



BULKY DOCUMENTS

(Exceeds 100 pages)

Proceeding/Serial No: **91188993**

Filed: 3/17/2010

Title: Applicant's Notice of Filing of Testimony of
Luis Chamorro

Part 1 of 1

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

ROLEX WATCH U.S.A., INC.,

Opposer

vs.

Opposition No.: 91188993

Serial No.: 77/492,131

AFP IMAGING CORPORATION

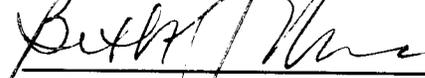
Applicant.

OPPOSER'S EXPERT WITNESS DISCLOSURES

Opposer designates Philip Johnson of Leo J. Shapiro, Inc. as its expert witness. Attached as Exhibit A is the Declaration of Philip Johnson in accordance with Federal Rule of Civil Procedure 26(2)(B). Attached as Exhibit B are the Questionnaire Responses and other data all in support of the Declaration of Philip Johnson.

Respectfully submitted,

ROLEX WATCH U.S.A., INC.



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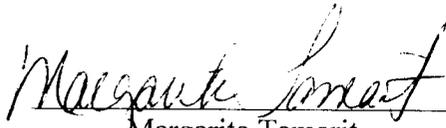
ROLEX WATCH USA, INC.

Dated: March 17, 2010

CERTIFICATE OF SERVICE

I hereby certify that a true copy of the foregoing OPPOSER'S EXPERT WITNESS
DISCLOSURES has been served on Applicant this 17th day of March, 2010 BY HAND to:

Norman H. Zivin, Esq.
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Margarita Tamarit



ROLEX WATCH USA, INC.

v.

AFP IMAGING CORPORATION

A STUDY OF LIKELIHOOD OF DILUTION

March 2010

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DECLARATION OF PHILIP JOHNSON

I, Philip Johnson, state as follows:

I. BACKGROUND

1. I am Chief Executive Officer of Leo J. Shapiro and Associates, Inc., a Chicago-based market research and consulting firm that conducts surveys.
2. I have been with this firm since 1971. Over the past 39 years, I have designed and supervised hundreds of surveys measuring consumer behavior, opinion, and beliefs concerning brands and products, employing a wide range of research techniques. I have given lectures before the American Bar Association (ABA), the Practising Law Institute (PLI), the American Intellectual Property Law Association (AIPLA), and the International Trademark Association (INTA) on the use of survey research in litigation. I am a member of the American Marketing Association (AMA), the American Association for Public Opinion Research (AAPOR), and the International Trademark Association (INTA). I have a B.S. degree from Loyola University and an M.B.A. degree from the University of Chicago. A description of my background and a list of cases in which I have offered survey evidence during the past four years are attached to Appendix A of this Declaration.

II. INTRODUCTION

3. During November 2009, I was retained by counsel from the law firm, Gibney Anthony & Flaherty L.L.P., on behalf of its client, Rolex Watch USA, Inc. ("Rolex"). Counsel informed me of a dispute that has arisen between AFP Imaging Corporation ("AFP"), on the one hand, and Rolex, on the other hand. It is my understanding that AFP has filed an application with the Patent and Trademark Office to register the word mark "ROLL-X" in connection with x-ray tables. Rolex is concerned that AFP's use of the "ROLL-X" name will cause dilution of its famous Rolex trademark.

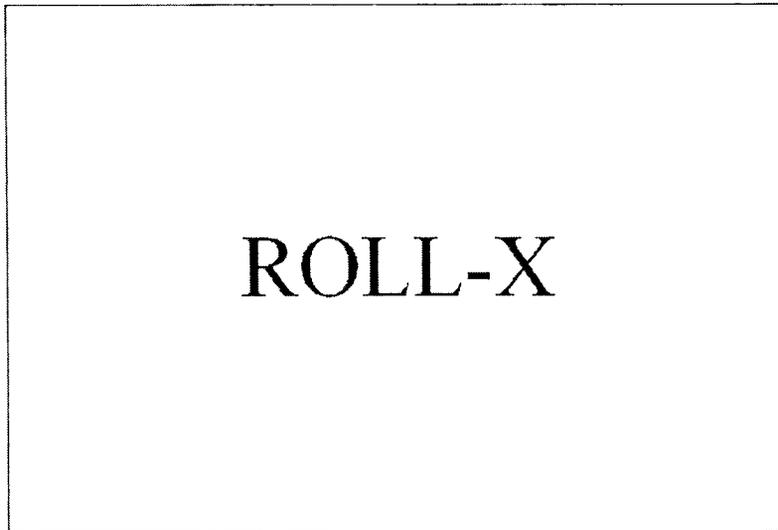
4. Counsel asked whether I could design and conduct a study that would explore the extent, if any, to which healthcare professionals, who purchase x-ray tables would think of the Rolex trademark and/or its products when encountering an x-ray table called "ROLL-X." Such a false association would mean that the Rolex trademark would likely be diluted by the use of the "ROLL-X" name for x-ray tables. I agreed and proceeded to design and conduct such a study. What follows is a report on the design, execution, and results of this research, as well as the conclusions that one can draw from this measurement.

III. METHODOLOGY

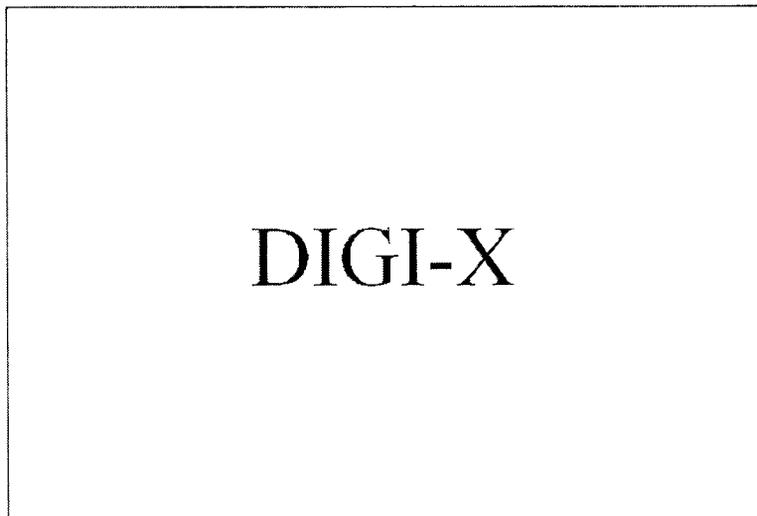
5. Telephone interviews were conducted between November 19, 2009 and February 5, 2010 with animal health professionals (e.g., veterinarians, veterinary technicians, office managers, etc.) who are responsible for making the decision about purchasing x-ray tables. A total of 301 interviews were conducted in this research study using a random probability sample of veterinary clinics located across the United States. This national sample of veterinary clinics was provided by SK&A Information Services, Inc., a company that specializes in supplying healthcare provider samples for research purposes.
6. The survey employed both a “test” cell and a “control” cell. Two thirds of the interviews (200 cases) were conducted in the test cell, and one third of the interviews (101 cases) were conducted in the control cell. Each respondent was randomly assigned to either the test cell (i.e., viewed only the test cell exhibit) or the control cell (i.e., viewed only the control cell exhibit).
7. The test cell exhibit bears the name “ROLL-X” while the control cell exhibit bears the name “DIGI-X.” I selected “DIGI-X” as the control cell name because it shares a similar format to “ROLL-X” (i.e., four letters hyphen “X”) but does not contain the “ROLL” portion of the name.

8. Reduced size images of the exhibits are shown below:

Test Cell Exhibit



Control Cell Exhibit



9. This use of both a test cell and control cell is the preferred survey methodology because there is a certain amount of error in any survey measurement that can be caused by sample error, guessing, the design of the study, or the construction of the questions asked. It is important to exclude these forms of error from the study results when assessing the degree of dilution that may be present. The methodology used in this study allows one to accurately isolate and assess the effects of the test cell word mark on likelihood of dilution. Operationally, this is accomplished by subtracting the proportion of control cell respondents who falsely associate the Rolex trademark with “DIGI-X” from the proportion of test cell respondents who falsely associate the Rolex trademark with “ROLL-X.”
10. This study was designed to assess the likelihood of dilution. In order to accurately measure likelihood of dilution, it is necessary to separate those who are likely to be confused as to source from those who do not believe that the product or service comes from the senior user, but nonetheless associate the product or service in question with the senior user and specifically do so because of the element in question. Such a measurement produces an accurate assessment of the likelihood of dilution through blurring. This protocol follows the methodology used in the Nike, Inc. vs. Nikepal International, Inc. case.¹
11. In disputes about likelihood of confusion and dilution, the appropriate universe for the survey is the late comer’s (i.e., junior user’s) market. In his treatise, Dr. Thomas

¹ Nike, Inc. v. Nikepal International, Inc., 84 U.S.P.Q.2d 1820 (E.D. Cal. 2007).

McCarthy states that when designing a study to measure likelihood of confusion, the proper universe is potential consumers of the junior user's goods or services²:

"In a traditional case claiming 'forward' confusion, not 'reverse' confusion, the proper universe to survey is the potential buyers of the junior user's goods or services."

12. It is my understanding that Veterinary Medicine is a primary target for AFP's x-ray table product line. In order to reach a representative segment of AFP's (the junior user's) x-ray table marketplace, qualified respondents were animal health professionals working at veterinary clinics, who are decision makers about which x-ray tables to purchase. The screening interview proceeded as follows:

Question I:

"Do you use x-ray tables at your facility?"

Question II:

"Are you the person at your facility who is most responsible for making the decision about which particular x-ray table to purchase?"

Question III:

"And what is your job title?"

13. Each screened and qualified respondent was then told:

"Before we begin, I would like you to know that the interview will take about 5 minutes of your time. If you qualify and complete the entire study, we will send you or your favorite charity a \$30 honorarium as a token of appreciation for your cooperation. I would like you to know that your answers and identity will be kept strictly confidential. As we go through the study, I will be asking you some questions. If you do not know the answers to any of the questions, it is okay to say

² McCarthy, J. Thomas. 2000. McCarthy on Trademarks and Unfair Competition, Volume 6, 32:159.

so. Please do not refer to any materials or literature in your office while answering these questions."

14. Qualified respondents were then asked to log onto the Internet to view the exhibit. If the respondent did not have Internet access, the interview was terminated. Respondents were directed to either the test cell URL or the control cell URL:

"I am going to ask you to log onto the Internet. Please have your computer on and accessible during the interview.

First, please enter the following URL into your web browser:

<http://surveycenteronline.com/equipmentmm>

OR

<http://surveycenteronline.com/equipmentbb>

Let me know when you are there."

Question 1:

"Can you clearly see the name on your computer screen?"

15. If the respondent could clearly see the name on his/her computer screen, the interview continued. Each respondent was then asked his/her belief about source. In order to understand the basis for their beliefs as well as exactly what company or source they are referring to, respondents were then asked an open-ended question that allowed them to explain their answers in their own words.

Question 2a:

"Assume for a moment that you were looking for a new x-ray table and you encountered one that uses this name. Based on what you see here, would you OR would you not have a belief as to who or what company puts out or sponsors this x-ray table?"

Question 2b:

“IF SAYS ‘YES, I WOULD,’ IN Q.2a, ASK: Who or what company is that? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that company name for me?”

Question 2c:

“What makes you say that? PROBE: What else?”

16. After asking the source question, respondents were instructed to close their web browser so that they could not refer back to the exhibit for the remainder of the interview.

“Please close your web browser now. Let me know when you have done this.”

17. The interview continued after the respondent indicated that he/she had closed the web browser. The exact questions used and the sequence in which they occurred are as follows:

Question 3a:

“What, if anything, came to your mind when I first showed you the name of this x-ray table? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that for me? PROBE: Anything else?”

Question 3b:

“FOR EACH RESPONSE GIVEN IN Q.3a, ASK: What makes you say that (INSERT RESPONSE GIVEN IN Q.3a) came to your mind? PROBE: What else?”

Question 3c:

“FOR EACH RESPONSE GIVEN IN Q.3a, ASK: What kind of company or product is (INSERT RESPONSE GIVEN IN Q.3a)? How would you describe it to someone else if you were explaining who or what it is?”

Question 4a:

"Did any other product or products come to your mind when I first showed you the name of this x-ray table?"

Question 4b:

"IF SAYS 'YES' IN Q.4a, ASK: What product or products is that? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that for me? PROBE: Any others?"

Question 4c:

"FOR EACH RESPONSE GIVEN IN Q.4b, ASK: What makes you say that (INSERT RESPONSE GIVEN IN Q.4b) came to your mind? PROBE: What else?"

