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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91166487
Party	Plaintiff Hasbro, Inc.
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Signature	/Kim J. Landsman/
Date	07/08/2010
Attachments	Poret Declaration in Opp to Applciant's Motion for SJ.PDF ( 91 pages )(3199669 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. 78/359,895  
Filed: January 30, 2004  
For the Mark: MEMORY MAGIC in International Class 28  
Published in the Official Gazette: May 10, 2005 at TM 330

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HASBRO, INC.	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No. 91/166,487
	:	
CREATIVE ACTION LLC,	:	
	:	
Applicant.	:	

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**DECLARATION AND EXPERT REPORT OF HAL PORET**

I, Hal Poret, declare and state as follows:

1. I am a survey researcher with a principal place of business in New York, NY. I have been employed by InfoGROUP/ORC (formerly Guideline) in the position of Vice President and then Senior Vice President for approximately 6 years. I have conducted and analyzed over 300 consumer surveys during that time and have been accepted as an expert in consumer surveys concerning trademarks in numerous cases.
2. The matters set forth below are of my personal knowledge and if called as a witness, I could and would testify competently to such facts under oath.
3. In January of 2008, I was retained by the law firm of Finnegan, Henderson, Farabow, Garrett, and Dunner to design and conduct a study to determine whether "Memory" is perceived as a generic name for children's games.

4. The study was conducted between February 1 and February 11<sup>th</sup>, 2008. After I conducted the survey, I issued a report on the results of the survey, a true and correct copy of which is attached hereto as Exhibit "A."

5. The design of the survey, which is set forth in pages 3-5 of Exhibit A, conformed with well-accepted standards for measuring whether a term is generic. Specifically, the survey format used is known as a Teflon design, named after the trademark at issue in the well-known case of E.I. du Pont de Nemours & Co. v. Yoshida International, Inc., 393 F.Supp. 502, 185 USPQ 597 (E.D.N.Y. 1975).

6. As the report shows in describing the methodology, its methodology conforms to what has long been accepted in trademark cases in that:

A. It properly defined the relevant universe as men and women who are parents or regular caretakers of children ages three through eight and who participate in decisions regarding which games to purchase for such children.

B. It selected a representative sample from that universe of 315 relevant consumers who participated in a mall-intercept study conducted in 8 markets around the nation.

C. The questions were clear, precise, and non-leading.

D. I, as the person conducting the survey, have sufficient expertise and used reliable interviewing procedures.

E. The data gathered was accurately reported and properly analyzed, so that the objectivity of the process was thereby assured.

7. As discussed in greater detail in the attached report, the result of the survey was that 68.9% of respondents believed that "Memory" is a brand name and only 21% believed that "Memory" is a generic term for a children's game (with 6% answering that it is both used as a brand and a generic name and 4.1% having no opinion).

8. Based on the results of the survey, it is my professional opinion that "Memory" is not a generic term for a children's game.

9. I expect to be compensated for providing my expert opinion at a rate of \$500 an hour for time spent testifying.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Executed June 22, 2010, in New York, New York.

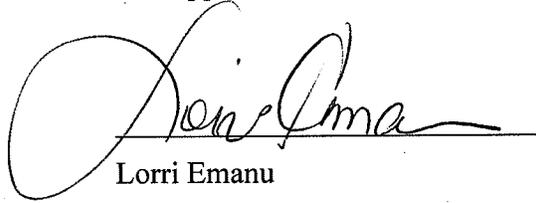


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Hal Poret

**Electronic Mailing Certificate**

I hereby certify that the **Declaration of Hal Poret** is being submitted electronically through the Electronic System for the Trademark Trial and Appeal Board ("ESTTA") on this 8th day of July, 2010.

A handwritten signature in black ink, appearing to read "Lorri Emanu", is written over a horizontal line. The signature is fluid and cursive.

Lorri Emanu

**Certificate of Service**

I hereby certify that a copy of the **Declaration of Hal Poret** was served by electronic mail on July 8th, 2010, on the following counsel for the Applicant:

Wayne D. Porter, Jr., Esq.  
Law Offices of Wayne D. Porter, Jr.  
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\_\_\_\_\_  
Claire D. Frost

Poret Declaration  
Exhibit A

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**STUDY TO DETERMINE WHETHER MEMORY  
IS GENERIC FOR CHILDREN'S GAMES**

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REPORT PREPARED FOR:

Finnegan, Henderson, Farabow,  
Garrett & Dunner, L.L.P.  
901 New York Avenue, NW  
Washington, DC 20001-4413

PREPARED BY:

Guideline  
625 Avenue of the Americas  
New York, NY 10011

February, 2008

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## ***BACKGROUND AND PURPOSE***

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Finnegan, Henderson, Farabow, Garrett, and Dunner commissioned Guideline to design and conduct a study to determine whether Memory is perceived as a generic name for children's games.

**STUDY AUTHORSHIP AND RESPONSIBILITY**

This study was designed, supervised, and implemented by Guideline under the supervision of Hal L. Poret, Vice President.

Biographical material on Mr. Poret is provided in Appendix A.

Mr. Poret has been accepted as an expert in the field of survey research and has been personally involved in numerous studies that have been admitted in evidence in legal proceedings.

DATED: 2-25-08 BY: Hal Poret  
Hal L. Poret

## STUDY DESIGN

315 qualified respondents participated in this mall-intercept study conducted in 8 markets around the continental U.S.

Once qualified and taken to a private interviewing area, respondents were read a statement explaining the difference between a brand name and a generic name, and were then questioned to confirm that they understood this explanation and tested to ensure that they understood the difference between a brand name and a generic name. For half of the respondents, brand names were discussed first and generic names second in this introduction and for the other half generic names were discussed first and brand names second.

Respondents were then instructed that they would be shown some names that are used in connection with games for young children and that they would be asked to indicate whether they thought each name is a brand name, a generic name, or both, or whether they don't know.<sup>1</sup>

One at a time, respondents were handed 9 cards, each of which contained a name - 4 brand names, 4 generic names, and the "test" name, Memory.

The four brand names shown to respondents were:

**BARREL OF MONKEYS**  
**CHUTES AND LADDERS**  
**I SPY**  
**SORRY**

---

<sup>1</sup> "Brand" was mentioned first to half of the respondents and "generic" was mentioned first to the other half.

The four generic names shown to respondents were:

**BINGO**  
**BLOCKS**  
**CHECKERS**  
**TIC TAC TOE**

Each name was printed on the card in the same type of block letters. After each name card was shown, it was taken back and placed out of sight prior to respondent being shown the next name card. After each name card was shown, respondents were asked whether they understood the name to be a brand name or a generic name or both (or if they didn't know).

The purpose of asking respondents about the 8 names other than Memory was to establish baselines. The percentage of respondents that answered that Memory is a brand name can be compared to the percentage of respondents that answered that the other names are brands to determine whether respondents' perceptions of Memory were more consistent with that of a brand name or that of a generic name.

The order in which the 9 names were shown varied from respondent to respondent. Six different rotations of the 9 names were created, as follows:

Rotation 1	Rotation 2	Rotation 3	Rotation 4	Rotation 5	Rotation 6
Memory	Blocks	Tic Tac Toe	I Spy	Barrel of Monkeys	Blocks
Checkers	I Spy	Chutes and Ladders	Checkers	Bingo	Chutes and Ladders
Barrel of Monkeys	Memory	Barrel of Monkeys	Bingo	Checkers	Sorry
Bingo	Tic Tac Toe	Blocks	Sorry	Chutes and Ladders	Tic Tac Toe
I Spy	Sorry	Memory	Memory	Sorry	I Spy
Tic Tac Toe	Chutes and Ladders	Sorry	Blocks	Tic Tac Toe	Bingo
Sorry	Checkers	Bingo	Barrel of Monkeys	Memory	Barrel of Monkeys
Chutes and Ladders	Bingo	Checkers	Chutes and Ladders	I Spy	Checkers
Blocks	Barrel of Monkeys	I Spy	Tic Tac Toe	Blocks	Memory

Each of these 6 rotations was used for approximately one-sixth of the respondents.

The purpose of these rotations was to vary the position in which Memory was shown so that nothing about the presentation of the names would bias respondents toward answering that Memory was either a brand name or a generic name. Rotations were used because: (1) any potential order bias is eliminated since Memory was shown first, third, fifth (center position), seventh, and ninth (last) to various respondents; (2) in each rotation, an equal number of brand names and generic names were shown prior to Memory and an equal number were shown after; and (3) each of the 8 other names was shown before Memory in half of the rotations and after Memory in the other half.

See Appendix B for the complete text of the main questionnaire.<sup>2</sup>

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<sup>2</sup> Questionnaire versions 1 through 6 shown in Appendix B always mention "brand" before "generic" and correspond to the Rotations 1 through 6 shown above. Questionnaire versions 7 through 12 shown in Appendix B always mention "generic" before "brand" and also correspond to Rotations 1 through 6 in terms of the order of the names shown.

## CONCLUSIONS

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The following table shows the percentage of respondents who answered "brand," "generic," "both," or "don't know" for each of the 9 names shown to respondents.

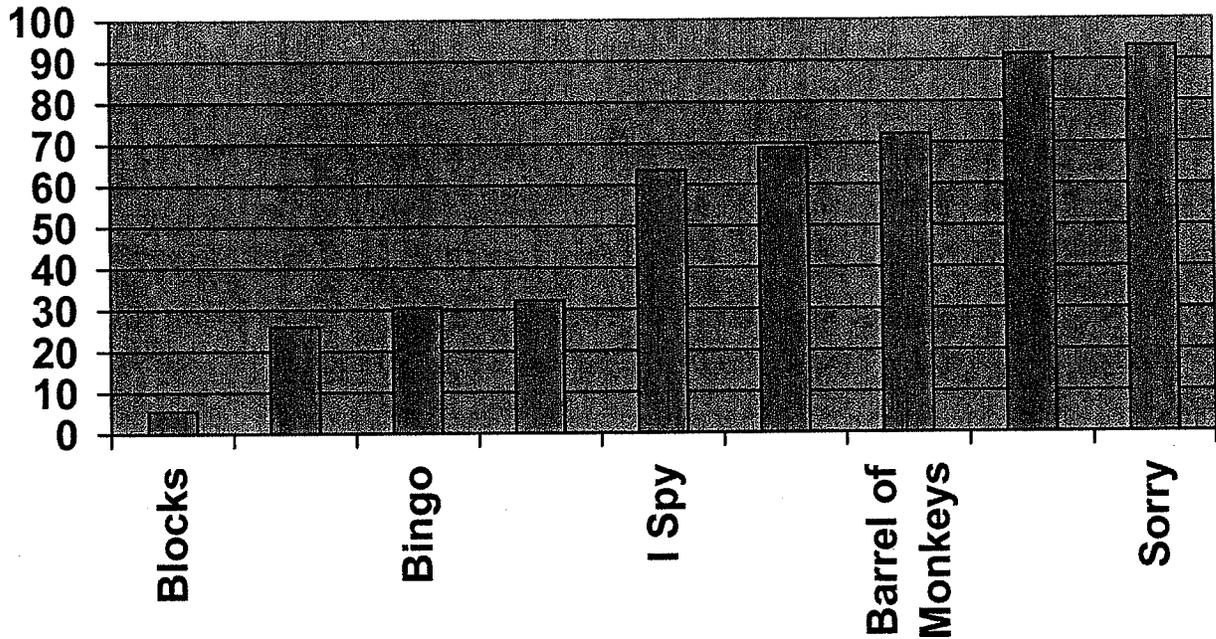
	<u>BRAND</u>	<u>GENERIC</u>	<u>BOTH</u>	<u>DON'T KNOW</u>
<b>SORRY</b>	93.3%	6.3%	0.3%	--
<b>CHUTES AND LADDERS</b>	91.4%	5.4%	1.9%	1.3%
<b>BARREL OF MONKEYS</b>	72.1%	22.9%	2.2%	2.9%
<b>MEMORY</b>	68.9%	21.0%	6.0%	4.1%
<b>I SPY</b>	63.5%	30.8%	3.5%	2.2%
<b>TIC TAC TOE</b>	32.1%	58.7%	7.0%	2.2%
<b>BINGO</b>	30.5%	58.4%	9.8%	1.3%
<b>CHECKERS</b>	26.0%	63.8%	9.5%	0.6%
<b>BLOCKS</b>	5.4%	88.3%	5.4%	1.0%

As the above table shows, many more respondents answered that Memory is a brand name for children's games than that it is a generic name. 68.9% of respondents answered that Memory is a brand name whereas only 21.0% answered that it is a generic name. Of the remaining respondents, 6.0% answered that Memory is both a brand name and a generic name and 4.1% answered "don't know."

