number: 0853314
International Registration Date: 2005-01-26
Original Filing Date with USPTO: 2005-01-26
International Registration Status: Application For IR Registered By IB
Date of International Registration Status: 2005-08-04
International Registration Renewal Date: 2015-01-26
Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:

08-26-2006 - 14:43:58 - Ceasing Of Effect Reviewed - No Action Required By Office
07-12-2006 - 14:47:17 - Partial Ceasing Of Effect To Be Processed
08-04-2005 - 14:51:18 - Application For IR Registered By IB
01-27-2005 - 16:25:50 - IR Certified And Sent To IB
01-26-2005 - 16:45:39 - Automatically Certified
01-26-2005 - 16:45:39 - New Application For IR Received

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2007-11-08 - Attorney Revoked And/Or Appointed
2007-11-08 - TEAS Revoke/Appoint Attorney Received
2005-09-13 - Registered - Principal Register
2005-06-21 - Published for opposition
2005-06-01 - Notice of publication
2005-03-05 - Law Office Publication Review Completed
2005-03-04 - Assigned To LIE
2005-03-01 - Approved for Pub - Principal Register (Initial exam)
2005-03-01 - Assigned To Examiner
2004-08-04 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Kyle T. Peterson

Correspondent

Kyle T. Peterson

PATTERSON, THUENTE, SKAAR & CHRISTENSEN,

80th South 8th Street

4800 IDS CENTER

Minneapolis MN 55402

Phone Number: 6123495740

Fax Number: 6123499266

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-31 19:17:01 ET

Serial Number: 78423337 Assignment Information Trademark Document Retrieval

Registration Number: 3004066

Mark

SURVEYMANIA

(words only): SURVEYMANIA

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2005-10-04

Filing Date: 2004-05-21

Transformed into a National Application: No

Registration Date: 2005-10-04

Register: Principal

Law Office Assigned: LAW OFFICE 101

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2005-10-04

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. SurveyMania.com, LLC

Address:

SurveyMania.com, LLC

PO Box 20871

Bradenton, FL 34204

United States

Legal Entity Type: LIMITED LIABILITY CORPORATION

State or Country Where Organized: Florida

Phone Number: 413-618-2696

Fax Number: 413-618-2696

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

Market research services, namely, market research studies, survey recruitment, demographics, and contracting research services with partner research companies

Basis: 1(a)

First Use Date: 2000-04-02

First Use in Commerce Date: 2000-04-03

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2005-12-02 - Undeliverable Mail - No Action Taken

2005-11-14 - PAPER RECEIVED

2005-10-04 - Registered - Principal Register

2005-07-12 - Published for opposition

2005-06-22 - Notice of publication

2005-04-05 - Law Office Publication Review Completed

2005-03-25 - Assigned To LIE

2005-03-24 - Approved for Pub - Principal Register (Initial exam)

2005-03-23 - Amendment From Applicant Entered

2005-03-11 - Communication received from applicant

2005-03-11 - TEAS Response to Office Action Received

2004-12-27 - Non-final action e-mailed

2004-12-27 - Non-Final Action Written

2004-12-21 - Assigned To Examiner

2004-05-28 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent

SurveyMania.com, LLC

PO Box 20871

Bradenton, FL 34204

Phone Number: 413-618-2696

Latest Status Info

Fax Number: 413-618-2696

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-31 19:17:06 ET

Serial Number: 78311198 Assignment Information Trademark Document Retrieval

Registration Number: 2898404

Mark (words only): TAXSALARYSURVEY.COM

Standard Character claim: No

Current Status: Registered.

Date of Status: 2004-10-26

Filing Date: 2003-10-08

Transformed into a National Application: No

Registration Date: 2004-10-26

Register: Supplemental

Law Office Assigned: LAW OFFICE 114

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2004-10-26

LAST APPLICANT(S)/OWNER(S) OF RECORD

I. Neuharth, Kathleen A

Address:

Neuharth, Kathleen A
1250 Prospect Street, Suite 101
La Jolla, CA 92037
United States

Legal Entity Type: Individual

Country of Citizenship: United States

Phone Number: 858 459 3443

Fax Number: 858 457 0252

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

Conducting and compiling compensation statistics by and for tax executives worldwide, namely, providing business information and conducting business research and surveys

Basis: 1(a)