18. Finally, classification information was secured and the interview completed. Copies of the questionnaire and the exhibits used are attached to Appendix B of this Declaration.
19. Based on the sample size of 200 cases in the test cell, the statistical error rate for the key measures in this study fall into the range of $\pm 6.9\%$ for a statistic such as 52% at the 95% confidence level. In other words, one would expect that 95 times out of 100, a measurement that was actually 52% would accurately be represented in the data by a statistic as high as 59%, or as low as 45%.
20. Interviewing was administered and supervised, under my direction, by Survey Center, L.L.C., a company that specializes in the administration of market research surveys. Survey Center is the data collection division of Leo J. Shapiro and Associates and is a member of the Market Research Association. Interviewing was conducted by an

member of the Market Research Association. Interviewing was conducted by an independent research firm who specializes in telephone interviewing. Interviewers were trained in proper interviewing techniques and were briefed specifically on this project.

21. The survey used a “double-blind” approach, where neither the respondent nor the interviewers conducting the study were aware of the purpose of the research or the identity of the party who commissioned it. The methodology, survey design, execution, and reporting were all conducted in accordance with generally accepted standards of objective procedure and survey technique.
22. Independent validation was conducted by telephone, which involved re-establishing contact with the persons who were interviewed in the study. Based on this re-contact, none of the 301 interviews failed during the validation procedure. A summary of the survey validation is attached to Appendix C of this Declaration.
23. The work performed to design, carry out, and report this study is covered by a billing of \$100,000. Additional time required for trial testimony or deposition, will be billed at a rate of \$7,000 per day, plus expenses.

IV. RESULTS

24. Each respondent was asked if they have a belief about who or what company puts out or sponsors this x-ray table. Overall, just 4% of test cell respondents and 5% of control cell respondents report having a belief about source.

Question 2a:

“Assume for a moment that you were looking for a new x-ray table and you encountered one that uses this name. Based on what you see here, would you OR would you not have a belief as to who or what company puts out or sponsors this x-ray table?”

	<u>EXHIBIT SHOWN</u>	
	<u>ROLL-X</u>	<u>DIGI-X</u>
	(200)	(101)
ALL RESPONDENTS	<u>100%</u>	<u>100%</u>
Yes, I Would	4%	5%
No, I Would Not	96	94
Don't Know	*	1

*0.5% or fewer mentions, but not zero.

NOTE: Table may not sum to 100% due to rounding.

25. Among those respondents who have a belief about source, just 2% (4 respondents) in the test cell mentioned the Rolex brand: two respondents (1%) name Rolex as the source, although they later explain that they are only saying Rolex out of familiarity, and the other two respondents (1%) say that there is a play on words of the Rolex brand. In other words, none of these four respondents evidence any actual confusion. There were no corresponding Rolex mentions in the control cell. Specifically, in response to Questions 2b and 2c, these four test cell respondents say:

- ID #88: *"Rolex watch. Familiar only with the watch."*
- ID #136: *"Rolex. Brand recognition."*
- ID #170: *"There's a play on words, as in Rolex watch. A digital x-ray and a rolling table. The tables have rolling top tables."*
- ID #228: *"Rolex. It looks like it's a play on Rolex, but not the expensive watch itself."*

Q.2b: *"IF SAYS 'YES, I WOULD,' IN Q.2a, ASK: Who or what company is that?"*

Q.2c: *"What makes you say that?"*

Net of Q.2b-c

	EXHIBIT SHOWN	
	<u>ROLL-X</u>	<u>DIGI-X</u>
ALL RESPONDENTS	(200)	(101)
<u>All Who Have a Belief About Source:</u>	<u>4%</u>	<u>5%</u>
ROLL-X	2	--
DIGI-X	--	3
Rolex Watch	1	--
Play On Word "Rolex"	1	--
Digital X-Ray	*	--
Rolling Table	*	--
Other Comments	--	2

*0.5% or fewer mentions, but not zero.

26. Each respondent was asked what came to mind when they first saw the name of this x-ray table. Overall, 42% of test cell respondents say Rolex comes to mind, while no one in the control cell mentions Rolex.

Question 3a:

"What, if anything, came to your mind when I first showed you the name of this x-ray table?"

	<u>EXHIBIT SHOWN</u>	
	<u>ROLL-X</u>	<u>DIGI-X</u>
	(200)	(101)
ALL RESPONDENTS	<u>100%</u>	<u>100%</u>
<u>All Who Say Something Came to Mind:</u>	<u>82%</u>	<u>91%</u>
<u>Rolex Mentions (Net):</u>	<u>42</u>	<u>=</u>
Rolex/Watch	42	--
Rolex Horse Event	1	--
<u>Other Mentions (Net):</u>	<u>56</u>	<u>91</u>
Portable/Movable/Rolling	32	--
X-Ray Tables/Equipment	18	1
X-Rays	7	7
Rolodex/Filing System	4	--
Not Familiar With	2	6
Plain/Easy to Read/Simple	2	4
Roloids/Antacid	2	--
Play On Words/Name	2	--
Expensive/Luxury/High-End	2	--
Rolo/Candy	2	--
Good Quality/Reliable/Durable	2	--
Joke/Funny/Clever	1	2
Digital X-Rays/Equipment	*	78
Other Comments (Net)**	14	12
<u>All Who Do Not Say Something Came to Mind:</u>	<u>18</u>	<u>9</u>

*0.5% or fewer mentions, but not zero.

**1% or fewer mentions each, but not zero.

NOTE: Table may sum to more than total due to multiple mentions by some respondents.

27. Among test cell respondents who say Rolex came to mind, the most frequently cited reason is the name (32%).

Question 3b:

“What makes you say that (INSERT RESPONSE GIVEN IN Q.3a) came to your mind?”

	<u>ROLL-X</u>
	(200)
ALL RESPONDENTS	<u>100%</u>
<u>All Who Say Rolex Came to Mind:</u>	<u>42%</u>
Because of the Name	32
Rolex/Watch	26
Comes to Mind/Reminds Me Of	8
Familiar With	4
Well-Known/Recognize It	3
Expensive/Luxury/High-End	2
Rolex Horse Event	1
Play On Words/Name	*
Other Comments	*
Don't Know/Not Answering	*

*0.5% or fewer mentions, but not zero.

NOTE: Table may sum to more than total due to multiple mentions by some respondents.

28. Most test cell respondents who say Rolex came to mind further describe the watch (30%) or describe an attribute of the watch such as luxury (26%) or good quality (12%).

Question 3c:

“What kind of company or product is (INSERT RESPONSE GIVEN IN Q.3a)? How would you describe it to someone else if you were explaining who or what it is?”

	<u>ROLL-X</u>
	(200)
ALL RESPONDENTS	<u>100%</u>
<u>All Who Say Rolex Came to Mind:</u>	<u>42%</u>
Rolex/Watch	30
Expensive/Luxury/High-End	26
Good Quality/Reliable/Durable	12
Gold	1
For Older People	1
Rolex Horse Event	1
Good Customer Service	*
Other Comments	*
Don't Know/Not Answering	4

*0.5% or fewer mentions, but not zero.

NOTE: Table may sum to more than total due to multiple mentions by some respondents.

29. Each respondent was then asked if any other products came to mind when they first saw the name of this x-ray table. Overall, 19% of test cell respondents and 18% of control cell respondents report that other products came to mind.

Question 4a:

"Did any other product or products come to your mind when I first showed you the name of this x-ray table?"

	EXHIBIT SHOWN	
	<u>ROLL-X</u>	<u>DIGI-X</u>
ALL RESPONDENTS	(200) <u>100%</u>	(101) <u>100%</u>
Yes	19%	18%
No	81	82

30. Among the 19% of respondents who say other products came to mind, about half name Rolex (10% overall). This additional 10% represents respondents who did not identify Rolex in either Question 2 or Question 3. No one mentions Rolex in the control cell.

Question 4b:

"IF SAYS 'YES' IN Q.4a, ASK: What product or products is that?"

	EXHIBIT SHOWN	
	<u>ROLL-X</u>	<u>DIGI-X</u>
ALL RESPONDENTS	(200)	(101)
	<u>100%</u>	<u>100%</u>
<u>All Who Say Other Products Came to Mind:</u>	<u>19%</u>	<u>18%</u>
Rolex/Watch	10	--
<u>Other Mentions (Net):</u>	<u>9</u>	<u>17</u>
Portable/Movable/Rolling	2	--
Roloids/Antacid	2	--
Rolodex/Filing System	2	--
X-Ray Tables/Equipment	1	2
Digital X-Rays	--	3
Computer System/Hardware	--	2
Other Comments (Net)**	4	11
Don't Know/Not Answering	*	1

*0.5% or fewer mentions, but not zero.

**1% or fewer mentions each, but not zero.

NOTE: Table may sum to more than total due to multiple mentions by some respondents.

31. Among test cell respondents who say Rolex came to mind, the most frequently cited reason is the name (9%).

Question 4c:

"What makes you say that (INSERT RESPONSE GIVEN IN Q.4b) came to your mind?"

	<u>ROLL-X</u>
ALL RESPONDENTS	(200)
	<u>100%</u>
<u>All Who Say Rolex Came to Mind:</u>	<u>10%</u>
Because of the Name	9
Rolex/Watch	4
Comes to Mind/Reminds Me Of	2
Well-Known/Recognize It	*

*0.5% or fewer mentions, but not zero.

NOTE: Table may sum to more than total due to multiple mentions by some respondents.

Summary Table: Total Rolex Association

32. When the results to all the survey questions are considered together on an unduplicated basis, 52% report that the Rolex trademark comes to mind when they encounter the "ROLL-X" name for x-ray tables.

Net Unduplicated Summary Table
(Net of Q.2-4)

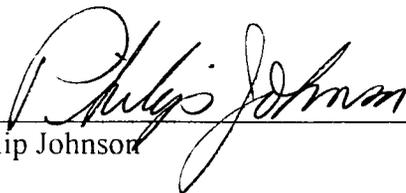
	<u>EXHIBIT SHOWN</u>	
	<u>ROLL-X</u>	<u>DIGI-X</u>
ALL RESPONDENTS	(200) <u>100%</u>	(101) <u>100%</u>
<u>Total Rolex Association</u>	<u>52%</u>	<u>--%</u>
All Who Identify Rolex in Q.2 Or Q.3	42	--
All Who Identify Rolex in Q.4, But Do Not Identify It in Q.2 Or Q.3	10	--

V. CONCLUSIONS AND OPINIONS

33. Based on these results, it is clear that the use of the "ROLL-X" name in connection with x-ray tables causes a majority (52%) of those animal health professionals who encounter it to think of the famous Rolex trademark. In virtually all of these instances, this specific association with Rolex occurs in the form of dilution or blurring of the Rolex trademark.
34. It is my opinion that there is a high degree of false association between x-ray tables called "ROLL-X" and the Rolex watch company such that a significant likelihood of trademark dilution occurs.

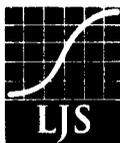
Pursuant to 28 U.S.C., Section 1746, I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct.

Executed on March 11, 2010 at Chicago, Illinois.


Philip Johnson

APPENDIX A

- Philip Johnson Curriculum Vitae
- Recent Cases In Which Philip Johnson Has Testified



PHILIP JOHNSON

CURRICULUM VITAE

Philip Johnson is the Chief Executive Officer of Leo J. Shapiro and Associates, a Chicago-based market research and behavioral consulting company. Mr. Johnson has been with this firm since 1971 and has held a number of positions. In recent years, he has concentrated his efforts in the areas of study design and the development of innovative research techniques.

Over the past years, Mr. Johnson has designed and supervised hundreds of surveys measuring consumer behavior and opinion, employing a wide range of research techniques. His area of expertise is in the use of survey research as a tool in litigation, including jury selection and trademark disputes.

Mr. Johnson has offered testimony regarding survey evidence on over fifty occasions in both Federal and State courts. In addition, he has offered survey research in matters before the Federal Trade Commission, The Food and Drug Administration, the Patent and Trademark Office, and the Trademark Trial and Appeal Board. Mr. Johnson has designed, conducted, and reported survey evidence on behalf of both plaintiffs and defendants in various cases. The topics covered in these litigation related surveys include matters related to likelihood of confusion, secondary meaning, genericness, dilution, false advertising, change of venue, and unfair competition.

Part of Mr. Johnson's training has been through working with Dr. Leo J. Shapiro, the Founder of the company; the late Dr. Philip M. Hauser, a former Director of the U. S. Census Bureau; and the late Dr. Hans Zeisel, who made significant contributions in the application of social science to the solution of legal questions.

Mr. Johnson has given lectures before the American Bar Association (ABA) and the Practising Law Institute (PLI) on the use of survey research in litigation. He is a member of the American Marketing Association (AMA), the American Association for Public Opinion Research (AAPOR), and the International Trademark Association (INTA).

Mr. Johnson has a B.S. degree in Psychology from Loyola University and an M.B.A. degree from the University of Chicago.