In addition, respondents' answers for Memory (68.9% brand) are very consistent with respondents' answers for some of the other brand names shown in the survey and inconsistent with respondents' answers for all the generic names shown in the survey. For instance, 72.1% of respondents answered that the brand name Barrel of Monkeys is a brand, a percentage that is not statistically significantly different from the 68.9% percentage for Memory at a 95% confidence level. In addition, the 68.9% percentage for Memory is greater than the 63.5% percentage for the brand name I Spy.

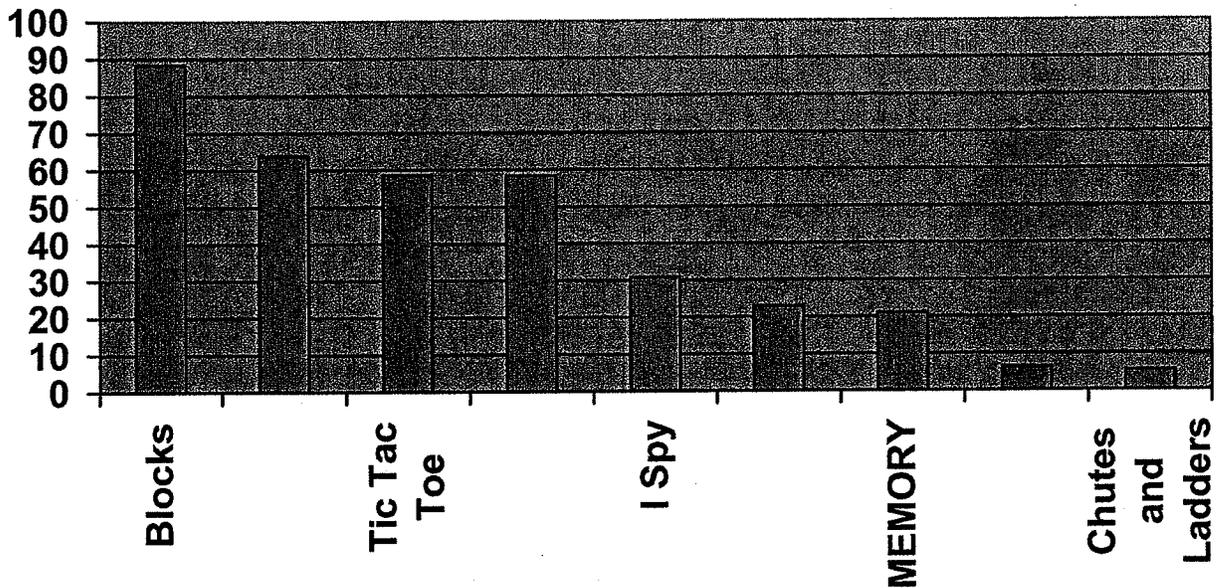
In contrast, the generic names were all identified as brands at far lower rates than Memory: Tic Tac Toe (32.1%), Bingo (30.5%), Checkers (26.0%), Blocks (5.4%).

**IDENTIFICATION OF NAME AS BRAND**



Similarly, the percentage of respondents who answered that Memory is a generic name (21.0%) is more consistent with respondents' answers for the other brand names shown than with the generic names shown. For instance, more respondents answered that the brand names Barrel of Monkeys (22.9%) and I Spy (30.8%) are generic names than answered that Memory is a generic name (21.0%). In contrast, significantly higher percentages of respondents answered that the generic names were generic: Blocks (88.3%), Checkers (63.8%), Tic Tac Toe (58.7%), Bingo (58.4%).

## IDENTIFICATION OF NAME AS GENERIC



Given that 68.9% of respondents answered that Memory is a brand name and 21.0% answered that Memory is a generic name, and given that respondents' answers for Memory were more consistent with their answers for the other brand names than for the generic names, this study shows that Memory has clear brand significance to consumers of children's games and is not generic.

See Appendix E for computer tables containing complete detail on all survey responses.

## METHOD

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### OVERVIEW

In designing and conducting studies intended to measure consumer perceptions and beliefs, we follow the guidelines and standards generally employed in the field of survey research, as well as the criteria set forth in the Reference Guide on Survey Research published by the Federal Judicial Center (2000).

These standards and criteria require that:

1. Those responsible for the design, conduct and analysis of the survey be experts in the field of survey research.
2. The survey design properly address its objectives.
3. The relevant universe be defined appropriately.
4. A representative sample be drawn from the relevant universe.
5. The measures collected include data for control groups and/or control questions when appropriate.
6. The survey questions be framed clearly, precisely, and so as to avoid bias; and, as far as possible, so as to avoid order or context effects.
7. The interviewers be well-trained and be without knowledge of the purposes for which the data will be used.
8. The interviews be conducted in a correct and unbiased manner and in accordance with generally accepted standards of procedure in the field.
9. Once gathered, the data be accurately analyzed and reported.

These criteria are discussed in greater detail on the following pages.

## **THE RELEVANT UNIVERSE OF INTEREST**

The relevant universe of interest was defined as men and women who are parents of or regular care-takers of children ages three through eight and who participate in making decisions regarding which games to purchase for such children.

The survey excluded persons employed in fields which would give them special knowledge or insight about this subject, namely those working in advertising or market research, or those who work for a company or store that sells children's games or toys, or those who work for a day-care center, nursery school, elementary school, or other organization that teaches or works with young children. Similarly, persons who had an immediate household member so employed were excluded from participation. Screening out people with special knowledge is a generally accepted procedure. In accordance with standard practice, respondents who had participated in a mall-intercept survey in the past 3 months were also excluded.

The actual wording of the screening questions used is shown in Appendix B.

## **SAMPLING PLAN**

The sampling procedure employed, which utilized shopping malls as a means of identifying relevant consumers, has been widely used and relied upon by market researchers, and many business decisions of consequence are made based on studies that employ such plans. Properly designed and executed studies of this type have been accepted in numerous court decisions.

A multi-stage sampling plan was executed in interviewing facilities located in shopping malls in each of the four principal U.S. Census regions. The four stages of the sampling plan for this study were:

#### SAMPLING UNIT

1. Census regions
2. Metropolitan Areas within regions
3. Shopping malls within Metropolitan Areas
4. Respondents within shopping malls

#### 1. Census Region Selection

In accordance with generally accepted standards, the study was conducted in 2 markets within each of the 4 U.S. census regions -- Northeast, South, Midwest and West -- thus obtaining a cross section of residents from all parts of the country.

#### 2. Metropolitan Area Selection

The selection of markets for this study was carried out using a sample design developed by Professor Martin R. Frankel<sup>3</sup>. Professor Frankel developed a computer program for Metropolitan Area selection specifically for use by Guideline.

The population frame for the first stage of sample selection consists of the 85 Metropolitan Areas<sup>4</sup> in the United States that have one or more permanent mall interviewing facilities.

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<sup>3</sup> Martin R. Frankel, Ph.D. is Professor of Statistics and Computer Information Systems at the Bernard M. Baruch College, City University of New York. Professor Frankel is the Chairman of the Research Quality Council of the Advertising Research Foundation. He has served as the Chairman of the Survey Research Section of the American Statistical Association and as Standards Chair of the American Association for Public Opinion Research. Dr. Frankel is the author of several publications on the methods and theory of survey sampling.

<sup>4</sup> The term "Metropolitan Areas" is used in accordance with the definitions of the U.S. Bureau of the Census. In New England, Metropolitan Areas follow the definitions of NECMAS (New England County Metropolitan Areas) as defined by the U.S. Bureau of the Census.

Prior to sample selection, the sampling frame was stratified on the basis of census region and Metropolitan Area size within region. Within a region, the allocation of sampling points was in proportion to the population of Metropolitan Areas that have one or more permanent mall interviewing facilities.

This procedure yielded the following markets:

Dallas	New York
Detroit	Oklahoma City
Indianapolis	Philadelphia
Los Angeles	Seattle

3. Shopping Mall Selection

The criteria for selecting a specific shopping mall testing facility within each of the Metropolitan Areas selected included: 1) that an experienced interviewing organization existed within the mall; 2) that this organization had a permanent office within the shopping center created specifically to conduct interviews with consumers; and 3) that their workload was such that they could complete their portion of the assignment within the desired schedule. Using these criteria, the following malls were selected as interviewing sites:

<u>Market</u>	<u>Mall</u>
Dallas	Vista Ridge Mall
Detroit	Southland Center Mall
Indianapolis	Fair Oaks Mall
Los Angeles	Moreno Valley
New York	Sunrise Mall
Oklahoma City	Cross Roads Mall
Philadelphia	Neshaminy Mall
Seattle	Tacoma Mall

4. Respondent Selection

To select individual respondents within the malls, a "quota screening" procedure was employed in which males and females were approached in proportion to their presence in the actual population. In this manner, the genders were correctly represented for the purpose of determining eligibility according to census demographics.

Based on available data<sup>5</sup>, the following percentages were used for the purpose of assigning screenings:

<u>Male</u>	<u>Female</u>
48.4%	51.6%

While screening was in proportion to population, actual inclusion in the sample was not necessarily, and need not be, proportional to census demographics. Once a respondent met gender screening needs, inclusion in the study was based on the fact that he or she met all the stated prerequisites.

Thus, by setting quotas for screening the number of males and females, a representative number of qualifiers within each gender group was obtained on an "as they fall" basis, thereby providing a directly proportionate sample of relevant consumers.

**DOUBLE-BLIND INTERVIEWING**

It is important to point out that the study was administered under "double-blind" conditions. That is, not only were the respondents kept uninformed as to the purpose and sponsorship of the study, but the interviewers were similarly "blind" with respect to the study's purpose and sponsorship. Without such knowledge, there is little likelihood that some interviewer(s) might ascertain what responses would be desirable from the sponsor's perspective, and thereby be in a position either to exert an influence

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<sup>5</sup> Source: Resident Population Projections for 2005, published by the U.S. Census Bureau.

on the respondents in this regard, or to modify their recording of a respondent's answers so as to be "helpful".

### **INTERVIEWING PROCEDURES**

Screenings for eligibility were conducted on the mall premises in each designated shopping mall. Once qualified, respondents were escorted into the interviewing facility that was operated by the interviewing organization. Throughout the assignment, tight control and supervision was maintained over all aspects of the interviewing.

Guideline prepared customized, detailed interviewer and supervisor instructions for this assignment. Copies of these instructions are found in Appendix C of this report.

Before beginning work on this study each interviewer was required to:

- Read the interviewer instructions.
- Attend a personal briefing. At this briefing, interviewing procedures were outlined and discussed in detail, question by question.
- Complete one or more practice interviews.

Additionally, a representative from each interviewing facility was required to contact a Guideline representative with periodic detailed progress reports. This allowed Guideline to closely monitor and supervise the progress of the study.

### **RESPONDENT VERIFICATION**

In addition to on-spot verification where both respondent and interviewer signed their respective names onto a "certification" page, telephone follow-up validation calls were attempted by an independent company who specializes in this type of work to verify that the interview did in fact take place and that only qualified respondents were interviewed.