First Use Date: 2003-11-01

First Use in Commerce Date: 2003-11-01

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

- 2004-10-26 - Registered - Supplemental Register
- 2004-08-18 - Law Office Publication Review Completed
- 2004-08-09 - Assigned To LIE
- 2004-07-29 - APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER
- 2004-07-29 - Amendment to Use approved
- 2004-07-29 - Amendment to use processing complete
- 2004-04-21 - Amendment to Use filed
- 2004-07-19 - FAX RECEIVED
- 2004-07-19 - FAX RECEIVED
- 2004-07-14 - FAX RECEIVED
- 2004-06-10 - Amendment From Applicant Entered
- 2004-06-10 - Communication received from applicant
- 2004-06-10 - PAPER RECEIVED
- 2004-06-07 - FAX RECEIVED
- 2004-06-03 - DISAPPROVAL - AMENDMENT TO USE E-MAILED
- 2004-06-03 - AMENDMENT OF ALLEGED USE DISAPPROVED
- 2004-06-03 - NON-FINAL ACTION E-MAILED
- 2004-05-19 - TEAS Response to Office Action Received
- 2004-05-19 - TEAS Change Of Correspondence Received
- 2004-05-18 - FAX RECEIVED
- 2004-04-21 - TEAS Statement of Use Received
- 2004-04-21 - FAX RECEIVED
- 2004-04-14 - Communication received from applicant
- 2004-04-14 - FAX RECEIVED

2004-04-02 - Non-final action e-mailed

2004-03-30 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

J. DOUGLASS JENNINGS, JR.

Correspondent

J. DOUGLASS JENNINGS, JR.

J. DOUGLASS JENNINGS, JR.

9171 TOWNE CENTRE DR., #350

SAN DIEGO CA 92122

Phone Number: (858) 457-1224

Fax Number: (858) 457-0252



United States Patent and Trademark Office

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Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Sat Mar 29 04:13:00 EDT 2008

TESS HOME NEW USER STRUCTURED FREE FORM BROWSE DICT SEARCH OG PREV LIST NEXT LIST BOTTOM HELP

Logout Please logout when you are done to release system resources allocated for you.

Start List At: _____ OR Jump to record: _____ 5 Records(s) found (This page: 1 ~ 5)

Refine Search "forecast"[bi,t] and live[id] and registrant[ow] Submit

Current Search: S1: *forecast*[bi,t] and live[id] and registrant[ow] and "035"[ic] and 1a[cb] and (forecast docs: 5 forecasts forecasting)[gs] not (forecast forecasts)[ds] not forecast[tf] occ: 30

Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead	
1	78207422	2893913	LINKING FORECAST TO FUTURE	TARR	LIVE
2	76610002	3005579	MACFORECAST	TARR	LIVE
3	76537477	2912318	FORECAST INTERNATIONAL	TARR	LIVE
4	76359717	2754576	FORECAST ENGINEERING	TARR	LIVE
5	75716260	2548763	21ST CENTURY FORECASTING	TARR	LIVE

TESS HOME NEW USER STRUCTURED FREE FORM BROWSE DICT SEARCH OG PREV LIST NEXT LIST TOP HELP

HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-31 19:37:51 ET

Serial Number: 78207422 Assignment Information Trademark Document Retrieval

Registration Number: 2893913

Mark (words only): LINKING FORECAST TO FUTURE

Standard Character claim: No

Current Status: Registered.

Date of Status: 2004-10-12

Filing Date: 2003-01-27

Transformed into a National Application: No

Registration Date: 2004-10-12

Register: Principal

Law Office Assigned: LAW OFFICE 116

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2004-09-02

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. INFOMENTIS GROUP, LLC

Address:

INFOMENTIS GROUP, LLC
1750 FOUNDERS PARKWAY, SUITE 160
ALPHARETTA, GA 30004
United States

Legal Entity Type: Ltd Liab Co

State or Country Where Organized: Georgia

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

business consulting services, namely, consulting in the fields of sales and sales and revenue forecasting

Basis: 1(a)