**RECENT CASES WHERE PHILIP JOHNSON
TESTIFIED OR OFFERED SURVEY EVIDENCE...**

NOVEMBER 2009	FAIR ISAAC CORPORATION v. EQUIFAX, INC., ET AL. United States District Court for the District of Minnesota Secondary Meaning
JULY 2009	THE SCOTTS COMPANY LLC v. CENTRAL GARDEN & PET COMPANY AND GULFSTREAM HOME & GARDEN, INC., United States District Court for the Southern District of Ohio False Advertising
JULY 2009	LUMBER LIQUIDATORS, INC., v. STONE MOUNTAIN CARPET MILLS, INC. d/b/a THE FLOOR TRADER United States District Court for the Eastern District of Virginia Likelihood of Confusion
NOVEMBER 2008	BRIGHTON COLLECTIBLES, INC. v. COLDWATER CREEK, INC. United States District Court for the Southern District of California Secondary Meaning
OCTOBER 2008	EL DIABLO, INC. v. MEL-OPP & GRIFF, LLC., ET AL. In the Superior Court of the State of Washington in and for the County of King Trade Dress Infringement
AUGUST 2008	EXPERIENCE HENDRIX, LLC. AND AUTHENTIC HENDRIX, LLC., v. ELECTRIC HENDRIX, LLC., ET AL. United States District Court for the Western District of Washington at Seattle Likelihood of Confusion
JANUARY 2008	PEDINOL PHARMACAL, INC. v. RISING PHARMACEUTICALS, INC. United States District Court for the Eastern District of New York Therapeutic Equivalence

NOVEMBER 2007	SKECHERS U.S.A., INC. v. VANS, INC. United States District Court for the Central District of California Likelihood of Post-Sale Confusion
AUGUST 2007	SAINT-GOBAIN CORPORATION v. 3M COMPANY United States Patent and Trademark Office Trademark Trial and Appeal Board Secondary Meaning
APRIL 2007	NIKE, INC. v. NIKEPAL INTERNATIONAL, INC. United States District Court for the Eastern District of California Likelihood of Initial Interest Confusion and Dilution
FEBRUARY 2007	JOHNSON & JOHNSON VISION CARE, INC. v. CIBA VISION CORPORATION United States District Court for the Southern District of New York False Advertising
NOVEMBER 2006	HASBRO, INC. v. MGA ENTERTAINMENT, INC. United States District Court for the District of Rhode Island Secondary Meaning
OCTOBER 2006	CLASSIC FOODS INTERNATIONAL CORPORATION v. KETTLE FOODS, INC. United States District Court for the Central District of California (Southern Division) Likelihood of Confusion
JUNE 2006	GROCERY OUTLET INC. v. ALBERTSON'S, INC., AMERICAN STORES COMPANY, L.L.C., AND LUCKY STORES, INC. United States District Court for the Northern District of California (San Francisco Division) Likelihood of Confusion and Fame
JUNE 2006	DE BEERS LV TRADEMARK LTD. AND DE BEERS LV LTD. v. DEBEERS DIAMOND SYNDICATE INC. AND MARVIN ROSENBLATT United States District Court for the Southern District of New York Awareness
APRIL 2006	24 HOUR FITNESS USA, INC. v. 24/7 TRIBECA FITNESS, L.L.C., 24/7 GYM, L.L.C., ET AL. United States District Court for the Southern District of New York Likelihood of Confusion

APRIL 2006 JUICY COUTURE, INC. AND L.C. LICENSING, INC. v. LANCÔME
PARFUMS ET BEAUTE & CIE AND LUXURY PRODUCTS, L.L.C.
United States District Court for the
Southern District of New York
Likelihood of Confusion

JANUARY 2006 WHIRLPOOL PROPERTIES, INC., ET AL., v. LG ELECTRONICS
U.S.A., INC., ET AL.
United States District Court for the
Western District of Michigan (Southern Division)
Likelihood of Confusion

OCTOBER 2005 PRL USA HOLDINGS, INC. v. UNITED STATES POLO
ASSOCIATION, ET AL.
United States District Court for the
Southern District of New York
Likelihood of Confusion

SEPTEMBER 2005 HILL'S PET NUTRITION, INC. v. NUTRO PRODUCTS, INC. AND
JOHN DOES #1-20
United States District Court for the
Central District of California (Western Division)
False Advertising

SEPTEMBER 2005 PERFUMEBAY.COM, INC. v. EBAY, INC.
United States District Court for the
Central District of California (Western Division)
Likelihood of Dilution and Initial Interest Confusion

JUNE 2005 METROPOLITAN LIFE INSURANCE CORPORATION v. METBANK
United States District Court for the
Southern District of New York
Likelihood of Confusion

MARCH 2005 PACIFIC MARKET INTERNATIONAL v. THERMOS L.L.C.
United States District Court for the
Western District of Washington (Seattle Division)
Likelihood of Confusion

MARCH 2005 JADA TOYS, INC. v. MATTEL, INC.
United States District Court for the
Central District of California
Likelihood of Confusion

APPENDIX B

- Questionnaire
- Exhibits

QUESTIONNAIRE

Hello, my name is _____. I work for Survey Center, and we are doing a short research study with health care professionals such as yourself. We are not selling anything. This is for research purposes only.

SCREENER

- I. Do you use x-ray tables at your facility?
 NO...TALLY AND TERMINATE. YES...CONTINUE.
- II. Are you the person at your facility who is most responsible for making the decision about which particular x-ray table to purchase?
 NO...ASK TO SPEAK WITH THAT PERSON. YES...CONTINUE.
- III. And what is your job title?
 VETERINARIAN/VET VETERINARY TECHNICIAN/VET TECH OWNER
 OFFICE MANAGER PURCHASING MANAGER OTHER...TALLY AND TERMINATE.

QUESTIONNAIRE:

SAY: Before we begin, I would like you to know that the interview will take about 5 minutes of your time. If you qualify and complete the entire study, we will send you or your favorite charity a \$30 honorarium as a token of appreciation for your cooperation. I would like you to know that your answers and identity will be kept strictly confidential. As we go through the study, I will be asking you some questions. If you do not know the answers to any of the questions, it is okay to say so. Please do not refer to any materials or literature in your office while answering these questions.

I am going to ask you to log onto the Internet. Please have your computer on and accessible during the interview.

DON'T HAVE INTERNET ACCESS AT ALL...TALLY AND TERMINATE.

OR

DON'T CURRENTLY HAVE INTERNET ACCESS, BUT WILL AT A LATER TIME...SCHEDULE CALLBACK.

PROGRAMMER NOTE: RANDOMIZE URL ASSIGNMENT ACCORDING TO QUOTAS.

First, please enter the following URL into your web browser:

<http://surveycenteronline.com/equipmentmm>

OR

<http://surveycenteronline.com/equipmentbb>

Let me know when you are there.

CONTINUE AFTER RESPONDENT HAS INDICATED THAT HE/SHE IS AT THE WEB PAGE.

1. Can you clearly see the name on your computer screen?
 NO...TALLY AND TERMINATE. YES...CONTINUE.

2a. Assume for a moment that you were looking for a new x-ray table and you encountered one that uses this name. Based on what you see here, would you OR would you not have a belief as to who or what company puts out or sponsors this x-ray table?

() NO, I WOULD NOT...IF SAYS "NO, I WOULD NOT," SKIP TO Q.3a.

() YES, I WOULD...IF SAYS "YES, I WOULD," CONTINUE WITH Q.2b AND Q.2c.

IF SPONTANEOUS: () DON'T KNOW...IF SAYS "DON'T KNOW," SKIP TO Q.3a.

b. IF SAYS "YES, I WOULD" IN Q.2a, ASK: Who or what company is that? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that company name for me?

.....
.....
.....

c. What makes you say that? PROBE: What else?

.....
.....
.....

Please close your web browser now. Let me know when you have done this.

CONTINUE AFTER RESPONDENT HAS INDICATED THAT HE/SHE HAS CLOSED THE WEB BROWSER.

3a. What, if anything, came to your mind when I first showed you the name of this x-ray table? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that for me?

PROBE: Anything else? RECORD UP TO FIVE MENTIONS.

.....
.....
.....

b. FOR EACH RESPONSE GIVEN IN Q.3a, ASK: What makes you say that (INSERT RESPONSE GIVEN IN Q.3a) came to your mind? PROBE: What else?

.....
.....
.....

c. FOR EACH RESPONSE GIVEN IN Q.3a, ASK: What kind of company or product is (INSERT RESPONSE GIVEN IN Q.3a)? How would you describe it to someone else if you were explaining who or what it is?

.....
.....
.....

4a. Did any other product or products come to your mind when I first showed you the name of this x-ray table?

() NO...IF SAYS "NO" SKIP TO "RECORD FROM OBSERVATION."

() YES...IF SAYS "YES" CONTINUE WITH Q.4b AND Q.4c.

IF SPONTANEOUS: () DON'T KNOW...IF SAYS "DON'T KNOW," SKIP TO "RECORD FROM OBSERVATION."

b. IF SAYS "YES" IN Q.4a, ASK: What product or products is that? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that for me? PROBE: Any others? RECORD UP TO FIVE MENTIONS.

c. FOR EACH RESPONSE GIVEN IN Q.4b, ASK: What makes you say that (INSERT RESPONSE GIVEN IN Q.4b) came to your mind? PROBE: What else?

RECORD FROM OBSERVATION: GENDER: () MALE () FEMALE

In order to be counted as a complete survey, I need to have a phone number where you can be reached if a verifier calls to confirm that you participated in the study. May I please have a phone number where you can be reached? This verification call would take less than a minute of your time. ()_____.

Is this your ()HOME ()BUSINESS or ()CELL phone? Thank you.

RESPONDENT NAME: _____

CLINIC NAME: _____

CLINIC ADDRESS: _____ CITY/STATE: _____

ZIP CODE: _____ INTERVIEWER: _____ DATE: _____

CALL CENTER: _____

INTERVIEWER CERTIFICATION

My signature below affirms that I have personally conducted this interview with the above named respondent to the best of my ability and in compliance with the interviewing instructions. I have recorded, as fully as possible, the respondent's complete answers to the above questions.

SIGNATURE OF INTERVIEWER: _____

PRINTED NAME OF INTERVIEWER: _____

To thank you for your participation, we would like to send you or your favorite charity a check for \$30. Would you prefer to have the check sent directly to you OR to a charity of your choice?

HONORARIUM: ()RESPONDENT ()CHARITY: (SPECIFY, WITH MAILING ADDRESS FOR CHECK)

PLEASE MAKE SURE TO RECORD INDIVIDUAL'S COMPLETE FIRST AND LAST NAME EVEN FOR CHARITY DONATIONS.

EXHIBITS



ROLL-X



DIGI-X

APPENDIX C

- Validation Summary



Rolex
Validation Summary

<u>Total # of Respondents:</u>	<u>301</u>
<u>Reached:</u>	<u>203</u>
Valid:	203
Invalid:	0
<u>Not Reached:</u>	<u>98</u>



LEO J. SHAPIRO & ASSOCIATES LLC.

ROLEX WATCH USA, INC.

v.

AFP IMAGING CORPORATION

A STUDY OF LIKELIHOOD OF DILUTION

QUESTIONNAIRE RESPONSES

TEST CELL (ROLL-X)

March 2010

QID 00001
I. (NOT ASKED)
II. YES
III. REFUSED/NOT ANSWERING
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00002
I. (NOT ASKED)
II. YES
III. REFUSED/NOT ANSWERING
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** ROCK AND ROLL
3b. I LIKE ROCK N ROLL MUSIC.
3c. MUSIC.
3a. **Second Mention:** WATCHES
3b. ROLEX WATCHES. I GET JUNK MAIL ALL DAY AND NIGHT FROM THEM.
3c. A TIME PIECE.
3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00003
I. (NOT ASKED)
II. YES
III. VETERINARY TECHNICIAN/VET TECH
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** ROLEX WATCH
3b. BECAUSE THE MIND LOOKS AT THE FIRST AND LAST LETTERS, AND THAT IS WHAT FIRST CAME TO MY MIND. THE WATCH.
3c. A GOOD QUALITY TIME PIECE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00004

I. (NOT ASKED)

II. YES

III. REFUSED/NOT ANSWERING

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** CAMERA

3b. I BELIEVE IT IS A TRADE NAME OF A CAMERA.

3c. IT IS A GOOD CAMERA. ROLAX IS A REPUTABLE COMPANY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00005

I. (NOT ASKED)

II. YES

III. OFFICE MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00006

I. (NOT ASKED)

II. YES

III. REFUSED/NOT ANSWERING

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A WATCH

3b. BECAUSE OF THE NAME ROLL-X.

3c. THE NAME ROLEX IS THE BRAND NAME OF A WATCH.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

- QID** 00007
I. (NOT ASKED)
II. YES
III. OFFICE MANAGER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** ROLEX WATCH
4c. JUST WHAT IT SAYS.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

- QID** 00008
I. (NOT ASKED)
II. YES
III. REFUSED/NOT ANSWERING
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** WATCH
3b. THE SIMILARITY IN TERMS OF THE ROLEX WATCH.
3c. IT IS EXTREMELY EXPENSIVE, MEANING HIGH ECONOMIC STATUS.
3a. **Second Mention:** FLOATING TABLE
3b. THE IDEAL OF ROLLING OR MOVING IN A SMOOTH MANNER.
3c. I THINK IT WOULD BE EASILY ADJUSTED AND CHANGED INTO POSITIONS. (ELSE) A SMOOTH, LOW FRICTION KIND OF MOTION.
3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00009

I. (NOT ASKED)

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** WATCHES

3b. JUST THE NAME OF THE WATCH. THE BRAND OF THE WATCH AND THE EXPENSE OF IT.