A listing of each respondent's name and phone number was sent to Outfielders of Eastchester, NY, an independent telephone interviewing service, for verification.

This independent validating service was given the responsibility of attempting to recontact respondents by phone to confirm that:

- Such a person actually existed.
- He met the universe requirements for this study.
- He was actually interviewed for this study.

A total of 315 interviews were completed of which 313 provided telephone numbers. Outfielders successfully contacted 222, which represents a level of validation (71%) far exceeding the customary industry practice, which is to validate 15-20%. This validation procedure resulted in no discrepancies.

### **CHECK-IN PROCEDURES**

When completed questionnaires had been numbered in, they were checked to ensure that respondents' answers to screening questions indicated that they met all eligibility requirements and that the interviews themselves were complete.

### **DATA PROCESSING**

The keypunch operation of transferring the interviewer's recording of the responses onto computer cards/tapes was double-checked by performing 100% keypunch verification. That is, each and every respondent's answer was punched twice and then compared so that any discrepancy could be identified, double-checked, and resolved. This procedure virtually eliminated any possible keypunch error.

**INTERVIEWING PERIOD**

Interviewing was conducted from February 1<sup>st</sup> through February 11<sup>th</sup>, 2008.

**FEES CHARGED**

The fee charged for this study was \$42,000.

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**APPENDIX A**

**CURRICULUM VITAE OF STUDY'S AUTHOR**

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**Hal L. Poret**

(hporet@guideline.com; 212-329-1018)

**Education**

- 1998 Harvard Law School, J.D., *cum laude*
- Editor/Writer - Harvard Law Record
  - Research Assistant to Professor Martha Minow
- 1995 S.U.N.Y. Albany, M.A. in Mathematics, *summa cum laude*
- 1993 Union College, B.S. in Mathematics with honors, *magna cum laude*
- Phi Beta Kappa
  - Concentration in cognitive psychology
  - Resch Award for Achievement in Mathematical Research

**Employment**

- 2004 - Vice President, Guideline
- Design, supervise, and analyze surveys intended to withstand adversarial and judicial scrutiny, including Trademark, Trade Dress, Advertising Perception, Fraud/Consumer Deception, and Claims Substantiation studies
  - Give expert testimony at deposition and trial
  - Review and critique third party surveys
- 2003 - 2004 Counsel/Product Development Dir., Internet Sports Advantage
- Developed and marketed proprietary internet sports product, and licensed trademark and intellectual property rights.
- 1997 - 2003 Attorney, Foley Hoag & Eliot, Boston, MA
- Represented corporations and individuals in trademark, trade dress, advertising, product, and related legal disputes.
  - Worked with survey experts in developing and using surveys as evidence in trademark, trade dress and advertising disputes; deposed and defended depositions of survey experts.
  - Advised clients in the selection, adoption, use, licensing, and protection of trademarks/trade dress; represented clients in trademark/trade dress litigations, administrative proceedings before the Trademark Trial and Appeal Board and United States Patent and Trademark Office, and domain name proceedings under the Uniform Domain-Name Dispute-Resolution Policy.

*Recent Testimony at Trial or by Deposition*

2008	Bridgestone Opposition to Milanza	USPTO
2007	Johnson & Johnson v. Perrigo	USDC Southern District of NY
2007	Johnson & Johnson v. Actavis Group	USDC Southern District of NY
2007	Electrolux Home Care v. IMIG (trial)	USDC Eastern District of NY
2007	S.C. Johnson v. BOIS (trial)	USDC Middle District of NC
2007	M.D. Skincare v. Bare Escentuals	USDC Southern District of NY
2007	Doctor's Associates v. QIP Holders	USDC District of CT
2006	S.C. Johnson v. BuzzOff Insect Shield	USDC Middle District of NC
2006	Wenger Corp. v. Stadium Chair (trial)	USDC Western District of TX
2006	Wenger Corp. v. Melhart Music	USDC Eastern District of TX
2006	Wenger Corp. v. Stadium Chair (depo)	USDC Western District of TX
2006	Electrolux Home Care v. IMIG, Inc.	USDC Eastern District of NY

### *Publications and Presentations*

Understanding Advertising Perception Surveys (presentation at Promotions Marketing Association Annual Law Conference) (November 2007)

Designing and Implementing Studies to Substantiate Advertising Claims (presentation at ACI Claims Substantiation Conference, October 2007)

Trademark and Advertising Survey Report (Summer 2007)

Measuring Consumer Perception in False Advertising and Trademark Cases, (multiple presentations) (2007)

Avoiding Pitfalls in Dilution Surveys under TDRA (AIPLA Spring Conference, Boston, May 2007)

Potential Errors to Avoid In Designing a Trademark Dilution Survey (American Intellectual Property Association paper, April 2007)

Consumer Surveys in Trademark and Advertising Cases (presentation at Promotions Marketing Association Annual Law Conference) (December 2006)

Use of Survey Research and Expert Testimony in Trademark Litigation, (International Trademark Association Annual Conference, May 2006)

Survey Research as Evidence in Trademark/Trade Dress Disputes (multiple presentations) (2006)

Using Surveys to Measure Secondary Meaning of Trade Dress, Legal Education Seminar, Boston, April 2006

Traffix: Functionality and Trade Dress Rights, Presentation at Intellectual Property Round Table, Boston, April 2001

Use of Scientific Evidence In Court After Daubert, Presentation at Harvard Law School Advanced Evidence Seminar, Spring 1998

*Professional Memberships*

Council of American Survey Research Organizations

International Trademark Association

Promotions Marketing Association

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**APPENDIX B**  
**QUESTIONNAIRES**

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**CHILDREN GAMES STUDY**  
**- SCREENER -**

5 - 1

<u>MARKET:</u>	(6)	<u>AGE:</u>	(7)	<u>SEX:</u>	(8)
Dallas .....	1	24 or younger....	1	Male .....	1
Detroit .....	2	25 to 30.....	2	Female .....	2
Indianapolis .....	3	31 to 35.....	3		
Los Angeles .....	4	36 to 40.....	4		
Massapequa, NY.....	5	Over 40.....	5		
Oklahoma City.....	6				
Philadelphia .....	7				
Seattle.....	8				

9 R

**Screen for men and women who are parents or care-takers of children 3 to 8 years old**

Hello, I'm \_\_\_\_\_ of Guideline, a nationwide market research organization. We're conducting a study and I'd like to ask you a few questions. We have nothing to sell, but are only asking for your opinions.

A. But first, do you or does any member of your immediate household work ... **(read list and record "yes" or "no" for each)?**

	<u>Yes</u>	<u>No</u>
In market research.....	1	1
In advertising .....	2	2
For a day-care center, nursery school, elementary school, or other organization that teaches or works with young children.....	3	3
For a company or store that sells children's games and toys .....	4	4
For a company or store that sells clothing.....	5	5
For an airline or travel agency.....	6	6

**Terminate if "yes" to any boxed occupation listed above. Circle in box below. Erase and re-use screener.**

**Terminate Q. A: Related Occupation**  
 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 (10,11)  
**Terminates at Q. A do not count towards screening quota.**

B. Which of the following groups includes your age? Are you ... **(Read Choices)?**  
(12)

- A. 24 years old or younger ..... 1
- B. 25 – 30 years old ..... 2
- C. 31 – 35 years old ..... 3
- D. 36 – 40 years old ..... 4
- E. Over 40 ..... 5

**(Do Not Read)->** Refused ..... X

C. Are you the parent of any children between ages 3 and 8?  
(13)

- Yes ..... 1 → **(Skip to Q. E)**
- No ..... 2 → **(Ask Q. D)**

D. Are you the regular care-taker for any children between ages 3 and 8?  
(14)

- Yes ..... 1 → **(Ask Q. E)**
- No ..... 2 → **(Terminate, circle in appropriate box below. Erase and re-use screener.)**

**Terminate Q. D: Not parent or regular care-taker for children 3 to 8 years old**

**Male:** 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 (15,16)

**Female:** 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 (17,18)

**Terminates at Q. D do count towards screening quota.**

E. What are the ages of each child between ages 3 and 8? **(record age for each child between age 3 and 8 that respondent mentions)**

1st child's age: \_\_\_\_\_ (19)

2nd child's age: \_\_\_\_\_ (20)

3rd child's age: \_\_\_\_\_ (21)

4th child's age: \_\_\_\_\_ (22)

F. Do you participate in making decisions about which games to purchase for any of these children?  
(23)

- Yes ..... 1 → **(Ask Q. G)**
- No ..... 2 → **(Terminate, circle in appropriate box below, erase and re-use Screener.)**

**Terminate Q. F: Does not participate in making decisions about games**

**Male:** 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 (24,25)

**Female:** 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 (26,27)

**Terminates at Q. F Do Count Toward Screening Quota.**

G. Do you usually wear eyeglasses or contact lenses when reading?

(28)  
Yes ..... 1 → (Ask Q. H)  
No ..... 2 → (Skip to Q. I)

H. Do you have them with you?

(29)  
Yes ..... 1 → (Ask Q. I)  
No ..... 2 → (Terminate, circle in box below. Erase and re-use screener.)

**Terminate Q. H: No Eyeglasses**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 (30,31)

**Terminates at Q. H do not count towards screening quota.**

I. Have you been interviewed for a consumer survey in a research facility in a mall within the past three months?

Yes ..... 1 → (Terminate, circle in box below. Erase and re-use screener.)  
No ..... 2 → (Ask Q. J)

**Terminate Q. I: Recently interviewed**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 (32,33)

**Terminates at Q. I do not count towards screening quota.**

J. (Invite qualified respondent to interviewing facility. Go to main questionnaire. If qualified but refused, terminate. Circle in box below. Erase and re-use screener.)

Willing to participate .....1  
Not willing to participate.....2

**Terminate Q. J: Qualified/Refused**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 (34,35)

**Terminates at Q. J do not count towards screening quota.**

**CHILDREN GAMES STUDY**  
**- MAIN QUESTIONNAIRE -**  
**- ROTATION 1 -**

**Before beginning, please make sure you have placed the cards in the proper order for ROTATION 1. The order is listed on page 2 of this questionnaire and you must show the cards and ask about the names on the cards in that exact order. If respondent wears glasses, please have them put them on now.**

The research we are conducting today is on brand names and generic names. In a minute, I'm going to show you a number of different words and ask you some questions about them. But first I'd like to discuss with you what a brand name is and what a generic name is.

Brand names are names that companies give to their products that identify the products as coming from a particular source.

- For example, Folgers, Ivory, and Crest are all brand names.

On the other hand, Generic names are words used to identify a general category or type of product.

- For example, coffee, soap, and toothpaste are all generic names.

1. Do you understand the difference between a brand name and a generic name?

(37)  
Yes ..... 1 → **(Continue)**

No ..... 2 → **(Repeat entire explanation before continuing and then re-ask question 1. If respondent still does not understand difference after explanation is re-read, terminate and save screener and main questionnaire. Record difficulty in understanding below.)**

**Terminate Q. A: Difficulty in understanding**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

(38,39)

**Terminates at Q. 1 do not count towards screening quota.**

2. Now, if I were to ask you "Whether the name washing machine is a brand name or a generic name?," what would you say?

- (40)
- Brand name            1 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*
- Generic name         2 → *(Continue)*
- Don't know            3 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*

**Terminate Q. 2: Does not understand brand and generic name**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	(41,42)
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	

**Does not count as a complete**

3. I'm now going to show you a series of words that are used in connection with games for young children. For each one I show you, I'd like you to tell me whether you think it is a brand name or a generic name or both. If you don't know, its okay to tell me so.

(Make sure you have placed the cards in the order listed below. One at a time, hand the cards to respondent in the order listed below. For each card, record respondent's answer in the appropriate row and column below and then take the card back from respondent and provide the next card. If respondent gives an answer other than "brand," "generic," "both," or "don't know," circle "Other" and specify. Continue until all 9 names have been asked about.)

