



## Hal Poret

ORC International  
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### Biography

Hal Poret is a Senior Vice President at ORC International, a market research firm. Since 2004, Mr. Poret has personally designed, supervised, and implemented over 350 consumer surveys concerning consumer perception, opinion, and behavior, including surveys relating to false advertising, claim substantiation, and trademark/trade dress matters. He has personally designed numerous studies that have been admitted as evidence in legal proceedings and has testified as an expert in over 50 proceedings before U.S. District Courts, the Trademark Trial and Appeal Board, and NAD.

Mr. Poret has frequently spoken at major intellectual property law and legal conferences on the topic of how to design and conduct surveys that meet legal evidentiary standards for reliability, including conferences held by the International Trademark Association (INTA), American Intellectual Property Law Association, Practising Law Institute, Managing Intellectual Property, Promotions Marketing Association, American Conference Institute, and various local bar and IP organizations. In 2010, Mr. Poret published an article regarding the use of online and other trademark surveys in *The Trademark Reporter*, a journal published by the International Trademark Association. He is also a Senior Research Fellow at the Center for the Empirical Study of Trademark Law, a research center established by the McCarthy Institute for Intellectual Property and Technology Law at the University of San Francisco School of Law.

Mr. Poret Graduated *magna cum laude* from Union College in 1993 with a major in theoretical mathematics and received College's award for achievement in mathematics. From 1993 to 1995, he taught statistics and calculus while studying numerical analysis and earning a Master's degree in Mathematics, *summa cum laude*, at S.U.N.Y. Albany. He graduated *cum laude* with a J.D. from Harvard Law School in 1998.

### Associated Items

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