3c. THEY ARE A SUPER EXPENSIVE WATCH. HIGH-END PRODUCT.

3a. **Second Mention:** ROLLS ROYCE

3b. JUST THE ROLL WORD.

3c. THAT IT IS HIGH-END CAR PRODUCT.

3a. **Third Mention:** MOBILE SURGERY TABLE, X-RAY UNIT.

3b. IN MY MIND I THOUGHT OF THE WATCH OR THE CAR. THEN REALIZING THAT IT IS ASSOCIATED WITH AN X-RAY, IT MADE ME THINK OF MOBILE X-RAYS.

3c. AN X-RAY TABLE THAT YOU CAN WHEEL TO DIFFERENT AREAS NOT JUST THE X-RAY ROOM. IT CAN GO TO THE SURGERY ROOM AND THE TREATMENT ROOMS.

3a. **Fourth Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00010

I. (NOT ASKED)

II. YES

III. OFFICE MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX WATCH

3b. THE NAME IS ROLEX. IT IS A WORD PLAY ON THE ROLEX WATCHES.

3c. EXPENSIVE.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00011

I. (NOT ASKED)

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00012

I. (NOT ASKED)

II. YES

III. OFFICE MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** WATCH

3b. BECAUSE OF THE COMPANY ROLEX THAT MAKES WATCHES.

3c. IT IS AN ITEM THAT TELLS TIME.

3a. **Second Mention:** DONT KNOW/NOT ANSWERING

4a. NO

QID 00013

I. (NOT ASKED)

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** WATCH

3b. BECAUSE OF THE NAME ROLEX.

3c. AN EXPENSIVE NAME BRAND. OVERRATED.

3a. **Second Mention:** DONT KNOW/NOT ANSWERING

4a. NO

QID 00014

I. (NOT ASKED)

II. YES

III. OFFICE MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** WATCH

3b. THE SAME BRAND NAME.

3c. A HIGH DOLLAR, QUALITY WATCH.

3a. **Second Mention:** DONT KNOW/NOT ANSWERING

4a. NO

QID 00015
I. (NOT ASKED)
II. YES
III. VETERINARY TECHNICIAN/VET TECH
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00016
I. (NOT ASKED)
II. YES
III. OWNER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00017
I. (NOT ASKED)
II. YES
III. OFFICE MANAGER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** WATCH
3b. JUST BECAUSE I READ THE WORD AND THAT IS WHAT I ASSOCIATE WITH THAT NAME, EVEN THOUGH IT IS SPELLED DIFFERENTLY.
3c. A WAY TO TELL TIME.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** X-RAY TABLE
4c. BECAUSE OF THE ACTUAL TABLE THAT WE ALREADY HAVE. IT IS NOT THE SAME NAME BUT IT JUST REMINDS ME OF THAT.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00018

I. (NOT ASKED)

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** WATCH

3b. BECAUSE IT'S CALLED ROLL-X AND THAT REMINDS ME OF THE WATCH COMPANY.

3c. IT IS EXPENSIVE AND OLD MEN WEAR IT.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00019

I. (NOT ASKED)

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** WATCH

3b. ROLEX IS THE NAME OF A WATCH, ONLY SPELLED DIFFERENTLY.

3c. THE ROLEX WATCH, EXTREMELY EXPENSIVE. ONE THAT I CANNOT AFFORD AND HAVE NOT SEEN.

3a. **Second Mention:** HORSE SHOW

3b. BECAUSE I DO A LOT OF WORK WITH HORSES, AND I AM GOING TO THE ROLEX COMPETITION IN TEXAS.

3c. I AM ASSUMING THAT THE COMPETITION IS SPONSORED BY THE ROLEX WATCH COMPANY. IT IS THE TOP SHOW FOR THAT CATEGORY FOR THE COMPETITION IN THE UNITED STATES.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00020

I. (NOT ASKED)

II. YES

III. OWNER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** WRIST WATCH

3b. ROLEX.

3c. IT IS A HIGH DOLLAR, PRESTIGIOUS WATCH. OSTENTATIOUS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00021
I. (NOT ASKED)
II. YES
III. VETERINARY TECHNICIAN/VET TECH
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** WATCHES
3b. IT SOUNDS LIKE ROLEX.
3c. IT'S AN X-RAY TABLE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00022
I. (NOT ASKED)
II. YES
III. VETERINARY TECHNICIAN/VET TECH
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** WATCH
4c. BECAUSE OF THE ROLEX WATCH. ALTHOUGH IT IS SPELLED DIFFERENTLY THAT IS WHAT IT REMINDS ME OF.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00023
I. (NOT ASKED)
II. YES
III. OFFICE MANAGER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** WATCH
3b. THAT IS A BRAND NAME THAT WE HAVE BEEN TRAINED TO ASSOCIATE THAT NAME.
3c. AN INSTRUMENT TO TELL TIME THAT YOU WEAR ON YOUR WRIST.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

- QID** 00024
I. (NOT ASKED)
II. YES
III. OFFICE MANAGER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

- QID** 00025
I. (NOT ASKED)
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** NOTHING
3b. IF SOMEONE WANTED TO DISCUSS PURCHASING X-RAY EQUIPMENT I WOULD HAVE NO INDICATION THAT THIS IS X-RAY EQUIPMENT.
3c. BLANK SCREEN WITH 5 LETTERS.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

- QID** 00026
I. (NOT ASKED)
II. YES
III. OFFICE MANAGER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** ROLODEX
3b. BECAUSE OF THE WAY THAT THE LETTERS WERE LAID OUT, AND IT ALMOST READS LIKE A LICENSE PLATE WOULD.
3c. A THING THAT YOU HAVE AND PUT BUSINESS CARDS IN. YOU ROLL IT AROUND UNTIL YOU GET THE NUMBER YOU NEED.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00027

I. (NOT ASKED)

II. YES

III. OFFICE MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLODEX

3b. NOTHING, THAT IS JUST THE FIRST THING THAT COMES TO MY MIND.

3c. IT IS A FILING COMPANY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00028

I. (NOT ASKED)

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX WATCH

3b. BECAUSE ROLEX IS THE WATCH. IT IS SPELLED DIFFERENTLY. THAT IS WHAT COMES TO MY MIND.

3c. IT IS A TIME PIECE MANUFACTURER.

3a. **Second Mention:** THE ROLEX HORSE EVENT

3b. BECAUSE I AM INVOLVED IN THE ROLEX EVENT. I AM A RIDER IN THE THREE DAY EVENT SPONSORED BY THE ROLEX WATCH PEOPLE.

3c. IT IS JUST A HORSE EVENT SPONSERED BY THE ROLEX WATCH PEOPLE.

3a. **Third Mention:** MOVEABLE TABLE TOP

3b. I HAVE A ROLL TABLE X-RAY ALREADY. IT IS A GLIDE TABLE TOP THAT I CAN ADJUST WITHOUT HAVING TO MOVE THE ANIMAL. IT GLIDES ON ROLLERS.

3c. IT IS A X-RAY TABLE MADE BY BENNETT X-RAY. IT MOVES YOU CAN ADJUST IT SO YOU DO NOT HAVE TO ADJUST THE ANIMAL, JUST THE TABLE. I HAVE ONE OF THEM ALREADY.

3a. **Fourth Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00029

I. (NOT ASKED)

II. YES

III. OFFICE MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** FLOATING TABLE TOP

3b. THE WORD ROLLING.

3c. PHILLIPS OR G.E. A PLATFORM ON ROLLERS.

3a. **Second Mention:** X-RAY

3b. THE X-RAY.

3c. IT IS IONIZING RADIATION THAT LOOKS THROUGH BODY PARTS.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00030

I. (NOT ASKED)

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** RADEX

3b. THE CONFIGURATION OF THE DESIGN, WHICH IS THE SAME WAY THAT THEY CONFIGURE THEIR LOGO.

3c. IT IS A PIECE OF EQUIPMENT THAT IS A MOTORIZED PIECE OF VIEWING EQUIPMENT THAT YOU CAN ROLL AROUND WHERE YOU NEED IT.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** ROLEX

4c. THE NAME

4b. **Second Mention:** WATCH

4c. THE NAME

4b. **Third Mention:** DON'T KNOW/NOT ANSWERING

QID 00031

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** MOVEABLE TABLE

3b. JUST THE WORD ROLL.

3c. IT IS A MOVEABLE X-RAY TABLE. I DO NOT KNOW WHAT ELSE I CAN SAY, OTHER THAN IT IS MOVEABLE.

3a. **Second Mention:** A WATCH

3b. SOUNDS LIKE THE ROLEX WATCH.

3c. A HIGH QUALITY AND EXPENSIVE WATCH COMPANY.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00032

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THE ROLODEX

3b. I HAVE NO CLUE. THAT'S WHAT CLICKED. I LOOKED AT THE NAME, THAT'S WHAT CAME WITHOUT ANY EFFORT. SUBCONSCIOUS CONNECTION.

3c. A ROLODEX IS A BUSINESS ALPHABETICAL ORDER FILE THAT YOU CAN EASILY FIND CERTAIN BUSINESSES OR NAMES IN ALPHABETICAL ORDER.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00033

I. YES

II. YES

III. OFFICE MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A WATCH

3b. BECAUSE IT LOOKS LIKE IT'S PRONOUNCED ROLEX, LIKE R-O-L-E-X.

3c. DON'T KNOW/NOT ANSWERING

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00034

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A PORTABLE TABLE

3b. BECAUSE OF THE WORD ROLL.

3c. IT WOULD BE LIKE A GURNEY WITH A TRAY UNDERNEATH THAT YOU COULD MOVE AROUND THE ROOM.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** CANDY

4c. LIKE ROLOS. MY NIECE IS ALWAYS EATING THAT CANDY.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00035

I. YES

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLLING X-RAY TABLE

3b. JUST BECAUSE I THINK OF A ROLLING X-RAY TABLE. I HAVE ALWAYS WANTED ONE. THEY ARE HARD TO MOVE AROUND, ESPECIALLY WHEN YOU HAVE TO CLEAN UNDER IT.

3c. I DO NOT THINK THAT THEY HAVE A ROLLING X-RAY TABLE. I WOULD NOT KNOW HOW TO DESCRIBE IT.

3a. **Second Mention:** A WATCH

3b. ROLEX, THE WATCH COMPANY, HAS A SIMILAR NAME.

3c. IT TELLS THE TIME AND DATE AND HOW FAR DOWN UNDERWATER YOU ARE AND THE DEPTH. YOU WEAR IT ON YOUR WRIST OR SOMETIMES ATTACHED TO A CHAIN, OR YOU KEEP IT IN YOUR POCKET.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00036

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00037

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A ROLEX WATCH

3b. BECAUSE OF THE NAME ROLL-X.

3c. A VERY HIGH QUALITY, HIGH-CLASS EXPENSIVE WATCH, SUPPOSEDLY THE BEST.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00039

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** MOBILE X-RAY

3b. BECAUSE OF THE WORD ROLL.

3c. A TABLE USED FOR MULTIPLE PURPOSES.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00040

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLLING X-RAY TABLE

3b. THE NAME.

3c. AN X-RAY TABLE WHERE THE FEET ARE STATIONARY, AND THE TABLE MOVES BACK AND FORTH FOR PATIENT POSITIONING.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** THE CANDY ROLO

4c. THE NAME

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00042
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A SQUARE
3b. IT WAS A SQUARE ON THE SCREEN WITH LETTERS IN IT.
3c. DON'T KNOW/NOT ANSWERING
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00045
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** WATCHES
3b. THE LETTERS SPELLED ROLEX AND THAT IS A KIND OF WATCH.
3c. IT IS AN EXPENSIVE WATCH I KNOW. I HAVE NEVER OWNED ONE. THEY ARE KIND OF LIKE SPORT WATCHES.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00047
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** PORTABLE
3b. BECAUSE OF THE WORD ROLL.
3c. DON'T KNOW.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00048

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX WATCH

3b. WHEN I READ THE NAME, IT HAD A SIMILAR SPELLING.

3c. IT IS A PREMIUM COMPANY THAT SELLS QUALITY, EXPENSIVE WATCHES.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00049

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLODEX - SOMETHING TO LOOK UP FOR A TELEPHONE NUMBER AND THAT SORT OF THING.

3b. WE HAVE A ROLODEX, WHICH LOOKS UP NAMES, AND THAT IS WHAT IT MADE ME THINK OF.

3c. IT IS A SYSTEM TO MAINTAIN NUMBERS AND PEOPLE TO CONTACT.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00050

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00051

I. YES

II. YES

III. 01

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00052

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** I WONDERED IF YOU WERE BOGUS AND IF I'D HAVE A VIRUS IN MY COMPUTER.