	<u>Brand Name</u>	<u>Generic Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Other</u>	<u>IF "OTHER" SPECIFY</u>	
Memory .....	1	2	3	X	Y	_____	(43)
Checkers .....	1	2	3	X	Y	_____	(44)
Barrel of Monkeys.....	1	2	3	X	Y	_____	(45)
Bingo .....	1	2	3	X	Y	_____	(46)
I Spy .....	1	2	3	X	Y	_____	(47)
Tic Tac Toe .....	1	2	3	X	Y	_____	(48)
Sorry.....	1	2	3	X	Y	_____	(49)
Chutes and Ladders	1	2	3	X	Y	_____	(50)
Blocks.....	1	2	3	X	Y	_____	(51)

**Thank respondent and go to certification page**

# CERTIFICATION PAGE

[PRINT]

RESPONDENT'S FULL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (\_\_\_\_): \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

## RESPONDENT: PLEASE READ AND SIGN

I acknowledge that I was interviewed on this date. During this interview I was shown a series of cards with names and was asked whether I thought each name was a brand or generic name or both, and was asked some questions about it.

RESPONDENT'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## INTERVIEWER: PLEASE READ AND SIGN

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## SUPERVISOR: PLEASE READ AND SIGN

I certify that I observed this interview and that it was conducted in accordance with the briefing instructions.

SUPERVISOR'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

GUIDELINE  
625 Avenue of the Americas  
New York, NY 10011

JOB #F31-0308

February 2008

CARD 1 Cont'd

**CHILDREN GAMES STUDY**  
- MAIN QUESTIONNAIRE -  
- ROTATION 2 -

36 - 2

**Before beginning, please make sure you have placed the cards in the proper order for ROTATION 2. The order is listed on page 2 of this questionnaire and you must show the cards and ask about the names on the cards in that exact order. If respondent wears glasses, please have them put them on now.**

The research we are conducting today is on brand names and generic names. In a minute, I'm going to show you a number of different words and ask you some questions about them. But first I'd like to discuss with you what a brand name is and what a generic name is.

Brand names are names that companies give to their products that identify the products as coming from a particular source.

- For example, Folgers, Ivory, and Crest are all brand names.

On the other hand, Generic names are words used to identify a general category or type of product.

- For example, coffee, soap, and toothpaste are all generic names.

1. Do you understand the difference between a brand name and a generic name?

(37)  
Yes ..... 1 → **(Continue)**

No..... 2 → **(Repeat entire explanation before continuing and then re-ask question 1. If respondent still does not understand difference after explanation is re-read, terminate and save screener and main questionnaire. Record difficulty in understanding below. )**

**Terminate Q. A: Difficulty in understanding**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

(38,39)

**Terminates at Q. 1 do not count towards screening quota.**

3. Now, if I were to ask you "Whether the name washing machine is a brand name or a generic name?," what would you say?

- (40)
- Brand name            1 → **(Terminate and save Screener and Main Questionnaire. Thank respondent.)**
- Generic name        2 → **(Continue)**
- Don't know           3 → **(Terminate and save Screener and Main Questionnaire. Thank respondent.)**

**Terminate Q. 2: Does not understand brand and generic name**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15	(41,42)
16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	
<b>Does not count as a complete</b>	

3. I'm now going to show you a series of words that are used in connection with games for young children. For each one I show you, I'd like you to tell me whether you think it is a brand name or a generic name or both. If you don't know, its okay to tell me so.

(Make sure you have placed the cards in the order listed below. One at a time, hand the cards to respondent in the order listed below. For each card, record respondent's answer in the appropriate row and column below and then take the card back from respondent and provide the next card. If respondent gives an answer other than "brand," "generic," "both," or "don't know," circle "Other" and specify. Continue until all 9 names have been asked about.)

	<u>Brand Name</u>	<u>Generic Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Other</u>	<u>IF "OTHER" SPECIFY</u>	
Blocks.....	1	2	3	X	Y	_____	(43)
I Spy .....	1	2	3	X	Y	_____	(44)
Memory .....	1	2	3	X	Y	_____	(45)
Tic Tac Toe .....	1	2	3	X	Y	_____	(46)
Sorry.....	1	2	3	X	Y	_____	(47)
Chutes and Ladders .	1	2	3	X	Y	_____	(48)
Checkers .....	1	2	3	X	Y	_____	(49)
Bingo .....	1	2	3	X	Y	_____	(50)
Barrel of Monkeys.....	1	2	3	X	Y	_____	(51)

**Thank respondent and go to certification page**

# CERTIFICATION PAGE

[PRINT]

RESPONDENT'S FULL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (\_\_\_\_): \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

## RESPONDENT: PLEASE READ AND SIGN

I acknowledge that I was interviewed on this date. During this interview I was shown a series of cards with names and was asked whether I thought each name was a brand or generic name or both, and was asked some questions about it.

RESPONDENT'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## INTERVIEWER: PLEASE READ AND SIGN

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## SUPERVISOR: PLEASE READ AND SIGN

I certify that I observed this interview and that it was conducted in accordance with the briefing instructions.

SUPERVISOR'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**CHILDREN GAMES STUDY**  
- MAIN QUESTIONNAIRE -  
- ROTATION 3 -

**Before beginning, please make sure you have placed the cards in the proper order for ROTATION 3. The order is listed on page 2 of this questionnaire and you must show the cards and ask about the names on the cards in that exact order. If respondent wears glasses, please have them put them on now.**

The research we are conducting today is on brand names and generic names. In a minute, I'm going to show you a number of different words and ask you some questions about them. But first I'd like to discuss with you what a brand name is and what a generic name is.

Brand names are names that companies give to their products that identify the products as coming from a particular source.

- For example, Folgers, Ivory, and Crest are all brand names.

On the other hand, Generic names are words used to identify a general category or type of product.

- For example, coffee, soap, and toothpaste are all generic names.

1. Do you understand the difference between a brand name and a generic name?

(37)  
Yes ..... 1 → **(Continue)**

No ..... 2 → **(Repeat entire explanation before continuing and then re-ask question 1. If respondent still does not understand difference after explanation is re-read, terminate and save screener and main questionnaire. Record difficulty in understanding below.)**

**Terminate Q. A: Difficulty in understanding**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

(38,39)

**Terminates at Q. 1 do not count towards screening quota.**

4. Now, if I were to ask you "Whether the name washing machine is a brand name or a generic name?," what would you say?

- (40)
- Brand name            1 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*
- Generic name        2 → *(Continue)*
- Don't know           3 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*

**Terminate Q. 2: Does not understand brand and generic name**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	(41,42)
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	

**Does not count as a complete**

3. I'm now going to show you a series of words that are used in connection with games for young children. For each one I show you, I'd like you to tell me whether you think it is a brand name or a generic name or both. If you don't know, its okay to tell me so.

(Make sure you have placed the cards in the order listed below. One at a time, hand the cards to respondent in the order listed below. For each card, record respondent's answer in the appropriate row and column below and then take the card back from respondent and provide the next card. If respondent gives an answer other than "brand," "generic," "both," or "don't know," circle "Other" and specify. Continue until all 9 names have been asked about.)

	<u>Brand Name</u>	<u>Generic Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Other</u>	<u>IF "OTHER" SPECIFY</u>	
Tic Tac Toe .....	1	2	3	X	Y		(43)
Chutes and Ladders .1	2	3	X	Y		(44)	
Barrel of Monkeys.....1	2	3	X	Y		(45)	
Blocks.....1	2	3	X	Y		(46)	
Memory .....	1	2	3	X	Y		(47)
Sorry.....1	2	3	X	Y		(48)	
Bingo.....1	2	3	X	Y		(49)	
Checkers .....	1	2	3	X	Y		(50)
I Spy.....1	2	3	X	Y		(51)	

**Thank respondent and go to certification page**

# CERTIFICATION PAGE

[PRINT]

RESPONDENT'S FULL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (     ): \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

## RESPONDENT: PLEASE READ AND SIGN

I acknowledge that I was interviewed on this date. During this interview I was shown a series of cards with names and was asked whether I thought each name was a brand or generic name or both, and was asked some questions about it.

RESPONDENT'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## INTERVIEWER: PLEASE READ AND SIGN

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## SUPERVISOR: PLEASE READ AND SIGN

I certify that I observed this interview and that it was conducted in accordance with the briefing instructions.

SUPERVISOR'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**CHILDREN GAMES STUDY**  
**- MAIN QUESTIONNAIRE -**  
**- ROTATION 4 -**

**Before beginning, please make sure you have placed the cards in the proper order for ROTATION 4. The order is listed on page 2 of this questionnaire and you must show the cards and ask about the names on the cards in that exact order. If respondent wears glasses, please have them put them on now.**

The research we are conducting today is on brand names and generic names. In a minute, I'm going to show you a number of different words and ask you some questions about them. But first I'd like to discuss with you what a brand name is and what a generic name is.

Brand names are names that companies give to their products that identify the products as coming from a particular source.

- For example, Folgers, Ivory, and Crest are all brand names.

On the other hand, Generic names are words used to identify a general category or type of product.

- For example, coffee, soap, and toothpaste are all generic names.

1. Do you understand the difference between a brand name and a generic name?

(37)  
Yes ..... 1 → **(Continue)**

No ..... 2 → **(Repeat entire explanation before continuing and then re-ask question 1. If respondent still does not understand difference after explanation is re-read, terminate and save screener and main questionnaire. Record difficulty in understanding below. )**

**Terminate Q. A: Difficulty in understanding**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

(38,39)

**Terminates at Q. 1 do not count towards screening quota.**

5. Now, if I were to ask you "Whether the name washing machine is a brand name or a generic name?," what would you say?

- (40)
- Brand name            1 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*
- Generic name        2 → *(Continue)*
- Don't know           3 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*

**Terminate Q. 2: Does not understand brand and generic name**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15	(41,42)
16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	
<b>Does not count as a complete</b>	

3. I'm now going to show you a series of words that are used in connection with games for young children. For each one I show you, I'd like you to tell me whether you think it is a brand name or a generic name or both. If you don't know, its okay to tell me so.

(Make sure you have placed the cards in the order listed below. One at a time, hand the cards to respondent in the order listed below. For each card, record respondent's answer in the appropriate row and column below and then take the card back from respondent and provide the next card. If respondent gives an answer other than "brand," "generic," "both," or "don't know," circle "Other" and specify. Continue until all 9 names have been asked about.)

	<u>Brand Name</u>	<u>Generic Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Other</u>	<u>IF "OTHER" SPECIFY</u>	
I Spy .....	1	2	3	X	Y	_____	(43)
Checkers .....	1	2	3	X	Y	_____	(44)
Bingo .....	1	2	3	X	Y	_____	(45)
Sorry .....	1	2	3	X	Y	_____	(46)
Memory .....	1	2	3	X	Y	_____	(47)
Blocks .....	1	2	3	X	Y	_____	(48)
Barrel of Monkeys .....	1	2	3	X	Y	_____	(49)
Chutes and Ladders	1	2	3	X	Y	_____	(50)
Tic Tac Toe .....	1	2	3	X	Y	_____	(51)

**Thank respondent and go to certification page**

# CERTIFICATION PAGE

[PRINT]

RESPONDENT'S FULL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (    ): \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

## RESPONDENT: PLEASE READ AND SIGN

I acknowledge that I was interviewed on this date. During this interview I was shown a series of cards with names and was asked whether I thought each name was a brand or generic name or both, and was asked some questions about it.

RESPONDENT'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## INTERVIEWER: PLEASE READ AND SIGN

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## SUPERVISOR: PLEASE READ AND SIGN

I certify that I observed this interview and that it was conducted in accordance with the briefing instructions.