First Use Date: 2003-02-19

First Use in Commerce Date: 2003-02-19

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2004-10-12 - Registered - Principal Register
2004-08-19 - Law Office Registration Review Completed
2004-08-16 - Assigned To LIE
2004-08-10 - Allowed for Registration - Principal Register (SOU accepted)
2004-07-20 - Assigned To Examiner
2004-07-16 - Statement of use processing complete
2004-07-02 - Amendment to Use filed
2004-07-02 - TEAS Statement of Use Received
2004-06-16 - Extension I granted
2004-06-02 - Extension I filed
2004-06-02 - TEAS Extension Received
2004-05-19 - PAPER RECEIVED
2004-05-10 - TEAS Change Of Correspondence Received
2003-12-02 - Notice of allowance - mailed
2003-09-09 - Published for opposition
2003-08-20 - Notice of publication
2003-06-30 - Approved for Pub - Principal Register (Initial exam)
2003-06-30 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Donald S. Showalter

Correspondent
Dana A. Schwind
Morris, Manning & Martin, LLP
3343 Peachtree Road NE - Suite 1600
Atlanta GA 30326-1044
Phone Number: 404-233-7000
Fax Number: 404-365-9532

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-31 19:37:56 ET

Serial Number: 76610002 Assignment Information Trademark Document Retrieval

Registration Number: 3005579

Mark

MACFORECAST

(words only): MACFORECAST

Standard Character claim: Yes

Current Status: Registered.

Date of Status: 2005-10-11

Filing Date: 2004-09-03

Transformed into a National Application: No

Registration Date: 2005-10-11

Register: Principal

Law Office Assigned: LAW OFFICE 116

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2005-10-11

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. MacKay & Company

Address:

MacKay & Company
One Imperial Place, Suite 300
Lombard, IL 60148
United States

Legal Entity Type: Corporation
State or Country of Incorporation: Illinois

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

Market information and forecast services for manufacturers, distributors and others with an interest in trucks, truck components and parts

Basis: 1(a)

First Use Date: 2003-06-00

First Use in Commerce Date: 2003-06-00

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2005-10-11 - Registered - Principal Register

2005-07-19 - Published for opposition

2005-06-29 - Notice of publication

2005-04-11 - Law Office Publication Review Completed

2005-04-08 - Assigned To LIE

2005-04-06 - Approved for Pub - Principal Register (Initial exam)

2005-03-31 - Assigned To Examiner

2004-09-14 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Peter J. Strand

Correspondent

PETER J. STRAND

HOLLAND & KNIGHT LLP

131 S DEARBORN ST STE 30

CHICAGO, IL 60603-5547

Phone Number: 312 715 5756

Fax Number: 312 578 6666

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This page was generated by the TARR system on 2008-03-31 19:38:01 ET

Serial Number: 76537477 Assignment Information Trademark Document Retrieval

Registration Number: 2912318

Mark (words only): FORECAST INTERNATIONAL

Standard Character claim: No

Current Status: Registered.

Date of Status: 2004-12-21

Filing Date: 2003-08-14

Transformed into a National Application: No

Registration Date: 2004-12-21

Register: Principal

Law Office Assigned: LAW OFFICE 114

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2004-12-21

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Forecast International, Inc.

Address:

Forecast International, Inc.
22 Commerce Road
Newtown, CT 06470
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Connecticut

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

MARKETING AND MARKET INTELLIGENCE RESEARCH SERVICES, NAMELY, PROVIDING, MARKET INTELLIGENCE, MARKET INTELLIGENCE SUBSCRIPTION SERVICES, FORECASTING AND REPORTS IN AND FOR THE AEROSPACE INDUSTRY, POWER INDUSTRY AND DEFENSE INTELLIGENCE COMMUNITY; AND CONSULTING SERVICES IN CONNECTION THEREWITH

Basis: 1(a)

First Use Date: 1988-04-00

First Use in Commerce Date: 1988-04-00

ADDITIONAL INFORMATION

Section 2(f)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2004-12-21 - Registered - Principal Register
2004-09-28 - Published for opposition
2004-09-08 - Notice of publication
2004-07-28 - Law Office Publication Review Completed
2004-07-28 - Assigned To LIE
2004-07-15 - Approved for Pub - Principal Register (Initial exam)
2004-05-21 - Communication received from applicant
2004-06-21 - Legal Instrument Examiner (LIE) - Correction
2004-06-21 - Communication received from applicant
2004-05-21 - Communication received from applicant
2004-02-27 - Non-final action mailed
2004-02-23 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Clifford L. Tager

Correspondent
CLIFFORD L. TAGER
ONE HUDSON STREET
BETHEL, CONNECTICUT 06801
Phone Number: (203) 792-7090

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Serial Number: 76359717 Assignment Information Trademark Document Retrieval

Registration Number: 2754576

Mark (words only): FORECAST ENGINEERING

Standard Character claim: No

Current Status: Registered.