3b. BECAUSE I WAS EXPECTING MORE OF "WELCOME TO SURVEY CENTER ONLINE," NOT ROLL-X.

3c. IT'S NOT A COMPANY.

3a. **Second Mention:** THAT IT WAS A TAKE OFF ON ROLEX, LIKE THE WATCHES.

3b. THAT'S HOW IT'S PRONOUNCED.

3c. JUST THE PRONUNCIATION.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00053

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX WATCH

3b. THE NAME AND THE SOUND OF IT.

3c. WRIST WATCH.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00054
I. YES
II. YES
III. OFFICE MANAGER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** THAT IT WAS MOVEABLE
3b. JUST BY THE NAME, IT WAS ROLL-X.
3c. I AM NOT REALLY SURE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00055
I. YES
II. YES
III. VETERINARY TECHNICIAN/VET TECH
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** ROLEX
4c. FAMILIAR BRAND. WHAT I ASSOCIATED WITH THE NAME.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00058
I. YES
II. YES
III. OFFICE MANAGER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** PORTABLE
3b. ROLL IMPLIES ROLLING.
3c. IN A SMALL ANIMAL HOSPITAL, IT MEANS MOVING FROM ROOM TO ROOM.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00060

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THE WATCH

3b. BECAUSE THERE'S A BRAND OF WATCH CALLED ROLEX.

3c. THE WATCH IS A PREMIUM QUALITY, EXPENSIVE BRAND.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00061

I. YES

II. YES

III. OFFICE MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** I GUESS THE WATCH.

3b. JUST BECAUSE OF THE WORD THAT WAS ON THE SCREEN, ROLL-X. WELL, I HAVE TO SAY THAT IT DIDN'T LOOK LIKE AN X-RAY TABLE. IT WAS JUST A SQUARE WITH ROLL-X.

3c. IT'S AN EXPENSIVE WRIST WATCH.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00062

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** BOWLING

3b. JUST WORD ASSOCIATION. YOU ASKED ME WHAT FIRST CAME INTO MY MIND AND THAT IS JUST BEING BRUTALLY HONEST. I SEE THE X LIKE A STRIKE AND THE ROLL LIKE A BALL.

3c. IT IS AN INDUSTRY, LIKE ANYTHING ELSE.

3a. **Second Mention:** PORTABLE TABLE

3b. IT ROLLS AND IS MOVEABLE AND PORTABLE.

3c. A PORTABLE X-RAY. NOWADAYS EVERYTHING IS DIGITAL. I WOULD JUST SAY THAT IT IS AN INNOVATIVE NEW PRODUCT.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

- QID** 00063
I. YES
II. YES
III. OFFICE MANAGER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

- QID** 00064
I. YES
II. YES
III. 06
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** IDEXX COMPANY
3b. IDEXX ENDS IN X AND THIS ENDS IN X.
3c. A VETERINARY DIAGNOSTIC IMAGING AND LABORATORY COMPANY.
3a. **Second Mention:** ROLLAWAY TABLE AND X-RAY
3b. THE FIRST PART OF THE WORD WITH THE ROLL.
3c. A COMPANY THAT MAKES THINGS THAT ROLL AWAY.
3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00065

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A ROLLING TABLE

3b. BECAUSE SOMETIMES IT'S HARD TO TAKE CERTAIN X-RAYS AND MOVE THE X-RAY PAD BACK AND FORTH. IF YOU HAD SOMETHING DOWN BELOW THAT HELPED TO MOVED THE ANIMAL THAT WOULD HELP.

3c. A STABLE TABLE THAT HAS THE ABILITY TO CHANGE POSITIONS AS NEEDED BY BALL BEARINGS OR WHATEVER, SO IT'S EASY TO TAKE X-RAYS WITH DIFFERENT SIZE ANIMALS. WE DEAL WITH LITTLE ONES (A COUPLE POUNDS) TO 150 LB ANIMALS, AND SOMETIMES WE STRUGGLE GETTING THE BIG DOGS POSITIONED.

3a. **Second Mention:** SMOOTH

3b. BECAUSE WHEN I THINK OF ROLLING, SOME THINGS AREN'T SMOOTH, BUT SOME THINGS ROLL SMOOTHLY AND CHANGE IN AN EASIER MANNER I GUESS.

3c. I GUESS THE ABILITY TO CHANGE POSITIONS EASILY. BALL BEARINGS - A CHEAP DRAWER COMPARED TO ONE THAT SLIDES OUT. MECHANICS COULD MAKE ONE THAT CHANGES POSITIONS SMOOTHLY.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00067

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLLING X-RAY TABLE

3b. THE WORD ROLL AND THE X.

3c. AN X-RAY TABLE THAT'S MOBILE.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00070

- I. YES
- II. YES
- III. OWNER

Exhibit MM

- 1. YES
- 2a. NO, I WOULD NOT
- 3a. **First Mention:** THOUGHT IT WAS MAYBE PORTABLE.
- 3b. BECAUSE I SEE THE ROLL.
- 3c. AN X-RAY COMPANY, MAYBE A DENTAL EQUIPMENT COMPANY. POSSIBLY FOR BIG OR SMALL ANIMALS. I KNOW THAT THEY USE PORTABLE X-RAY MACHINES FOR HORSES.
- 3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
- 4a. NO

QID 00071

- I. YES
- II. YES
- III. VETERINARIAN/VET

Exhibit MM

- 1. YES
- 2a. NO, I WOULD NOT
- 3a. **First Mention:** MOVING TABLE
- 3b. THE ROLL AND THEN THE X. MAKES ME THINK OF ROLLING X-RAY.
- 3c. IT IS HARD FOR ME TO DESCRIBE SOMETHING THAT I HAVE NOT SEEN NOR HAVE ANY INFORMATION ABOUT. I GUESS I WOULD SAY, PORTABLE, A PORTABLE MOVING TABLE. THAT IS ALL THAT I CAN SAY ABOUT IT WITHOUT MORE INFORMATION.
- 3a. **Second Mention:** WATCH
- 3b. THE WAY THAT I READ IT, IT READS LIKE THE WATCH COMPANY.
- 3c. A HIGH-END EXPENSIVE WATCH.
- 3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
- 4a. NO

QID 00072

- I. YES
- II. YES
- III. OFFICE MANAGER

Exhibit MM

- 1. YES
- 2a. NO, I WOULD NOT
- 3a. **First Mention:** DON'T KNOW/NOT ANSWERING
- 4a. YES
- 4b. **First Mention:** ROLEX THE WATCH
- 4c. THAT IS WHAT IT LOOKED LIKE, ROLEX.
- 4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

- QID** 00073
I. YES
II. YES
III. VETERINARY TECHNICIAN/VET TECH
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A WATCH
3b. BECAUSE ROLEX IS TYPICALLY A NAME OF A WATCH.
3c. THEY MAKE A WATCH.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

- QID** 00074
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A PORTABLE X-RAY TABLE
3b. THE NAME HAS 'ROLL' IN IT.
3c. IT WOULD NOT TAKE UP AS MUCH ROOM IN YOUR CLINIC. IT'S PROBABLY FOR LARGE ANIMAL USE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

- QID** 00075
I. YES
II. YES
III. VETERINARY TECHNICIAN/VET TECH
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A WATCH
3b. IT IS SPELLED LIKE ROLEX THE WATCH.
3c. GOLD AND EXPENSIVE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

- QID** 00076
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** ROLLING X-RAY
3b. THE WORD ROLL.
3c. DON'T KNOW/NOT ANSWERING
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

- QID** 00077
I. YES
II. YES
III. VETERINARY TECHNICIAN/VET TECH
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A WATCH
3b. IT IS BECAUSE ROLEX IS A BRAND OF WATCH.
3c. A SMALL MACHINE THAT KEEPS TIME.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** KLEENEX
4c. I SAW THE X ON THE END AND THAT'S THE FIRST THING THAT POPPED IN MY HEAD.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00078

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** WINDOWS

3b. JUST ROLL-X, AND I GUESS I'VE BEEN LOOKING UP WINDOWS STUFF BECAUSE WE'RE REPLACING OUR WINDOWS. ROLLEX WINDOWS WAS FRESH IN MY MIND.

3c. THEY MAKE REPLACEMENT WINDOWS FOR HOMES.

3a. **Second Mention:** ROLLING LIKE A BALL, A ROLLING BALL THAT YOU PLAY WITH.

3b. THE WAY ROLL WAS SPELLED.

3c. TOYS.

3a. **Third Mention:** X FOR X-RAY

3b. WITH THE DASH AND THEN THE X, IT MADE ME THINK THE X STANDS FOR SOMETHING. X-RAY WAS THE FIRST THING THAT CAME TO MY MIND FOR WHAT X COULD STAND FOR.

3c. MEDICAL IMAGING EQUIPMENT.

3a. **Fourth Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00079

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A PORTABLE TABLE

3b. BECAUSE OF THE WORD ROLL.

3c. AN X-RAY TABLE THAT YOU COULD MOVE FROM ROOM TO ROOM EASILY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00081

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A MOVEABLE X-RAY TABLE

3b. BECAUSE OF THE WORD ROLL.

3c. THE TABLE WOULD MOVE INSTEAD OF THE ANIMAL.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00083
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** CANDY - ROLO
3b. DON'T KNOW/NOT ANSWERING
3c. IT'S A CANDY.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00084
I. YES
II. YES
III. 01
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** THE WATCH COMPANY.
3b. AS YOU VERBALIZE ROLL-X, YOU THINK ROLEX. IT'S THE EXACT SAME PRONUNCIATION AS THE WATCH COMPANY.
3c. I THINK I'D DESCRIBE IT AS AN UPPER-LEVEL QUALITY WATCH WITH A HIGH STATUS VALUE.
3a. **Second Mention:** JUST SEEMED LIKE A CUTE PLAY ON BRINGING UP THE REPUTATION OF A WATCH COMPANY WITHOUT ANY INCLINATION AS TO WHAT THE PRODUCT IS.
3b. BECAUSE OF THE WAY IT'S PRONOUNCED. I LOOKED AT IT AND IT'S A COMPANY, BUT NOT A WATCH COMPANY. IT'S JUST THE WAY IT SOUNDS.
3c. I DON'T KNOW HOW I WOULD EXPLAIN IT. IT'S AN UNKNOWN ENTITY TO ME.
3a. **Third Mention:** A ROLLING MOTION WAS INVOLVED SOMEHOW.
3b. BECAUSE OF THE SPELLING, ROLL IS DIFFERENT THAN ROL, ROLL IMPLIES THE MOTION OF ROLLING.
3c. I DON'T KNOW. IT'S STILL UNKNOWN TO ME WHY IT WOULD ROLL. I DON'T KNOW WHAT THE ROLLING WOULD BE. IT'S NOT DESCRIPTIVE ENOUGH.
3a. **Fourth Mention:** ROLL MEANING ROLLING MOTION AND X MEANING UNKNOWN.
3b. BECAUSE THOSE ARE PROBABLY THE MOST COMMON USAGES OF THE WORD ROLL AND THE LETTER X IN A PHRASE WITHOUT ANY FURTHER WORDS OR LETTERS. AFTER THE X IS UNKNOWN.
3c. AT THIS POINT I COULDN'T DESCRIBE IT BECAUSE I DON'T KNOW WHAT IT IS FROM ONLY THE NAME.
3a. **Fifth Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00086
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** ROLEX WATCHES
3b. BECAUSE OF THE SPELLING OF THE WORD.
3c. A HIGH QUALITY, TOP OF THE LINE WATCH. EXPENSIVE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00088
I. YES
II. YES
III. PURCHASING MANAGER
Exhibit MM
1. YES
2a. YES, I WOULD
2b. ROLEX WATCH
2c. FAMILIAR ONLY WITH THE WATCH.
3a. **First Mention:** WOULDN'T ASSOCIATE IT WITH THE WATCH.
3b. NOT FAMILIAR WITH IT.
3c. ONLY RECOGNIZE IT WITH A WATCH, NOT SPELLED THE SAME WAY, MAYBE IT HAS SOMETHING TO DO WITH AN X-RAY. MAYBE A MOVEABLE DEVICE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00091
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A WATCH
3b. ROLEX, THE NAME REMINDS ME OF THE WATCH.
3c. A TIMEPIECE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

- QID** 00093
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A ROLEX WATCH
3b. BECAUSE OF THE NAME.
3c. EXTRAVAGANT.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

- QID** 00098
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. YES, I WOULD
2b. ROLL-X
2c. IT IS BECAUSE THAT IT WHAT IT SPELLS.
3a. **First Mention:** ROLEX WATCH, EXPENSIVE
3b. BECAUSE ROLEX WATCHES ARE EXPENSIVE.
3c. WELL IT DEPENDS ON WHAT WE ARE TALKING ABOUT. AS FOR CLOTHES, NORMAL WOULD BE CONSIDERED 50 DOLLARS AND UNDER AND EXPENSIVE WOULD BE 300 DOLLARS FOR A MINISKIRT. AS FOR X-RAY TABLES 10,000 IS NORMAL FOR AN X-RAY TABLE AND THEN 15,000 WOULD BE ABOVE THE GOING RATE OR ABOVE THE AVERAGE.
3a. **Second Mention:** GOOD QUALITY
3b. AS FAR AS THE ROLEX WATCH I HAVE AND THAT MY FAMILY HAS, THEY SEEM TO DO WELL, AND HAVE NO NEED FOR REPAIR.
3c. IT IS LONG-LASTING. IT HOLDS UP TO WEAR AND TEAR. THERE ARE ONLY LITTLE REPAIRS OR LITTLE DIFFICULTIES WITH USE. THERE ARE NO SMALL ANNOYING PROBLEMS.
3a. **Third Mention:** GOLD JEWELRY
3b. BECAUSE THAT IS WHAT I THINK OF WITH MY ROLEX WATCH.
3c. 14 KARAT GOLD AND 18 KARAT GOLD. SHINY BLING.
3a. **Fourth Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00100

I. YES

II. YES

III. OFFICE MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THAT IT WASN'T REALLY THE NAME OF SOMETHING. (MEANING) IT WASN'T SOMETHING THAT I RECOGNIZED.