SUPERVISOR'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**CHILDREN GAMES STUDY**  
**- MAIN QUESTIONNAIRE -**  
**- ROTATION 5 -**

**Before beginning, please make sure you have placed the cards in the proper order for ROTATION 5. The order is listed on page 2 of this questionnaire and you must show the cards and ask about the names on the cards in that exact order. If respondent wears glasses, please have them put them on now.**

The research we are conducting today is on brand names and generic names. In a minute, I'm going to show you a number of different words and ask you some questions about them. But first I'd like to discuss with you what a brand name is and what a generic name is.

Brand names are names that companies give to their products that identify the products as coming from a particular source.

- For example, Folgers, Ivory, and Crest are all brand names.

On the other hand, Generic names are words used to identify a general category or type of product.

- For example, coffee, soap, and toothpaste are all generic names.

1. Do you understand the difference between a brand name and a generic name?

Yes ..... (37) 1 → **(Continue)**

No ..... 2 → **(Repeat entire explanation before continuing and then re-ask question 1. If respondent still does not understand difference after explanation is re-read, terminate and save screener and main questionnaire. Record difficulty in understanding below. )**

**Terminate Q. A: Difficulty in understanding**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

(38,39)

**Terminates at Q. 1 do not count towards screening quota.**

6. Now, if I were to ask you "Whether the name washing machine is a brand name or a generic name?," what would you say?

- (40)
- Brand name            1 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*
- Generic name        2 → *(Continue)*
- Don't know           3 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*

**Terminate Q. 2: Does not understand brand and generic name**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15	(41,42)
16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	

**Does not count as a complete**

3. I'm now going to show you a series of words that are used in connection with games for young children. For each one I show you, I'd like you to tell me whether you think it is a brand name or a generic name or both. If you don't know, its okay to tell me so.

(Make sure you have placed the cards in the order listed below. One at a time, hand the cards to respondent in the order listed below. For each card, record respondent's answer in the appropriate row and column below and then take the card back from respondent and provide the next card. If respondent gives an answer other than "brand," "generic," "both," or "don't know," circle "Other" and specify. Continue until all 9 names have been asked about.)

	<u>Brand Name</u>	<u>Generic Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Other</u>	<u>IF "OTHER" SPECIFY</u>
Barrel of Monkeys.....	1	2	3	X	Y	(43)
Bingo .....	1	2	3	X	Y	(44)
Checkers .....	1	2	3	X	Y	(45)
Chutes and Ladders .	1	2	3	X	Y	(46)
Sorry.....	1	2	3	X	Y	(47)
Tic Tac Toe .....	1	2	3	X	Y	(48)
Memory .....	1	2	3	X	Y	(49)
I Spy.....	1	2	3	X	Y	(50)
Blocks.....	1	2	3	X	Y	(51)

**Thank respondent and go to certification page**

# CERTIFICATION PAGE

[PRINT]

RESPONDENT'S FULL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (    ): \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

## RESPONDENT: PLEASE READ AND SIGN

I acknowledge that I was interviewed on this date. During this interview I was shown a series of cards with names and was asked whether I thought each name was a brand or generic name or both, and was asked some questions about it.

RESPONDENT'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## INTERVIEWER: PLEASE READ AND SIGN

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## SUPERVISOR: PLEASE READ AND SIGN

I certify that I observed this interview and that it was conducted in accordance with the briefing instructions.

SUPERVISOR'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**CHILDREN GAMES STUDY**  
- MAIN QUESTIONNAIRE -  
- ROTATION 6 -

**Before beginning, please make sure you have placed the cards in the proper order for ROTATION 6. The order is listed on page 2 of this questionnaire and you must show the cards and ask about the names on the cards in that exact order. If respondent wears glasses, please have them put them on now.**

The research we are conducting today is on brand names and generic names. In a minute, I'm going to show you a number of different words and ask you some questions about them. But first I'd like to discuss with you what a brand name is and what a generic name is.

Brand names are names that companies give to their products that identify the products as coming from a particular source.

- For example, Folgers, Ivory, and Crest are all brand names.

On the other hand, Generic names are words used to identify a general category or type of product.

- For example, coffee, soap, and toothpaste are all generic names.

1. Do you understand the difference between a brand name and a generic name?

(37)  
Yes..... 1 → **(Continue)**

No..... 2 → **(Repeat entire explanation before continuing and then re-ask question 1. If respondent still does not understand difference after explanation is re-read, terminate and save screener and main questionnaire. Record difficulty in understanding below.)**

**Terminate Q. A: Difficulty in understanding**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

(38,39)

**Terminates at Q. 1 do not count towards screening quota.**

7. Now, if I were to ask you "Whether the name washing machine is a brand name or a generic name?" what would you say?

- (40)
- Brand name            1 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*
- Generic name         2 → *(Continue)*
- Don't know            3 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*

**Terminate Q. 2: Does not understand brand and generic name**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	(41,42)
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	

**Does not count as a complete**

3. I'm now going to show you a series of words that are used in connection with games for young children. For each one I show you, I'd like you to tell me whether you think it is a brand name or a generic name or both. If you don't know, its okay to tell me so.

(Make sure you have placed the cards in the order listed below. One at a time, hand the cards to respondent in the order listed below. For each card, record respondent's answer in the appropriate row and column below and then take the card back from respondent and provide the next card. If respondent gives an answer other than "brand," "generic," "both," or "don't know," circle "Other" and specify. Continue until all 9 names have been asked about.)

	<u>Brand Name</u>	<u>Generic Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Other</u>	<u>IF "OTHER" SPECIFY</u>	
Blocks.....	1	2	3	X	Y		(43)
Chutes and Ladders	1	2	3	X	Y		(44)
Sorry.....	1	2	3	X	Y		(45)
Tic Tac Toe .....	1	2	3	X	Y		(46)
I Spy.....	1	2	3	X	Y		(47)
Bingo .....	1	2	3	X	Y		(48)
Barrel of Monkeys.....	1	2	3	X	Y		(49)
Checkers .....	1	2	3	X	Y		(50)
Memory .....	1	2	3	X	Y		(51)

**Thank respondent and go to certification page**

# CERTIFICATION PAGE

[PRINT]			
RESPONDENT'S FULL NAME: _____			
ADDRESS: _____			
CITY: _____	STATE: _____	ZIP: _____	
TELEPHONE: (    ) : _____			
INTERVIEWER: _____			DATE: _____

**RESPONDENT: PLEASE READ AND SIGN**

I acknowledge that I was interviewed on this date. During this interview I was shown a series of cards with names and was asked whether I thought each name was a brand or generic name or both, and was asked some questions about it.

RESPONDENT'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

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**INTERVIEWER: PLEASE READ AND SIGN**

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

**SUPERVISOR: PLEASE READ AND SIGN**

I certify that I observed this interview and that it was conducted in accordance with the briefing instructions.

SUPERVISOR'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**CHILDREN GAMES STUDY**  
**- MAIN QUESTIONNAIRE -**  
**- ROTATION 7 -**

***Before beginning, please make sure you have placed the cards in the proper order for ROTATION 7. The order is listed on page 2 of this questionnaire and you must show the cards and ask about the names on the cards in that exact order. If respondent wears glasses, please have them put them on now.***

The research we are conducting today is on generic names and brand names. In a minute, I'm going to show you a number of different words and ask you some questions about them. But first I'd like to discuss with you what a generic name is and what a brand name is.

Generic names are words used to identify a general category or type of product.

- For example, coffee, soap, and toothpaste are all generic names.

On the other hand, brand names are names that companies give to their products that identify the products as coming from a particular source.

- For example, Folgers, Ivory, and Crest are all brand names.

1. Do you understand the difference between a generic name and a brand name?

(37)  
Yes ..... 1 → ***(Continue)***

No..... 2 → ***(Repeat entire explanation before continuing and then re-ask question 1. If respondent still does not understand difference after explanation is re-read, terminate and save screener and main questionnaire. Record difficulty in understanding below. )***

***Terminate Q. A: Difficulty in understanding***

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

(38,39)

***Terminates at Q. 1 do not count towards screening quota.***

8. Now, if I were to ask you "Whether the name washing machine is a generic name or a brand name?," what would you say?

- (40)
- Generic name            1 → **(Continue)**
- Brand name             2 → **(Terminate and save Screener and Main Questionnaire. Thank respondent.)**
- Don't know             3 → **(Terminate and save Screener and Main Questionnaire. Thank respondent.)**

**Terminate Q. 2: Does not understand generic and brand name**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15	(41,42)
16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	
<b>Does not count as a complete</b>	

3. I'm now going to show you a series of words that are used in connection with games for young children. For each one I show you, I'd like you to tell me whether you think it is a generic name or a brand name or both. If you don't know, its okay to tell me so.

(Make sure you have placed the cards in the order listed below. One at a time, hand the cards to respondent in the order listed below. For each card, record respondent's answer in the appropriate row and column below and then take the card back from respondent and provide the next card. If respondent gives an answer other than "brand," "generic," "both," or "don't know," circle "Other" and specify. Continue until all 9 names have been asked about.)

	<u>Brand Name</u>	<u>Generic Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Other</u>	<u>IF "OTHER" SPECIFY</u>	
Memory .....	1	2	3	X	Y		(43)
Checkers .....	1	2	3	X	Y		(44)
Barrel of Monkeys.....	1	2	3	X	Y		(45)
Bingo .....	1	2	3	X	Y		(46)
I Spy .....	1	2	3	X	Y		(47)
Tic Tac Toe .....	1	2	3	X	Y		(48)
Sorry.....	1	2	3	X	Y		(49)
Chutes and Ladders	1	2	3	X	Y		(50)
Blocks.....	1	2	3	X	Y		(51)

**Thank respondent and go to certification page**

# CERTIFICATION PAGE

[PRINT]

RESPONDENT'S FULL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (    ): \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

## RESPONDENT: PLEASE READ AND SIGN

I acknowledge that I was interviewed on this date. During this interview I was shown a series of cards with names and was asked whether I thought each name was a brand or generic name or both, and was asked some questions about it.

RESPONDENT'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## INTERVIEWER: PLEASE READ AND SIGN

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## SUPERVISOR: PLEASE READ AND SIGN

I certify that I observed this interview and that it was conducted in accordance with the briefing instructions.

SUPERVISOR'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**CHILDREN GAMES STUDY**  
**- MAIN QUESTIONNAIRE -**  
**- ROTATION 8 -**

**Before beginning, please make sure you have placed the cards in the proper order for ROTATION 8. The order is listed on page 2 of this questionnaire and you must show the cards and ask about the names on the cards in that exact order. If respondent wears glasses, please have them put them on now.**

The research we are conducting today is on generic names and brand names. In a minute, I'm going to show you a number of different words and ask you some questions about them. But first I'd like to discuss with you what a generic name is and what a brand name is.

Generic names are words used to identify a general category or type of product.

- For example, coffee, soap, and toothpaste are all generic names.

On the other hand, brand names are names that companies give to their products that identify the products as coming from a particular source.

- For example, Folgers, Ivory, and Crest are all brand names.

1. Do you understand the difference between a generic name and a brand name?

(37)  
Yes ..... 1 → **(Continue)**

No ..... 2 → **(Repeat entire explanation before continuing and then re-ask question 1. If respondent still does not understand difference after explanation is re-read, terminate and save screener and main questionnaire. Record difficulty in understanding below.)**

**Terminate Q. A: Difficulty in understanding**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

(38,39)

**Terminates at Q. 1 do not count towards screening quota.**

9. Now, if I were to ask you "Whether the name washing machine is a generic name or a brand name?," what would you say?

- (40)
- Generic name            1 → *(Continue)*
- Brand name             2 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*
- Don't know             3 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*

**Terminate Q. 2: Does not understand generic and brand name**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15	(41,42)
16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	

Does not count as a complete

3. I'm now going to show you a series of words that are used in connection with games for young children. For each one I show you, I'd like you to tell me whether you think it is a generic name or a brand name or both. If you don't know, its okay to tell me so.

