Profile:

Best Evidence helps law firms, corporate counsel, and claims teams uncover relevant and actionable information for improving risk analysis and strategy on novel, complex, and high-exposure cases. We help optimize our clients' litigation strategies by giving them the answers and advice they need to make confident, data-driven decisions on cases of significance.

Experience:

Best Evidence has been retained to assist trial teams in a variety of case types and venues for over 20 years. Our wide range of experience culminates statistically with our proprietary Jury Analytics Database. Our database tracks juror characteristics and their association with verdict-orientation and awarding behavior, with a particular focus on understanding the most punitive--minded. A sampling of our results can be found at www.bestevidence.com/win.

Specialties:

Professional Malpractice Defense, Injury and Wrongful Death Defense, Complex Commercial & Contract Disputes, Construction Defect Defense, Bad Faith & Breach of Duty Claims, Product Liability Defense, White Collar Criminal Defense, Qui Tam, Intellectual Property Matters

Services:

Jury Research, Jury Appeal^{SM} Strategy, Ideation & Brainstorming, Jury Selection

Research Deliverables:

- Which facts and arguments do lay jurors reject/find most persuasive?

- What themes gain the most traction with jurors?

- How do jurors view the parties?

- What questions do jurors want answered?

- How do jurors react to the plaintiff's damages claim?

- What is the impact of the key jury instructions and verdict form language?

- How can my case be simplified, clarified, and otherwise improved?

Contact:

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