3b. BECAUSE I'VE DONE RESEARCH ON X-RAY TABLES AND IT WASN'T SOMETHING THAT I RECOGNIZED.

3c. I WOULDN'T HAVE ANY IDEA HOW TO EXPLAIN IT, IT JUST SAID ROLL-X. THERE WEREN'T ANY PICTURES, THERE WAS NO WAY TO DESCRIBE IT TO SOMEONE ELSE.

3a. **Second Mention:** IF IT WAS SOMETHING THAT WAS GOING TO BE SOLD, THERE SHOULD BE A LITTLE BIT MORE ADVERTISING TO IT.

3b. BECAUSE IT WAS JUST A WHITE BOX WITH BLACK LETTERS. IF THEY WANT TO SELL SOMETHING, IT SHOULD BE A LITTLE BIT MORE RECOGNIZABLE AS WHAT YOU'RE SELLING. (ELSE) NO.

3c. I DON'T UNDERSTAND THE QUESTION.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00102

I. YES

II. YES

III. OFFICE MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** I THOUGHT IT WAS A NEW BRAND.

3b. MOSTLY THE FACT THAT I HAVE BEEN KEEPING TRACK OF THE BRANDS THAT ARE OUT THERE BECAUSE OURS IS AN OLDER MACHINE.

3c. I DON'T KNOW HOW I WOULD EXPLAIN IT. A LOT OF THE NAMES OUT THERE DON'T LEAD ME TO KNOW IT'S AN X-RAY TABLE. IT WOULD BE HARD TO DESCRIBE IT TO SOMEBODY IF I DON'T KNOW WHAT IT IS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** ROLLEX - AN OLD BRAND OF ROLLER SKATES.

4c. JUST THE WAY IT'S PRONOUNCED. IT'S JUST STUCK IN MY MIND FROM MANY, MANY YEARS AGO WHEN I WORKED AT A ROLLER SKATING RINK.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00103

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A MOVEABLE TABLE

3b. THE ROLL IN THE ROLL-X.

3c. EQUIPMENT THAT MAKES TAKING X-RAYS MORE CONVENIENT.

3a. **Second Mention:** A MOBILE X-RAY

3b. ALSO THE ROLL IN ROLL-X.

3c. AIMED AT MAKING X-RAY'S MORE FLEXIBLE AND CONVENIENT.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00104

I. YES

II. YES

III. OWNER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** NOTHING REALLY

3b. THE PRESENTATION IS JUST A WHITE BOX WITH THE WORD. I JUST THOUGHT MAYBE IT WAS A CODE TO PUNCH IN TO CONTINUE TO THE SURVEY.

3c. IF I THOUGHT ABOUT IT, IT WOULD BE SOMETHING LIKE A ROLLING X-RAY OR SOMETHING PORTABLE.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** ROLAIDS

4c. FROM THE WORDING.

4b. **Second Mention:** DONT KNOW/NOT ANSWERING

QID 00105

I. YES

II. YES

III. OFFICE MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLO CANDIES

3b. THE BIG ROLL AND I AM HUNGRY. I KNOW THAT IT HAS NOTHING TO DO WITH X-RAYS, BUT I AM VERY FOOD-ORIENTED.

3c. IT IS A SOFT CARAMEL CANDY WITH CHOCOLATE COVERING, AND IT IS DELICIOUS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00106

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. DON'T KNOW

3a. **First Mention:** ROLEX WATCHES

3b. BECAUSE IT'S FAMILIAR.

3c. LUXURY TIME PIECES.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00107

I. YES

II. YES

III. OFFICE MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** WITH THE NAME, I WOULD ASSUME THAT IT MIGHT ROLL, OR BE MOVEABLE.

3b. I'M NOT FAMILIAR WITH THE COMPANY THAT IS CALLED THAT, SO I THOUGHT IT WOULD BE THE NAME OF THE TABLE ITSELF.

3c. I WOULD ASSUME THAT ANY COMPANY THAT SELLS X-RAY TABLES WOULD BE A COMPANY THAT DEALS WITH RADIOLOGY EQUIPMENT, SUPPLIES, AND SALES.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00108

- I. YES
- II. YES
- III. OWNER

Exhibit MM

- 1. YES
- 2a. NO, I WOULD NOT
- 3a. **First Mention:** HONESTLY NOTHING
- 3b. IT DIDN'T SEEM DISTINGUISHING ABOUT ANYTHING. IF YOU HADN'T TOLD ME IT WAS ABOUT X-RAY EQUIPMENT THEN I WOULDN'T HAVE A CLUE. MAYBE THAT THE TABLE ROLLS.
- 3c. OBVIOUSLY THE ANSWER IS NOTHING. I WOULDN'T KNOW WHAT IT'S REFERRING TO.
- 3a. **Second Mention:** A BOX WITH THE NAME ROLL-X IN THE CENTER.
- 3b. THAT'S WHAT I SAW: A BOX IN THE CENTER SAYING ROLL-X. I WASN'T READING INTO IT. THAT'S WHAT I SAW.
- 3c. I COULDN'T.
- 3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
- 4a. NO

QID 00113

- I. YES
- II. YES
- III. VETERINARIAN/VET

Exhibit MM

- 1. YES
- 2a. NO, I WOULD NOT
- 3a. **First Mention:** PORTABLE
- 3b. THE ROLL PART.
- 3c. IT IS BEING ABLE TO MOVE FROM ROOM TO ROOM.
- 3a. **Second Mention:** WATCH
- 3b. THE WAY IT IS PRONOUNCED. ROLEX WATCHES. (WHAT OTHER) THAT IS IT.
- 3c. IT IS QUALITY AT A COST.
- 3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
- 4a. NO

QID 00114

I. YES

II. YES

III. 01

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX WATCHES

3b. THE SOUND OF THE WORDS, AND IT'S NOT THAT FAR FROM THE SPELLING EITHER. JUST THE SIMILARITY IN SPELLING AND SOUND. AND I THINK ANYONE TRYING TO CREATE AN IMAGE COULD PIGGY-BACK OFF OF THE HIGH-PROFILE QUALITY OF THE WATCH COMPANY.

3c. HIGH-END, EXPENSIVE WATCHES THAT ARE PRIZED BY THOSE WHO ARE SEEKING STATUS AND IMAGE.

3a. **Second Mention:** MAYBE SOME SORT OF ROLLING ACTION OF THE DEVICE.

3b. SINCE YOU MENTIONED IT WAS X-RAY TABLES, CERTAIN X-RAY TABLES DO HAVE AN ADJUSTABLE FEATURE. IT REMINDED ME OF ROLLING IT ABOUT TO POSITION IT.

3c. AS AN EASILY ADJUSTED, EASILY POSITIONED DEVICE.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00116

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** A WATCH

4c. ROLEX, IF YOU SAY IT, IT SOUNDS THE SAME. (ELSE) NO.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00118

I. YES

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** LIKE MEMOREX, A BRAND OF RECORDING TAPE.

3b. THE X STOOD OUT. I REMEMBER FROM ADVERTISING YEARS AGO.

3c. I WOULD REFER TO THE ADVERTISEMENTS THAT HAPPENED YEARS AGO ON TELEVISION. IF YOU WERE LISTENING TO A RECORDING OR A LIVE EVENT YOU COULDN'T TELL THE DIFFERENCE. THE QUALITY OF THE RECORDING.

3a. **Second Mention:** A GENERIC BRAND OF PAPER TOWELS

3b. LIKE SAMPLE A OR SAMPLE B. LIKE ROLL X AND ROLL Z.

3c. TESTING THE QUALITY OF THE PAPER TOWEL. USE ROLL X AND ROLL Z TO SEE IF BETTER QUALITY.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00119

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** PENS

3b. THAT TERMINOLOGY SOUNDS LIKE A ROLLER BALL PEN.

3c. A PEN WITH ROLLER TIP.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00120

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A ROLEX WATCH

3b. POPULAR NAME BRAND WATCH.

3c. VERY PRESTIGIOUS COMPANY, HIGH QUALITY, RELIABLE, SOMETHING EVERYONE WOULD LOVE TO OWN.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00122
I. YES
II. YES
III. OWNER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00123
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** SOMETHING THAT WAS MOVEABLE.
3b. THE WORD ROLL IN IT, MADE ME THINK OF SOMETHING THAT COULD BE ROLLED. (ELSE) NO.
3c. A PIECE OF EQUIPMENT THAT COULD BE MOVED FROM ONE PLACE TO ANOTHER FOR MORE EASIER ACCESSIBILITY. MAYBE A COMPANY THAT MAKES SOMETHING THAT IS MOVEABLE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** THE ROLODEX, THE LITTLE FILE THAT YOU CAN SET ON YOUR DESK.
4c. JUST THE NAME ITSELF, ROLL-X, ROLODEX, THAT'S WHAT MADE ME THINK OF THAT.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00124
I. YES
II. YES
III. VETERINARY TECHNICIAN/VET TECH
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00125
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** ROLODEX
4c. IT STARTS WITH ROLL AND ENDS WITH AN X.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00126
I. YES
II. YES
III. OFFICE MANAGER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** IT WOULD BE MOVEABLE. I WOULD THINK THAT I WOULD BE ABLE TO MOVE IT TO DIFFERENT ROOMS.
3b. BY THE NAME.
3c. I DON'T KNOW.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
3b. THE NAME, WITH THINGS BEING MORE FLEXIBLE IN THE FIELD.
3c. I DON'T KNOW.
3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00127
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** I THOUGHT IT WAS MOBILE.
3b. SINCE IT SAYS ROLL.
3c. I HAVE NO IDEA. JUST WITH THE WORD ROLL I ASSUME IT IS ON WHEELS.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

- QID** 00128
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** THAT IT IS ON WHEELS.
3b. THE ROLL IN THE NAME.
3c. AN X-RAY TABLE THAT IS MOBILE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

- QID** 00130
I. YES
II. YES
III. OFFICE MANAGER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

- QID** 00131
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A FLOATING TABLE TOP
3b. THE CONNOTATION FROM ROLL IS THAT IT COULD MOVE, AND FROM X IS THAT IT COULD MOVE FRONT OR BACK, LEFT AND RIGHT, ALSO UP AND DOWN.
3c. YOU CAN REPOSITION THAT TABLE TOP IN ANY DIRECTION RATHER THE ANIMAL ON THE TABLE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00133

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** PORTABLE X-RAY

3b. THE ROLL IN THE NAME.

3c. X-RAY THAT YOU CAN MOVE AROUND INTO DIFFERENT ROOMS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00134

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THAT IT IS AN X-RAY TABLE WITH A FLOATING TOP ON IT. YOU COULD MOVE THE TABLE TOP AROUND. INSTEAD OF MOVING THE ANIMAL, I COULD MOVE THE TABLE. IT IS BENEFICIAL FOR DIGITAL X-RAYS WHERE I DON'T HAVE TO MOVE THE GENERATOR AROUND.

3b. BECAUSE OF THE X ON IT.

3c. IT IS A PIECE OF MEDICAL TECHNOLOGY THAT FACILITATES TAKING X-RAYS OF THE BODY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** IT SOUNDS LIKE A WATCH OR IT COULD BE SOME TYPE OF A DOLLY. IT IS MOVEABLE.

4c. IT IS A ROLEX, A BRAND OF WATCH.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00135

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX WATCH

3b. JUST BECAUSE OF ROLL- X.

3c. ROLEX WATCH, PRESTIGE AND HIGH QUALITY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00136

I. YES

II. YES

III. 01

Exhibit MM

1. YES

2a. YES, I WOULD

2b. ROLEX

2c. BRAND RECOGNITION.

3a. **First Mention:** WATCHES

3b. BRAND RECOGNITION.