(Make sure you have placed the cards in the order listed below. One at a time, hand the cards to respondent in the order listed below. For each card, record respondent's answer in the appropriate row and column below and then take the card back from respondent and provide the next card. If respondent gives an answer other than "brand," "generic," "both," or "don't know," circle "Other" and specify. Continue until all 9 names have been asked about.)

	Brand Name	Generic Name	Both	Don't Know	Other	IF "OTHER" SPECIFY
Blocks.....	1	2	3	X	Y	(43)
I Spy.....	1	2	3	X	Y	(44)
Memory .....	1	2	3	X	Y	(45)
Tic Tac Toe .....	1	2	3	X	Y	(46)
Sorry.....	1	2	3	X	Y	(47)
Chutes and Ladders .	1	2	3	X	Y	(48)
Checkers .....	1	2	3	X	Y	(49)
Bingo .....	1	2	3	X	Y	(50)
Barrel of Monkeys.....	1	2	3	X	Y	(51)

**Thank respondent and go to certification page**

# CERTIFICATION PAGE

[PRINT]

RESPONDENT'S FULL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (\_\_\_\_): \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

## RESPONDENT: PLEASE READ AND SIGN

I acknowledge that I was interviewed on this date. During this interview I was shown a series of cards with names and was asked whether I thought each name was a brand or generic name or both, and was asked some questions about it.

RESPONDENT'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## INTERVIEWER: PLEASE READ AND SIGN

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## SUPERVISOR: PLEASE READ AND SIGN

I certify that I observed this interview and that it was conducted in accordance with the briefing instructions.

SUPERVISOR'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**CHILDREN GAMES STUDY**  
**- MAIN QUESTIONNAIRE -**  
**- ROTATION 9 -**

**Before beginning, please make sure you have placed the cards in the proper order for ROTATION 9. The order is listed on page 2 of this questionnaire and you must show the cards and ask about the names on the cards in that exact order. If respondent wears glasses, please have them put them on now.**

The research we are conducting today is on generic names and brand names. In a minute, I'm going to show you a number of different words and ask you some questions about them. But first I'd like to discuss with you what a generic name is and what a brand name is.

Generic names are words used to identify a general category or type of product.

- For example, coffee, soap, and toothpaste are all generic names.

On the other hand, brand names are names that companies give to their products that identify the products as coming from a particular source.

- For example, Folgers, Ivory, and Crest are all brand names.

1. Do you understand the difference between a generic name and a brand name?

(37)  
Yes ..... 1 → **(Continue)**

No ..... 2 → **(Repeat entire explanation before continuing and then re-ask question 1. If respondent still does not understand difference after explanation is re-read, terminate and save screener and main questionnaire. Record difficulty in understanding below. )**

**Terminate Q. A: Difficulty in understanding**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

(38,39)

**Terminates at Q. 1 do not count towards screening quota.**

10. Now, if I were to ask you "Whether the name washing machine is a generic name or a brand name?," what would you say?

- (40)
- Generic name            1 → **(Continue)**
- Brand name             2 → **(Terminate and save Screener and Main Questionnaire. Thank respondent.)**
- Don't know             3 → **(Terminate and save Screener and Main Questionnaire. Thank respondent.)**

**Terminate Q. 2: Does not understand generic and brand name**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	(41,42)
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	

**Does not count as a complete**

3. I'm now going to show you a series of words that are used in connection with games for young children. For each one I show you, I'd like you to tell me whether you think it is a generic name or a brand name or both. If you don't know, its okay to tell me so.

(Make sure you have placed the cards in the order listed below. One at a time, hand the cards to respondent in the order listed below. For each card, record respondent's answer in the appropriate row and column below and then take the card back from respondent and provide the next card. If respondent gives an answer other than "brand," "generic," "both," or "don't know," circle "Other" and specify. Continue until all 9 names have been asked about.)

	<u>Brand Name</u>	<u>Generic Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Other</u>	<u>IF "OTHER" SPECIFY</u>	
Tic Tac Toe .....	1	2	3	X	Y	_____	(43)
Chutes and Ladders .	1	2	3	X	Y	_____	(44)
Barrel of Monkeys.....	1	2	3	X	Y	_____	(45)
Blocks.....	1	2	3	X	Y	_____	(46)
Memory .....	1	2	3	X	Y	_____	(47)
Sorry.....	1	2	3	X	Y	_____	(48)
Bingo .....	1	2	3	X	Y	_____	(49)
Checkers .....	1	2	3	X	Y	_____	(50)
I Spy .....	1	2	3	X	Y	_____	(51)

**Thank respondent and go to certification page**

# CERTIFICATION PAGE

[PRINT]

RESPONDENT'S FULL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (\_\_\_\_): \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

## RESPONDENT: PLEASE READ AND SIGN

I acknowledge that I was interviewed on this date. During this interview I was shown a series of cards with names and was asked whether I thought each name was a brand or generic name or both, and was asked some questions about it.

RESPONDENT'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

## INTERVIEWER: PLEASE READ AND SIGN

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

## SUPERVISOR: PLEASE READ AND SIGN

I certify that I observed this interview and that it was conducted in accordance with the briefing instructions.

SUPERVISOR'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**CHILDREN GAMES STUDY**  
**- MAIN QUESTIONNAIRE -**  
**- ROTATION 10 -**

**Before beginning, please make sure you have placed the cards in the proper order for ROTATION 10. The order is listed on page 2 of this questionnaire and you must show the cards and ask about the names on the cards in that exact order. If respondent wears glasses, please have them put them on now.**

The research we are conducting today is on generic names and brand names. In a minute, I'm going to show you a number of different words and ask you some questions about them. But first I'd like to discuss with you what a generic name is and what a brand name is.

Generic names are words used to identify a general category or type of product.

- For example, coffee, soap, and toothpaste are all generic names.

On the other hand, brand names are names that companies give to their products that identify the products as coming from a particular source.

- For example, Folgers, Ivory, and Crest are all brand names.

1. Do you understand the difference between a generic name and a brand name?

(37)  
Yes ..... 1 → **(Continue)**

No..... 2 → **(Repeat entire explanation before continuing and then re-ask question 1. If respondent still does not understand difference after explanation is re-read, terminate and save screener and main questionnaire. Record difficulty in understanding below. )**

**Terminate Q. A: Difficulty in understanding**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

(38,39)

**Terminates at Q. 1 do not count towards screening quota.**

11. Now, if I were to ask you "Whether the name washing machine is a generic name or a brand name?" what would you say?

- (40)
- Generic name            1 → **(Continue)**
- Brand name             2 → **(Terminate and save Screener and Main Questionnaire. Thank respondent.)**
- Don't know             3 → **(Terminate and save Screener and Main Questionnaire. Thank respondent.)**

**Terminate Q. 2: Does not understand generic and brand name**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15	(41,42)
16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	
<b>Does not count as a complete</b>	

3. I'm now going to show you a series of words that are used in connection with games for young children. For each one I show you, I'd like you to tell me whether you think it is a generic name or a brand name or both. If you don't know, its okay to tell me so.

(Make sure you have placed the cards in the order listed below. One at a time, hand the cards to respondent in the order listed below. For each card, record respondent's answer in the appropriate row and column below and then take the card back from respondent and provide the next card. If respondent gives an answer other than "brand," "generic," "both," or "don't know," circle "Other" and specify. Continue until all 9 names have been asked about.)

	<u>Brand Name</u>	<u>Generic Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Other</u>	<u>IF "OTHER" SPECIFY</u>
I Spy .....	1	2	3	X	Y	(43)
Checkers .....	1	2	3	X	Y	(44)
Bingo .....	1	2	3	X	Y	(45)
Sorry .....	1	2	3	X	Y	(46)
Memory .....	1	2	3	X	Y	(47)
Blocks .....	1	2	3	X	Y	(48)
Barrel of Monkeys .....	1	2	3	X	Y	(49)
Chutes and Ladders .....	1	2	3	X	Y	(50)
Tic Tac Toe .....	1	2	3	X	Y	(51)

**Thank respondent and go to certification page**

# CERTIFICATION PAGE

[PRINT]

RESPONDENT'S FULL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (     ): \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

## RESPONDENT: PLEASE READ AND SIGN

I acknowledge that I was interviewed on this date. During this interview I was shown a series of cards with names and was asked whether I thought each name was a brand or generic name or both, and was asked some questions about it.

RESPONDENT'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

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## INTERVIEWER: PLEASE READ AND SIGN

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## SUPERVISOR: PLEASE READ AND SIGN

I certify that I observed this interview and that it was conducted in accordance with the briefing instructions.

SUPERVISOR'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**CHILDREN GAMES STUDY**  
**- MAIN QUESTIONNAIRE -**  
**- ROTATION 11 -**

**Before beginning, please make sure you have placed the cards in the proper order for ROTATION 11. The order is listed on page 2 of this questionnaire and you must show the cards and ask about the names on the cards in that exact order. If respondent wears glasses, please have them put them on now.**

The research we are conducting today is on generic names and brand names. In a minute, I'm going to show you a number of different words and ask you some questions about them. But first I'd like to discuss with you what a generic name is and what a brand name is.

Generic names are words used to identify a general category or type of product.

- For example, coffee, soap, and toothpaste are all generic names.

On the other hand, brand names are names that companies give to their products that identify the products as coming from a particular source.

- For example, Folgers, Ivory, and Crest are all brand names.

1. Do you understand the difference between a generic name and a brand name?

(37)

Yes ..... 1 → **(Continue)**

No ..... 2 → **(Repeat entire explanation before continuing and then re-ask question 1. If respondent still does not understand difference after explanation is re-read, terminate and save screener and main questionnaire. Record difficulty in understanding below. )**

**Terminate Q. A: Difficulty in understanding**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

(38,39)

**Terminates at Q. 1 do not count towards screening quota.**

12. Now, if I were to ask you "Whether the name washing machine is a generic name or a brand name?" what would you say?

- (40)
- Generic name            1 → *(Continue)*
- Brand name              2 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*
- Don't know              3 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*

**Terminate Q. 2: Does not understand generic and brand name**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15	(41,42)
16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	
<b>Does not count as a complete</b>	

3. I'm now going to show you a series of words that are used in connection with games for young children. For each one I show you, I'd like you to tell me whether you think it is a generic name or a brand name or both. If you don't know, its okay to tell me so.

(Make sure you have placed the cards in the order listed below. One at a time, hand the cards to respondent in the order listed below. For each card, record respondent's answer in the appropriate row and column below and then take the card back from respondent and provide the next card. If respondent gives an answer other than "brand," "generic," "both," or "don't know," circle "Other" and specify. Continue until all 9 names have been asked about.)

	<u>Brand Name</u>	<u>Generic Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Other</u>	<u>IF "OTHER" SPECIFY</u>	
Barrel of Monkeys.....	1	2	3	X	Y	_____	(43)
Bingo .....	1	2	3	X	Y	_____	(44)
Checkers .....	1	2	3	X	Y	_____	(45)
Chutes and Ladders .	1	2	3	X	Y	_____	(46)
Sorry.....	1	2	3	X	Y	_____	(47)
Tic Tac Toe .....	1	2	3	X	Y	_____	(48)
Memory .....	1	2	3	X	Y	_____	(49)
I Spy .....	1	2	3	X	Y	_____	(50)
Blocks.....	1	2	3	X	Y	_____	(51)

**Thank respondent and go to certification page**

# CERTIFICATION PAGE

[PRINT]

RESPONDENT'S FULL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (    ): \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

## RESPONDENT: PLEASE READ AND SIGN

I acknowledge that I was interviewed on this date. During this interview I was shown a series of cards with names and was asked whether I thought each name was a brand or generic name or both, and was asked some questions about it.

RESPONDENT'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## INTERVIEWER: PLEASE READ AND SIGN

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## SUPERVISOR: PLEASE READ AND SIGN

I certify that I observed this interview and that it was conducted in accordance with the briefing instructions.