Date of Status: 2003-08-19

Filing Date: 2002-01-18

Transformed into a National Application: No

Registration Date: 2003-08-19

Register: Supplemental

Law Office Assigned: LAW OFFICE 116

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 900 -File Repository (Franconia)

Date In Location: 2003-08-25

LAST APPLICANT(S)/OWNER(S) OF RECORD

I. FORECAST ENGINEERING, LLC

Address:

FORECAST ENGINEERING, LLC

1000 East Williams Street, #204

Carson City, NJ 89701

United States

Legal Entity Type: Ltd Liab Co

State or Country Where Organized: Nevada

Phone Number: (919) 562-8758

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

Business consultation in the field of forecasting business performance

Basis: 1(a)

First Use Date: 2001-12-01

First Use in Commerce Date: 2001-12-01

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

- 2003-08-19 - Registered - Supplemental Register
- 2003-06-09 - APPROVED FOR REGISTRATION SUPPLEMENTAL REGISTER
- 2003-06-09 - Amendment to Use approved
- 2003-05-16 - Amendment to use processing complete
- 2003-02-03 - Amendment to Use filed
- 2003-04-07 - Assigned To Examiner
- 2003-04-04 - Petition To Revive-Granted
- 2003-02-03 - Petition To Revive-Received
- 2003-02-03 - PAPER RECEIVED
- 2003-01-31 - TEAS Change Of Correspondence Received
- 2002-12-23 - Abandonment - Failure To Respond Or Late Response
- 2002-12-23 - Assigned To Examiner
- 2002-04-25 - Non-final action mailed
- 2002-04-12 - Assigned To Examiner
- 2002-02-07 - Communication received from applicant

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent
Thomas P. Philbrick, Esq.
ALLMARK TRADEMARK SERVICE
Suite A
5327 Romford Drive
San Jose CA 95124
Phone Number: (408)978-6275
Fax Number: (408)979-0929

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2008-03-31 19:38:13 ET

Serial Number: 75716260 Assignment Information Trademark Document Retrieval

Registration Number: 2548763

Mark (words only): 21ST CENTURY FORECASTING

Standard Character claim: No

Current Status: Section 8 and 15 affidavits have been accepted and acknowledged.

Date of Status: 2007-08-07

Filing Date: 1999-05-27

Transformed into a National Application: No

Registration Date: 2002-03-19

Register: Principal

Law Office Assigned: LAW OFFICE 111

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 830 -Post Registration

Date In Location: 2007-08-07

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Reynolds, Don

Address:

Reynolds, Don
1320 South University Drive, Suite 1000
Fort Worth, TX 76107
United States

Legal Entity Type: Individual

Country of Citizenship: United States

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

Economic forecasting and analysis; conducting business conferences; and business and economic consulting services

Basis: 1(a)

First Use Date: 1986-05-00

First Use in Commerce Date: 1986-05-00

ADDITIONAL INFORMATION

Disclaimer: "FORECASTING"

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2007-08-07 - Section 8 (6-year) accepted & Section 15 acknowledged

2007-07-18 - Assigned To Paralegal

2007-06-18 - Section 8 (6-year) and Section 15 Filed

2007-06-18 - TEAS Section 8 & 15 Received

2007-05-18 - Case File In TICRS

2002-03-19 - Registered - Principal Register

2001-12-25 - Published for opposition

2001-12-05 - Notice of publication

2001-08-29 - Approved for Pub - Principal Register (Initial exam)

2000-03-22 - Letter of suspension mailed

2000-06-15 - Communication received from applicant

1999-12-15 - Non-final action mailed

1999-11-23 - Assigned To Examiner

1999-10-29 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Shannon T. Vale

Correspondent
SHANNON T. VALE
FULBRIGHT & JAWORSKI
600 CONGRESS AVE
SUITE 2400
AUSTIN, TX 78701
Phone Number: 512-474-5201
Fax Number: 512-536-4598