3c. ONE OF THE MOST EXPENSIVE WATCHES MADE. SUPPOSED TO BE GOOD QUALITY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00138

I. YES

II. YES

III. PURCHASING MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THAT IT MIGHT BE PORTABLE.

3b. SEEING THE ROLL MADE ME THINK OF ROLLING.

3c. IT WOULD BE PORTABLE, MEANING I COULD BRING IT INTO THE EXAM ROOM, SURGERY, ETC.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** MAYBE A DENTAL X-RAY MACHINE. WE HAVE ONE THAT'S ON ROLLERS AT OUR OFFICE.

4c. ANOTHER OPTION FOR SOMETHING BEING PORTABLE. THE FIRST NAME MAKES ME THINK OF THIS.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00139

I. YES

II. YES

III. PURCHASING MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** I WAS THINKING AN X-RAY TABLE COMPANY. I WAS NOT FOOLED BY THE FACT IT SAID ROLL-X. I THOUGHT OF WATCHES, THE OLD ROLEXES.

3b. NOT ANSWERING

3c. JUST A CLINICAL DIAGNOSING RADIATION TABLE, MAYBE SOMETHING PORTABLE.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

3b. DON'T KNOW/NOT ANSWERING

3c. DON'T KNOW/NOT ANSWERING

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00140

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** X-RAY TABLES

3b. THE SQUARE OF THE TABLE. IT IS A REDUNDANT QUESTION BECAUSE YOU CALLED ME ABOUT X-RAY TABLES.

3c. A PIECE OF EQUIPMENT WITH A HIGHER STANDARD OF X-RAY GRAPHS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** DIGITAL

4c. THAT IS THE WAY THINGS ARE GOING, DIGITAL.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00141
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A PORTABLE X-RAY
3b. JUST THE ROLL IN THE NAME.
3c. I THINK OF SUMMIT OR KODAK.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00142
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** MOBILE TABLE
3b. BECAUSE OF THE WORD ROLL.
3c. I WOULD NOT HAVE ANY IDEA; I HAVE NEVER SEEN A MOBILE X-RAY TABLE.
3a. **Second Mention:** WATCH
3b. THE COMPANY ROLEX.
3c. VERY EXPENSIVE, LUXURIOUS, FIRST-CLASS, EXPENSIVE TO MAINTAIN. THEY DO NOT TELL YOU WHEN YOU PURCHASE ONE THAT IT IS ONLY THE BEGINNING OF THE EXPENSE. I HAVE ONE AND I TOOK IT IN FOR A CLEANING AND IT COST ME \$400.00.
3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00143
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A WATCH
3b. ROLEX WATCHES.
3c. A DEVICE THAT STRAPS AROUND YOUR HAND TO TELL TIME.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00145

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX WATCHES

3b. BECAUSE AS YOU READ ROLL-X, IT SAYS ROLEX.

3c. IT'S A LUXURY WATCH COMPANY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00146

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** ROLEX THE WATCH

4c. THE NAME IS SIMILAR.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00148

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX WATCHES

3b. JUST THE NAME.

3c. HIGH-CLASS, HIGH QUALITY, THE BEST THERE IS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00149

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A WATCH

3b. BECAUSE THERE'S A WATCH CALLED ROLEX - A WATCH BRAND. (ELSE) JUST THE NAME.

3c. VERY HIGH QUALITY, VERY EXPENSIVE. (ELSE) THAT'S ABOUT IT.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00150

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** I THOUGHT ABOUT WHEELS BECAUSE I LIKE TO RIDE MY BIKE.

3b. I RIDE A BICYCLE TO WORK AND FOR FUN. I HAVE ONE CAR AND 12 BICYCLES.

3c. IT IS AN EFFECTIVE MODE OF TRANSPORTATION.

3a. **Second Mention:** X-RAYS

3b. IT HAS AN X IN IT.

3c. IT IS SOMETHING I USE TO GAIN MORE KNOWLEDGE ABOUT MY PATIENTS.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** DON'T KNOW/NOT ANSWERING

QID 00152

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THE WATCH, ROLEX

3b. WORD AND NAME ASSOCIATION.

3c. I WOULD CALL IT A TOP OF THE LINE WATCH COMPANY.

3a. **Second Mention:** A ROLLING TYPE TABLE

3b. THE WORD ROLL, AND I AM IN THE MARKET FOR A ROLLING TABLE AND ROLL AROUND TYPE UNIT.

3c. IT IS A PORTABLE X-RAY UNIT THAT I CAN ROLL TO DIFFERENT PATIENT ROOMS.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00154

- I.** YES
- II.** YES
- III.** OWNER

Exhibit MM

- 1.** YES
- 2a.** NO, I WOULD NOT
- 3a.** **First Mention:** THAT IT'S MOVEABLE.
- 3b.** BECAUSE THE TERM ROLL IMPLIES YOU CAN ROLL IT AROUND.
- 3c.** FROM THAT NAME I'M PRESUMING THERE'S A TABLE SITTING THERE AND YOU CAN PUT A PATIENT ON IT AND ROLL THE TABLE AROUND AND MAYBE ROLL THE PATIENT UNDER THE X-RAY MACHINE AND TAKE A FILM.
- 3a.** **Second Mention:** THAT YOU CAN ROLL IT AROUND THE ROOM.
- 3b.** BECAUSE OF THE TERM ROLL, I PRESUME IT HAS WHEELS ON IT AND YOU CAN MOVE THE PATIENT AROUND ON THE TABLE.
- 3c.** IT'S A TABLE AND IT HAS WHEELS ON IT SO YOU CAN ROLL IT AROUND AND PUT IT IN WHATEVER POSITION YOU WANT TO PUT IT IN.
- 3a.** **Third Mention:** DON'T KNOW/NOT ANSWERING
- 4a.** NO

QID 00155

- I.** YES
- II.** YES
- III.** OFFICE MANAGER

Exhibit MM

- 1.** YES
- 2a.** NO, I WOULD NOT
- 3a.** **First Mention:** WATCHES
- 3b.** BECAUSE IT'S THE NAME BRAND ROLEX.
- 3c.** I WOULD SAY LUXURY TIME PIECE.
- 3a.** **Second Mention:** DON'T KNOW/NOT ANSWERING
- 4a.** NO

QID 00156

I. YES

II. YES

III. OFFICE MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** PORTABILITY

3b. THE WORD ROLL - IT CAN BE MOVED AROUND TO DIFFERENT ROOMS.

3c. A PIECE OF EQUIPMENT THAT CAN BE MOVED, LIKE A ROLLING EXAM TABLE OR GURNEY.

3a. **Second Mention:** ADJUSTABLE AND EASY TO MOVE IN DIFFERENT WAYS.

3b. ASSUMING THAT THE TABLE TOP MOVES AND ADJUSTS.

3c. A TABLE THAT RAISES AND LOWERS TO ACCOMMODATE DIFFERENT SIZE PATIENTS.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** ROLEX WATCHES

4c. THE NAME

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00157

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** TRANSPORTABLE

3b. THE ROLL IN THE NAME.

3c. MOBILITY COMPANY. I THINK OF FORD OR CHEVY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00158

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** AN INCOMPLETE WEBSITE

3b. THERE'S NO PICTURES, I THOUGHT THE WEBSITE HADN'T LOADED YET.

3c. I WOULDN'T HAVE A CLUE.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00159

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A MACHINE MADE BY ROLL-X

3b. DON'T KNOW/NOT ANSWERING

3c. A FIRST CLASS MACHINE THAT IS EXPENSIVE.

3a. **Second Mention:** A WATCH

3b. ROLEX IS THE NAME I THINK OF WITH WATCHES.

3c. A WATCH FOR YUPPIES, WHICH ARE OLDER PEOPLE THAT ARE WELL OFF.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00161

I. YES

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLLERS IN A PROCESSOR

3b. BECAUSE OF THE NAME.

3c. AN X-RAY COMPANY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** ROLEX WATCHES

4c. BECAUSE OF THE BRAND NAME.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00162

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** PORTABLE

3b. BECAUSE OF THE WORD ROLL.

3c. NO IDEA.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** ROLEX WATCH

4c. THE WORD SOUNDS THE SAME.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00164
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** ROLEX THE WATCH
3b. MORE FAMILIAR NAME.
3c. SELLS OVERPRICED WATCHES.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00165
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** IT IS BLEAK AND GENERIC SOUNDING. LIKE A PORTABLE X-RAY UNIT.
3b. BASICALLY IT IS BLACK AND WHITE, NO PICTURES, NO WAY TO ANALYZE IT. X SOUNDS LIKE X-RAY AND ROLL SOUNDS LIKE IT IS PORTABLE.
3c. IT IS A MACHINE THAT TAKES X-RAYS AND CAN BE TAKEN TO THE PATIENT. MOVE AROUND THE PATIENT.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00167
I. YES
II. YES
III. OWNER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** MAYBE A ROLLING X-RAY TABLE.
3b. BECAUSE YOU ASKED ABOUT PURCHASING X-RAY TABLES.
3c. SUPPOSE IT WOULD BE A COMPANY MAKING OTHER HOSPITAL OR DIAGNOSTIC EQUIPMENT.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00170

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. YES, I WOULD

2b. THERE'S A PLAY ON WORDS, AS IN ROLEX WATCH. A DIGITAL X-RAY AND A ROLLING TABLE.

2c. THE TABLES HAVE ROLLING TOP TABLES.

3a. **First Mention:** ROLEX WATCHES AND QUALITY.

3b. BECAUSE OF ROLEX WATCHES.

3c. ROLEX IS QUALITY. WHEN I THINK OF QUALITY I THINK OF NORDSTROM, BECAUSE OF GOOD CUSTOMER SERVICE AND QUALITY ITEMS. NOT JUST THE ITEMS BUT ALSO SERVICE COUNTS AS QUALITY, WHICH YOU HARDLY GET ANYMORE, WITH CRAPPY PRODUCTS AND PEOPLE WHO CAN'T EVEN SPEAK ENGLISH IN MOST BUSINESSES NOWADAYS.

3a. **Second Mention:** SOMEONE WAS CLEVER AND THEY MADE A PLAY ON WORDS.

3b. BECAUSE IT'S SPELLED DIFFERENTLY THAN ROLEX WATCHES. IT'S SPELLED ROLL AND THE X IS FOR X-RAYS. IT'S CATCHY, SHORT, MEMORABLE, AND CLEVER.

3c. THIS IS HOW I'D EXPLAIN IT TO A NON-ENGLISH SPEAKER OR A CHILD. A PLAY ON WORDS IS WHEN YOU USE A WORD THAT ISN'T SPELLED EXACTLY THE SAME BUT SOUNDS LIKE ANOTHER WORD AND IT HAS A DOUBLE MEANING.

3a. **Third Mention:** ROLL TOP X-RAY TABLE.

3b. BECAUSE IT'S SPELLED ROLL, X FOR X-RAY, AND IT WAS IN A BIG SQUARE, AND IT LOOKED LIKE AN X-RAY TABLE.

3c. AN X-RAY TABLE THAT CAN MOVE THE POSITION OF THE ANIMAL, THE WHOLE TABLE TOP MOVES INSTEAD OF THE ANIMAL OR THE X-RAY HEAD. IT'S VERY HANDY. BEFORE YOU HAD TO MOVE THE ANIMAL OR THE X-RAY EMITTING HEAD. NOW YOU MOVE THE TOP OF THE TABLE, IT ROLLS BACK AND FORTH.

3a. **Fourth Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00171

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THAT IT HAS ROLLERS ON IT.

3b. THE ROLL.

3c. I WOULD ASSUME IT WAS SOME PORTABLE ROLLER TABLE OR SOME TOP THAT ROLLS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00172

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** SECOND CLASS

3b. DOESN'T STRIKE ME AS A HIGH-QUALITY PRODUCT WITH A NAME LIKE THAT.

3c. LOW PRICE, LOW END.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** ROLEX WATCH

4c. THE SOUND OF THE NAME.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00173

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THE WATCH

3b. BECAUSE IT'S SUCH A WELL-KNOWN THING AND ANYTHING THAT SAYS ROLL AND X IS ROLEX AND THAT'S THE ASSOCIATION I HAVE. NOT THAT I OWN ONE.

3c. A WELL KNOWN MAKER OF PRICEY WATCHES.

3a. **Second Mention:** SOMEONE WAS TRYING TO CASH IN ON A TAKEN NAME.

3b. BECAUSE OF THE SIMILARITY OF THE TWO.

3c. IT'S SLEAZY.

3a. **Third Mention:** PORTABLE X-RAY EQUIPMENT.

3b. YOU TOLD ME THAT YOU WERE DOING A THING FOR X-RAYS, AND SOMETHING THAT'S ROLLING MUST BE PORTABLE.

3c. I'D LIKE TO THINK SOMEONE IN THE MEDICAL PROFESSION WOULD BE MORE ETHICAL. IS ETHICAL THE RIGHT WORD?

3a. **Fourth Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00174

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A WATCH

3b. THE NAME OF ROLEX. IT IS A SIMILAR SPELLING.