SUPERVISOR'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

**CHILDREN GAMES STUDY**  
- MAIN QUESTIONNAIRE -  
- ROTATION 12 -

**Before beginning, please make sure you have placed the cards in the proper order for ROTATION 12. The order is listed on page 2 of this questionnaire and you must show the cards and ask about the names on the cards in that exact order. If respondent wears glasses, please have them put them on now.**

The research we are conducting today is on generic names and brand names. In a minute, I'm going to show you a number of different words and ask you some questions about them. But first I'd like to discuss with you what a generic name is and what a brand name is.

Generic names are words used to identify a general category or type of product.

- For example, coffee, soap, and toothpaste are all generic names.

On the other hand, brand names are names that companies give to their products that identify the products as coming from a particular source.

- For example, Folgers, Ivory, and Crest are all brand names.

1. Do you understand the difference between a generic name and a brand name?

(37)  
Yes ..... 1 → **(Continue)**

No ..... 2 → **(Repeat entire explanation before continuing and then re-ask question 1. If respondent still does not understand difference after explanation is re-read, terminate and save screener and main questionnaire. Record difficulty in understanding below.)**

**Terminate Q. A: Difficulty in understanding**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

(38,39)

**Terminates at Q. 1 do not count towards screening quota.**

13. Now, if I were to ask you "Whether the name washing machine is a generic name or a brand name?," what would you say?

- (40)
- Generic name            1 → *(Continue)*
- Brand name              2 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*
- Don't know              3 → *(Terminate and save Screener and Main Questionnaire. Thank respondent.)*

**Terminate Q. 2: Does not understand generic and brand name**

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	(41,42)
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	

**Does not count as a complete**

3. I'm now going to show you a series of words that are used in connection with games for young children. For each one I show you, I'd like you to tell me whether you think it is a generic name or a brand name or both. If you don't know, its okay to tell me so.

(Make sure you have placed the cards in the order listed below. One at a time, hand the cards to respondent in the order listed below. For each card, record respondent's answer in the appropriate row and column below and then take the card back from respondent and provide the next card. If respondent gives an answer other than "brand," "generic," "both," or "don't know," circle "Other" and specify. Continue until all 9 names have been asked about.)

	<u>Brand Name</u>	<u>Generic Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Other</u>	<u>IF "OTHER" SPECIFY</u>	
Blocks.....	1	2	3	X	Y	_____	(43)
Chutes and Ladders	1	2	3	X	Y	_____	(44)
Sorry.....	1	2	3	X	Y	_____	(45)
Tic Tac Toe .....	1	2	3	X	Y	_____	(46)
I Spy.....	1	2	3	X	Y	_____	(47)
Bingo .....	1	2	3	X	Y	_____	(48)
Barrel of Monkeys.....	1	2	3	X	Y	_____	(49)
Checkers .....	1	2	3	X	Y	_____	(50)
Memory .....	1	2	3	X	Y	_____	(51)

**Thank respondent and go to certification page**

# CERTIFICATION PAGE

[PRINT]

RESPONDENT'S FULL NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (\_\_\_\_): \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

## RESPONDENT: PLEASE READ AND SIGN

I acknowledge that I was interviewed on this date. During this interview I was shown a series of cards with names and was asked whether I thought each name was a brand or generic name or both, and was asked some questions about it.

RESPONDENT'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## INTERVIEWER: PLEASE READ AND SIGN

I certify that I conducted this interview in accordance with the written instructions which I received as well as my supervisor's briefing.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

---

## SUPERVISOR: PLEASE READ AND SIGN

I certify that I observed this interview and that it was conducted in accordance with the briefing instructions.

SUPERVISOR'S SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

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**APPENDIX C**  
**FIELD INSTRUCTIONS**

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# Guideline

Job #F31-0108  
Children Games Study  
February, 2008

Dear Supervisor:

Enclosed are the following materials for the "Children Games Study":

- Screeners (white)
- Main Questionnaires (white – 12 versions interleaved)
- Cards with names (9 cards)
- Interviewer's Instructions
- Screening Quota Tally Sheets (white)
- Progress Report Sheet (white)
- Practice Interview (salmon)
- Validation Listing Sheet (white)

## **OVERVIEW**

This is a one cell test to be conducted in a permanent enclosed mall facility.

You will be screening in the mall for males and females who are parents or care-takers of children 3-8 years old.

Qualified respondents will then be escorted back to the interviewing facility to be shown a series of cards with names and asked some questions about them.

## **STAFF**

All interviewers while screening and interviewing on this study are not to be screening or interviewing on any other study.

## **BRIEFING**

Field supervisors must have read and examined all materials to be completely prepared for the study. The field supervisor must be present at the briefing and be present for all days of interviewing on the study. In addition, the supervisor must observe at least 15% or 1 or 2 interviews, whichever is greater per interviewer. The supervisor is to sign the Certification Page for every interview they have observed. A field kit of all paper materials must be supplied for each participant at the briefing.

**Each interviewer is to read his/her Interviewer Instructions and sign them. Also, a personal briefing is required.** If possible, one briefing should be conducted. All interviewers must do at least one Practice Interview.

PLEASE STRESS THE FOLLOWING:

- (1) THERE ARE 12 ROTATIONS OF THE QUESTIONNAIRE
- (2) THERE ARE 6 ROTATIONS OF THE ORDER IN WHICH THE BRAND IS DISCUSSED FIRST/GENERIC SECOND
- (3) THERE ARE 6 ROTATIONS OF THE ORDER IN WHICH THE GENERIC IS DISCUSSED FIRST/BRAND SECOND
- (4) PLACING THE CARDS IN THE ORDER APPROPRIATE TO THE QUESTIONNAIRE VERSION SO THAT THEY CAN SHOW THE CARDS AND ASK ABOUT THEM IN THE SAME ORDER AS LISTED ON THE QUESTIONNAIRE

All practice interviews must be looked over by you-- and any questions cleared up -- before any interviewing is begun. (Each interviewer's signed Instructions are to be stapled to the Practice interview and returned to Guideline at the end of the study.).

### **QUALITY CONTROL PROCEDURES**

**ANY WORK RECEIVED BY OUR OFFICE, WHICH HAS NOT BEEN SUBJECT TO THE FOLLOWING PROCEDURES, WILL BE SUBJECT TO A PAYMENT ADJUSTMENT.**

Strict quality control is a primary Supervisor responsibility. Guideline requires that the following quality controls be strictly followed:

- This study must be screened by itself, not along with any other projects.
- No more than one respondent per shopping group should be screened.
- Friends, relatives or acquaintances must NOT be interviewed.
- Except for the interviewer no one else is to be in the interviewing room with the respondent.
- Anyone accompanying the respondent must wait for the respondent in the waiting room.
- Be sure the respondent does not see the STIMULI before it is indicated to be shown.
- Interviewing should not be conducted with anyone who has a hearing, visual or English language problem.

### **SECURITY INSTRUCTIONS**

- All materials related to this study are the property of Guideline and our client.
- You are responsible for all materials being used on this study; all materials are to be kept out of sight of anyone not directly involved in the study.
- No one representing Guideline or our client is to be admitted to the facility or have access to the materials without your first calling Guideline to confirm. Further, no one is to be permitted access to the facility or materials without showing satisfactory identification.

## EDITING

All work should be edited soon after completion in order to spot errors and quickly bring them to an interviewer's attention.

In editing check for:

- Completeness including market on the front of each screener of each completed questionnaire
- Following proper skip patterns exactly.
- Verbatim capture of comments. (See "Open-Ended Responses" on Interviewers Instructions.)
- Legible handwriting
- Certification page filled out by interviewer and respondent.

If an interviewer appears not to be following instructions exactly, please alert him/her to that as soon as possible and take remedial action if needed.

## VALIDATION

- List only ONE interviewer's work on a validation sheet.
- Fill out all required respondent information, interviewer name, city and quota group.
- Be sure about indicating correct area code for every respondent.
- Write listings in black ink ONLY.
- You are not to phone validate, since we will be independently validating 100% of every interviewer's work, as well as doing a duplicate number search.
- You must, however, monitor or do in-site validation for at least 10% of each interviewer's work and note validated work on Validation Listing Form.

• Handling "No Phone" or "Refused Phone"

The Supervisor must attempt to do a telephone lookup for all respondents who do not give a phone number. If a number is not found, indicate that you have attempted a lookup by writing "L.U.".

## PROGRESS REPORTS

Enclosed are Progress Report Sheets for your convenience. Accurate cumulative reports are to be received by us each day the study continues. We are to RECEIVE them by 10:00 AM OUR TIME.

- **FAX # 212-947-6294 (Preferred). Do not use a cover sheet, just fill in all the required information on the Progress Report Sheet. Be sure to write your city and contact name on each sheet of the report.**

### **RETURNING WORK**

- Completed interviews are to be bundled together by interviewer with that interviewer's Validation Sheet on the top of the pile.
- Completed interviews are to be stapled together in the following order:
  - 1) SCREENER
  - 2) MAIN QUESTIONNAIRE
- Bundle together all Screeners that contain a record of termination. Mark each screener "For Tallies Only". Label this bundle " Screener -- Tallies Only".
- Return all PRACTICE interviews.
- Enclose Master/Final Progress Report Forms.
- Return name cards only after instructed by Guideline.

### **SHIPMENT/CHARGES**

- All shipments are to be send Federal Express Priority Overnight to Guideline, and charged to our Federal Express Account #0100-0112-9 unless otherwise specified
- Insure packages for \$500.00
- Indicate Job #F31-0308 on airbill for all shipments

- |  |
|--|
| <ul style="list-style-type: none"><li>• <b><u>Important</u></b><br/>Since Guideline does not want to incur additional shipping charges, make sure that all items specified above are included with your completed questionnaires, unless otherwise specified. If you "forget" we will have to deduct the additional shipping charges from your bill.</li></ul> |
|--|

### **BILLING**

Submit all bills under separate cover to the attention of our Accounting Department.

Thank you for your help with this survey.

Sincerely,

Nelly Valentin  
Field Director

Guideline  
625 Avenue of the Americas  
New York, New York 10011

Job #F31-0308  
Children Games Study  
February, 2008

### **INTERVIEWER INSTRUCTIONS**

INTERVIEWER'S NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

BRIEFING SUPERVISOR: \_\_\_\_\_

---

### **MATERIALS**

- Screeners (white)
- Main Questionnaires (white - 12 versions interleaved)
- Cards with names (9 cards)
- Screening Quota Tally Sheets (white)
- Progress Report Sheet (white)
- Practice Interview (salmon)
- Validation Listing Sheet (white)

### **OVERVIEW**

This is a one cell test to be conducted in a permanent enclosed mall facility.

You will be screening in the mall for men and women who are parents or care-takers of children 3 – 8 years old.

Qualified respondents will then be escorted back to the interviewing facility to be shown a series of cards with names and asked some questions about them.

### **QUOTA ASSIGNMENT**

Your supervisor will give you a quota assignment by gender and age. Refer to the enclosed Master Quota Control Sheet to determine your exact quota assignment.

### **ELIGIBILITY**

Eligible respondent are males and females who meets the following requirements:

- Respondent must pass occupational security (Q. A).
- Respondent must be the parent of any children between 3 and 8 years old (Q.C)

- OR -

- Respondent must be the regular care-taker for any children between 3 and 8 years old (Q.D)
- Respondent must participate in making decisions about which games to purchase for these children (Q.F)

- Respondent must have glasses/contact lenses with them if worn when reading (Q.G/H)
- Respondent have not participated in a market research survey in the past 3 months (Q.I)
- Respondent must be willing to participate (Q.J).

### **QUALITY ASSURANCE IN SCREENING**

- Do not interview friends, relatives or acquaintances.
- When screening for this study you must not screen for any other study at the same time.
- Only one potential respondent in a group of people may be screened.
- Only one potential respondent is to be in the interviewing room at the time of the interview.
- Anyone accompanying the respondent must wait for the respondent in the waiting room.
- Be sure the respondent does not see the stimulus before it is indicated to be shown.
- Do not proceed to interview anyone who has a hearing, visual or English language problem.

### **MAIN QUESTIONNAIRE**

#### **GENERAL GUIDELINES**

- Read introductions and all questions exactly as written.
- Always give respondents enough time to answer.
- Mark answers clearly and write clearly
- When questionnaire calls for you to show the Hand Card under no circumstances are you to discuss the hand card with the respondent. Read the questions referring to the concept verbatim as written, always referring to the concept AND SAYING WHAT THE QUESTIONNAIRE STATES.

### **SCREENER QUESTION BY QUESTION INSTRUCTIONS**

#### **SCREENER:**

Be sure you are familiar with the circle screener method of termination. If you are not, ask your supervisor to explain it to you. For any answers which disqualify the respondent, you are to circle the next available number in the termination box, erase and re-use screener. Do NOT erase any of the circles around the numbers in the termination boxes. If all the numbers in a termination box have been circled before you contact a qualified, willing respondent, you are to return the screener to your supervisor. Write in your name, circle your city and mark clearly on the top of the screener "FOR TALLIES ONLY".

**Using the screener, screen for men and women who are parents or care-takers of children 3 – 8 years old.**

## **SCREENER:**

- Q. A: If "yes" to any boxed occupation terminate. Otherwise continue. **These terminates do not count toward your screening quota.**
- Q.B: Read choices. Record age group.
- Q.C: If "yes," skip to Q.E. If "no," ask Q.D.
- Q.D: If "yes," ask Q.E. If "no," terminate. **These terminates do count toward your screening quota.**
- Q.E: Record age for each child between the age 3 and 8 years that the respondent mentions.
- Q.F: If "yes" ask Q.G. If "no," terminate. **These terminates do count toward your screening quota.**
- Q.G: If "yes" ask Q.H. If "no" skip to Q.I.
- Q.H: If "yes" continue. If "no," terminate. **These terminates do not count toward your screening quota.**
- Q. I: If "no", continue. If "yes" terminate. **These terminates do not count toward your screening quota.**
- Q. J: Invite the respondent to participate, continue with the main questionnaire. If the respondent refuses, terminate. **These terminates do not count toward your screening quota.**

## **MAIN QUESTIONNAIRE QUESTION BY QUESTION INSTRUCTIONS**

The questionnaire is straightforward and must be administered exactly as written.

If respondent wears glasses or contact lenses, that is they said "yes" to Q.G in the screener, make sure that he/she is wearing them before continuing.

There are twelve versions of the Main Questionnaire (Rotation 1 – Rotation 12) interleaved. Note: The difference in the versions is the order of the verbiage of the brand name and generic name and the order of the list of items in Q.3.

### **Example:**

- **Rotations 1 - 6**

These versions discuss brand names first and generic names second throughout the survey, except for the grid box in Q.3. Brand Name will always appear as the first column and Generic Name will appear in the second column.

- **Rotations 7 - 12**

These versions discuss generic names first and brand names second throughout the survey, except for the grid box in Q.3. Brand Name will always appear as the first column and Generic Name will appear in the second column.

- **Rotations 1 – 12**

For Q.3 – the list of items are in different order for each rotation.

The questionnaire is straightforward and must be administered exactly as written.

**IMPORTANT:**

- **BEFORE BEGINNING THE INTERVIEW, REFER TO THE LIST OF NAMES IN Q.3.**
- **MAKE SURE THAT YOU PLACE THE CARDS IN THE SAME ORDER AS THE LIST IN Q.3**
- **THE CARDS MUST BE SHOWN IN EXACT SAME ORDER AS INDICATED IN Q.3.**

Q.1: Read verbatim. Use care in reading the verbiage correctly as indicated on the questionnaire. The order of brand name and generic name has been rotated for each version. If "yes" continue with Q.2. If "no," repeat the entire explanation. If after re-reading the explanation the respondent still does not understand the difference terminate and **save** both the screener and main questionnaire. *NOTE: Terminates at this question does not count as a complete.*

Q.2: Read verbatim. If "generic name," continue. If "brand name" or "don't know" terminate and save both the screener and main questionnaire. *NOTE: Terminates at this question does not count as a complete.*

Q.3: Read verbatim. There are nine names on cards. Make sure that you have placed the cards in the order listed on the questionnaire. One at a time, hand the cards to the respondent in the order listed below. For each card, record the respondent's answer in the appropriate row and column. Then take back the card from the respondent and hand him/her the next card. If the respondent gives an answer other than "brand," "generic," "both," or "don't know," circle "Other" and specify in the space provided. Continue in this manner until all 9 names have been asked about.

**SECURITY:**

- You are responsible for all materials being used on this study. Stimuli must be locked up when not working on this study.
- All materials are to be kept out of sight of anyone not directly involved in the study
- All materials related to this study are the property of Guideline and our client.
- No one representing Guideline or our client is to be admitted to the facility or have access to the materials without your first calling Guideline to confirm. Further, no one is to be permitted access to the facility or materials without showing satisfactory identification.

**UPON COMPLETION OF INTERVIEW:**

Fill out all respondent information on the front page of the screener.

Fill out all respondent information on certification page. You and the respondent must read, sign and date certification page.

Thank respondent.

Staple the screener to the main questionnaire and give it to your supervisor.

Only if a supervisor observed the interview, he/she must also sign the certification page.

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**APPENDIX D**

**VALIDATION QUESTIONNAIRE/LETTER**

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### VALIDATION QUESTIONNAIRE

- ASK TO SPEAK TO THE PERSON WHOSE NAME IS LISTED ON VALIDATION SHEET
- CORRECT ANSWERS ARE CIRCLED
- PROBE WHERE INDICATED

Hello (Mr./Miss/Mrs./Ms.) \_\_\_\_\_, I'm from Guideline in New York. Recently a study was done in your area and we're calling to thank you for your participation and to confirm a few points.

1. Recently, did you take part in a survey at the mall where you were shown a series of cards with names and was asked whether you thought each name was a brand or generic name or both, and was asked some questions about it?

YES.....  1

NO ..... 2 -> **(Before terminating, be sure no one else in household was interviewed)**

2. Which of the following includes your age?

24 years old or younger .....	1
25 – 30 years old .....	2
31 – 35 years old .....	3
36 – 40 years old .....	4
Over 40 .....	5

**(Check against validation listing)**

3. Are you the parent or regular care-taker for any children between the ages of 3 and 8?

YES.....  1 -> **Must mention to qualify.**

NO ..... 2

4. Do you participate in making decisions about which games to purchase for any of these children?

YES.....  1 -> **Must mention to qualify.**

NO ..... 2

Thank respondent.

## **Outfielders, Inc.**

---

Frances Murray Tavolilla  
100 North Road  
Eastchester NY, 10709  
(914) 961-8042

February 21, 2008

Ms. Nelly Valentin  
Guideline  
625 Avenue of The Americas  
New York, NY 10011

Dear Nelly,

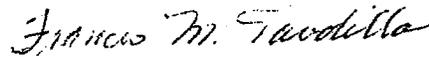
The validation results of your Children Games Study #F31-0308 are as follows:

Out of the listed 315 respondent names, 313 had telephone numbers. Of these, 222 were successfully contacted (71%). Of those not reached, a minimum of three attempts were made on different days of the week and at different times of the day.

Of those contacted, there were no discrepancies found in interviewing procedures. All results of this phase of the study were reported to Guideline.

If you have any questions regarding this study, please call me.

Sincerely,



Frances Murray Tavolilla

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**APPENDIX E**  
**COMPUTER TABLES**

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CHILDREN GAMES STUDY #F31-0308

GUIDELINE

Table -----	Title -----	Base -----
1	Q.2 WHETHER NAME WASHING MACHINE IS A BRAND NAME OR GENERIC NAME	
2	Q.3 WHETHER THINK NAME IS A BRAND NAME OR GENERIC NAME	
3	MARKET	
4	AGE/GENDER	
5	Q.E AGES OF CHILDREN BETWEEN 3 AND 8 YEARS OLD	

Q.2 WHETHER NAME WASHING MACHINE IS A BRAND NAME OR GENERIC NAME

TOTAL	
=====	
TOTAL RESPONDENTS	315
BRAND NAME	-
GENERIC NAME	315
	100.0

Q.3 WHETHER THINK NAME IS A BRAND NAME OR GENERIC NAME

	TOTAL
TOTAL RESPONDENTS	315
=====	
MEMORY	
BRAND NAME	217
	68.9
GENERIC NAME	66
	21.0
BOTH	19
	6.0
DON'T KNOW	13
	4.1
CHECKERS	
BRAND NAME	82
	26.0
GENERIC NAME	201
	63.8
BOTH	30
	9.5
DON'T KNOW	2
	0.6
BARREL OF MONKEYS	
BRAND NAME	227
	72.1
GENERIC NAME	72
	22.9
BOTH	7
	2.2
DON'T KNOW	9
	2.9
BINGO	
BRAND NAME	96
	30.5
GENERIC NAME	184
	58.4

GUIDELINE

Q.3 WHETHER THINK NAME IS A BRAND NAME OR GENERIC NAME

	TOTAL
TOTAL RESPONDENTS	315
BOTH	31 9.8
DON'T KNOW	4 1.3
I SPY	
BRAND NAME	200 63.5
GENERIC NAME	97 30.8
BOTH	11 3.5
DON'T KNOW	7 2.2
TIC TAC TOE	
BRAND NAME	101 32.1
GENERIC NAME	185 58.7
BOTH	22 7.0
DON'T KNOW	7 2.2
SORRY	
BRAND NAME	294 93.3
GENERIC NAME	20 6.3
BOTH	1 0.3
CHUTES AND LADDERS	
BRAND NAME	288 91.4

GUIDELINE

Q.3 WHETHER THINK NAME IS A BRAND NAME OR GENERIC NAME

	TOTAL
	=====
TOTAL RESPONDENTS	315
GENERIC NAME	17 5.4
BOTH	6 1.9
DON'T KNOW	4 1.3
BLOCKS	
BRAND NAME	17 5.4
GENERIC NAME	278 88.3
BOTH	17 5.4
DON'T KNOW	3 1.0

MARKET

	TOTAL
	=====
TOTAL RESPONDENTS	315
DALLAS	33 10.5
DETROIT	47 14.9
INDIANAPOLIS	50 15.9
LOS ANGELES	50 15.9
MASSAPEQUA, NY	22 7.0
OKLAHOMA CITY	39 12.4
PHILADELPHIA	38 12.1
SEATTLE	36 11.4

AGE/GENDER

	TOTAL
	=====
TOTAL RESPONDENTS	315
MALES	138
-----	43.8
24 OR YOUNGER	20
	6.3
25-30	48
	15.2
31-35	29
	9.2
36-40	24
	7.6
OVER 40	17
	5.4
FEMALES	177
-----	56.2
24 OR YOUNGER	32
	10.2
25-30	50
	15.9
31-35	28
	8.9
36-40	40
	12.7
OVER 40	27
	8.6

CHILDREN GAMES STUDY #F31-0308

O.E AGES OF CHILDREN BETWEEN 3 AND 8 YEARS OLD

TOTAL	
=====	
TOTAL RESPONDENTS	315
3 YEAR OLDS	
NONE	233 74.0
1	80 25.4
2	2 0.6
4 YEAR OLDS	
NONE	246 78.1
1	69 21.9
2	-
5 YEAR OLDS	
NONE	247 78.4
1	68 21.6
2	-
6 YEAR OLDS	
NONE	263 83.5
1	51 16.2
2	1 0.3
7 YEAR OLDS	
NONE	253 80.3
1	62 19.7

GUIDELINE

Q.E AGES OF CHILDREN BETWEEN 3 AND 8 YEARS OLD

TOTAL	=====
TOTAL RESPONDENTS	315
2	-
8 YEAR OLDS	-
NONE	248
	78.7
1	67
	21.3
2	-
	-