3c. A TIMEKEEPER THAT YOU WEAR ON YOUR WRIST.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00175

I. YES

II. YES

III. OWNER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DEODORANT

3b. I HAVE NO IDEA.

3c. A PERSONAL HYGIENE PRODUCT.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00176

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX WATCH

3b. FROM THE SOUND OF IT AND THE SPELLING IS CLOSE.

3c. A QUALITY WATCH COMPANY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00177

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** CANDY

3b. THERE IS A CANDY CALLED ROLO.

3c. A TASTY, SMALL ITEM OF FOOD.

3a. **Second Mention:** ANTACIDS

3b. IT SOUNDS LIKE AN ANTACID.

3c. SOMETHING THAT MAKES YOUR STOMACH FEEL BETTER.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00178

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX WATCH

3b. THE NAMES SOUND IDENTICAL.

3c. A MANUFACTURER OF FINE, EXPENSIVE WATCHES.

3a. **Second Mention:** A TABLE ON WHEELS

3b. IT SOUNDS LIKE IT WOULD ROLL.

3c. IT IS HARD TO SAY, BUT PROBABLY A PORTABLE X-RAY TABLE.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00179

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX WATCHES

3b. FAMILIAR WITH THE BRAND.

3c. ELITE, HIGH QUALITY WATCHES.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** PORTABLE

4c. CAUSE THE ROLL MAKES ME THINK WHEELS.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00181
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** ROLEX, LIKE THE WATCHES
4c. IT'S A SIMILAR SOUND.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00185
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00186
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** ROLEX WATCH
3b. BECAUSE OF THE SOUND.
3c. HIGH QUALITY, TOP OF THE LINE WATCHES.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00190

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX WATCH

3b. I THOUGHT OF THE WATCHES WITH THAT NAME.

3c. HIGH-END WATCHES.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00192

I. YES

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00193

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX THE WATCH

3b. SIMILAR NAME.

3c. CADILLAC OF WATCHES.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00194

I. YES

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit MM

1. YES

2a. YES, I WOULD

2b. ROLL-X

2c. BECAUSE THAT IS WHAT THE SCREEN SAID.

3a. **First Mention:** WATCH

3b. THE ROLL-X MAKES ME THINK OF THE ROLEX WATCH COMPANY.

3c. ROLEX IS AN EXPENSIVE WATCH COMPANY. TOP OF THE LINE AND USUALLY MADE OF GOLD.

3a. **Second Mention:** ROLAIDS

3b. THE ROLL-X SOUNDS KIND OF LIKE A PRESCRIPTION, WITH THE X ON THE END.

3c. AN ANTACID COMPANY. THE OLD SLOGAN USED TO BE, "ROLAIDS SPELLS RELIEF." OTHER THAN THAT, I DO NOT KNOW MUCH ABOUT ROLAIDS OTHER THAN THAT.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00198

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THAT IT MOVES.

3b. BECAUSE OF THE WORD ROLL.

3c. YOU PUT THE ANIMAL ON THE TABLE AND MOVE IT AROUND THE BEAM, INSTEAD OF MOVING THE ANIMAL ON THE TABLE.

3a. **Second Mention:** ROLEX WATCHES

3b. BECAUSE IT SOUNDS LIKE THE WATCH.

3c. WELL-KNOWN FOR THEIR PRECISION AND DURABILITY.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

3a. **Fourth Mention:**

3a. **Fifth Mention:**

4a. YES

4b. **First Mention:** ROLLS ROYCE

4c. DON'T KNOW/NOT ANSWERING

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00200

I. YES

II. YES

III. PURCHASING MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLODEX BUSINESS CARD FILE

3b. BECAUSE OF THE NAME.

3c. THE OLD DAY TIMERS THAT I USED TO USE THAT'S ON A SPOOL.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00201

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** MOBILITY. THE X DENOTES THE RADIATION COMPONENT.

3b. HAVING DEALT WITH A NUMBER OF TABLES, I THINK THE ROLL IN ROLL-X DEPICTS THAT.

3c. FLOATING TABLES. A GOOD PRODUCER OF MOBILE TABLES IS BENNETT.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00206

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** X-RAYS

3b. THE X IS USUALLY ASSOCIATED WITH X-RAYS.

3c. I WOULD TELL SOMEONE THAT IT WOULD BE A COMPANY INVOLVED IN MANUFACTURING X-RAY EQUIPMENT OR RADIOGRAPHS, AND FILMS OR ACCESSORIES FOR X-RAY UNITS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

3a. **Fifth Mention:**

4a. NO

QID 00207
I. YES
II. YES
III. VETERINARY TECHNICIAN/VET TECH
Exhibit MM
1. YES
2a. YES, I WOULD
2b. I WOULD ASSUME ROLL-X
2c. IT IS THE ONLY THING I SEE.
3a. **First Mention:** ROLEX WATCH
3b. THE NAME SOUNDS LIKE IT.
3c. HIGH-END, EXPENSIVE WATCH. RELIABLE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00209
I. YES
II. YES
III. OFFICE MANAGER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** I THOUGHT ABOUT THE PRODUCT THAT WE HAVE. IT IS A SETA CAL.
4c. THERE IS A BIG LABEL LIKE THAT ACROSS THE TOP OF THE SETA CAL.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00210
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A MOBILE UNIT
3b. BECAUSE OF THE WORD ROLL. WE HAVE SOME WHEELED TABLES. I GUESS IT COULD BE LIKE ROLL OVER.
3c. A MOBILE UNIT WOULD BE SOMETHING WE COULD MOVE FROM ROOM TO ROOM WITH RELATIVE EASE. IT'S NOT STATIONARY OR LOCKED INTO ONE SPOT.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00215
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00216
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** ROLAIDS, LIKE THE ANTACID.
4c. I HONESTLY HAVE NO IDEA, THAT'S JUST THE ONLY THING THAT CAME TO MIND IMMEDIATELY. I CAN JUST SEE THE OLD COMMERCIAL FROM THE 80'S WITH THE PETRI DISHES.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00218
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** ROLODEX FILE
3b. SIMILAR IN NAME.
3c. A SIMPLE MEANS OF FILING ADDRESSES AND PHONE NUMBERS.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** ROLEX WATCHES
4c. BECAUSE IT SOUNDS EXACTLY THE SAME.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00222

I. YES

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A WATCH

3b. THE NAME, EVEN THOUGH IT WAS SPELLED WRONG, AND THE WAY IT SOUNDED.

3c. AN INSTRUMENT FOR TELLING TIME.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00224

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THE WATCH BRAND.

3b. BECAUSE THAT'S HOW IT PHONETICALLY SOUNDS, SO THAT'S THE FIRST THING THAT MADE ME THINK OF THAT. MY SECOND THOUGHT WAS THAT THE TABLE MIGHT BE MOBILE. (ELSE) NO.

3c. HIGH-END OR LUXURY. EXPENSIVE.

3a. **Second Mention:** PROBABLY EXPENSIVE.

3b. I DIDN'T KNOW IF THE INTENTION WAS TO SOUND LIKE THE WATCH BRAND), WHICH IS OBVIOUSLY AN EXPENSIVE, WELL-KNOWN WATCH BRAND.

3c. A QUALITY PRODUCT, BUT NOT AN INEXPENSIVE INVESTMENT. I THINK IT SHOWS QUALITY, BUT IT COMES WITH A HIGHER PRICE TAG THAN WHAT YOU MAY FIND ELSEWHERE.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00225

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** AN INCUBATOR FOR HATCHING CHICKENS.

3b. THAT WAS THE NAME OF AN INCUBATOR WHEN I WAS YOUNGER. IT TURNS THE EGGS FOR YOU.

3c. IT MAINTAINS THE EGGS AT THE PROPER TEMPERATURE AND ROTATES THE EGGS FOR YOU.

3a. **Second Mention:** ROLEX WATCHES

3b. THE NAME SOUNDS SIMILAR TO THE WATCH COMPANY.

3c. AN EXPENSIVE WATCH THAT IS A STATUS SYMBOL.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00226

I. YES

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** MOBILE TABLE

3b. IT SOUNDS LIKE IT CAN BE ROLLED AROUND. IT REMINDS ME OF THE PORTABLE ONE.

3c. A PORTABLE MACHINE THAT CAN BE USED IN THE FIELD.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00228

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. YES, I WOULD

2b. ROLEX

2c. IT LOOKS LIKE IT'S A PLAY ON ROLEX, BUT NOT THE EXPENSIVE WATCH ITSELF.

3a. **First Mention:** THE EXPENSIVE WATCH

3b. BECAUSE ROLL-X IS A HOMONYM. IT SOUNDS LIKE THE WATCH BRAND.

3c. ULTRA HIGH QUALITY AND ULTRA EXPENSIVE.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00230

- I. YES
- II. YES
- III. OWNER

Exhibit MM

- 1. YES
- 2a. NO, I WOULD NOT
- 3a. **First Mention:** ROLODEX
- 3b. THAT WAS JUST THE FIRST THING I THOUGHT OF.
- 3c. IT'S PROBABLY NOT USED MUCH ANYMORE WITH THE ADVENT OF COMPUTERS AND HAVING ALL YOUR CONTACTS ON THERE. IT WAS AN OLD TELEPHONE NUMBER FILING SYSTEM THAT WAS ON A DIAL AND YOU COULD JUST FLIP THROUGH. IF THE NAME STARTED WITH "R" YOU WOULD FLIP TO THE "R" SECTION AND EACH NAME WAS ON A LITTLE CARD IN THE FILE.
- 3a. **Second Mention:** THE X MADE ME THINK OF X-RAY.
- 3b. I WOULD ASSUME THAT X WOULD BE IN A NAME TO DO X-RAY PRODUCTS, PLUS I WAS LOOKING FOR SOMETHING LIKE THAT ANYWAY.
- 3c. X-RAY RADIOGRAPHIC EQUIPMENT OR MANUFACTURERS.
- 3a. **Third Mention:** THE WATCH
- 3b. IT SOUNDS JUST LIKE THE NAME OF THE ROLEX WATCH. JUST THE NAME RECOGNITION, SIMILARITY, AND PHONETICS.
- 3c. I WOULD CALL THAT A HIGH-END WATCH MAKER.
- 3a. **Fourth Mention:** DON'T KNOW/NOT ANSWERING
- 4a. NO

QID 00232

- I. YES
- II. YES
- III. VETERINARIAN/VET

Exhibit MM

- 1. YES
- 2a. NO, I WOULD NOT
- 3a. **First Mention:** ROLODEX
- 3b. IT LOOKED AND SOUNDED LIKE IT.
- 3c. IT IS A BUSINESS CARD FILE.
- 3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
- 4a. YES
- 4b. **First Mention:** ROLEX WATCH
- 4c. THE NAME
- 4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00233

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THE TABLE WOULD BE A TABLE THAT WOULD ROLL SOMEHOW UNDERNEATH THE LIGHT, EASY-TO-POSITION TYPE TABLE.

3b. THE WAY THAT THE NAME SAID ROLL-X MADE ME THINK TO TAKE AN X-RAY, YOU'D PUT A PATIENT ON A TABLE AND SNAP THE X-RAY.

3c. THE SAME THING. A TABLE THAT YOU COULD PUT AN ANIMAL ON AND POSITION IT BY USING A ROLLING TABLE SYSTEM BEFORE TAKING THE X-RAY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00236

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** X-RAY FILM

3b. PROBABLY BECAUSE OF THE X ON THE END AND THE WAY IT'S LABELED.

3c. IT COMES ON A ROLL AND CAN BE CUT TO DIFFERENT SIZES TO RADIOGRAPH EXTREMITIES OR BODY PARTS. USED TO DIFFERENTIATE BETWEEN TISSUE, AIR, AND BONE DENSITY.

3a. **Second Mention:** THE WATCH ROLEX

3b. PRONUNCIATION - WHAT IT SOUNDS LIKE WHEN YOU SAY IT.

3c. ITS A HIGH-END PRICE, LUXURY-TYPE WATCH.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00239

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** SOMETHING NEW IN THE MARKET.

3b. BECAUSE YOU KNOW THERE ARE OTHER COMPANIES, LIKE VETTEK, WHO YOU SEE MAKES THESE PRODUCTS.

3c. I HAVEN'T HEARD THE NAME BEFORE - IF THE JOURNALS COME IN I BROWSE THROUGH THEM AND I HAVEN'T SEEN THE NAME BEFORE AT CONFERENCES OR ANYTHING.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** THE WATCH

4c. YES, IF YOU JUST SEE IT, DON'T READ IT, YOU KNOW, ROLEX, THE WATCH COMPANY WOULD COME TO MIND. LIKE IF SOMEONE CALLED OVER THE PHONE AND SAID I'M CALLING FROM ROLEX I WOULD THINK, LIKE THE WATCH.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00242

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A PORTABLE X-RAY MACHINE

3b. JUST THE NAME.

3c. YOU CAN MOVE IT FROM ROOM TO ROOM.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00243

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** WHEELS. PORTABLE. IT MOVES.

3b. ROLLING, MOVING EASILY. PORTABLE AND MOVEABLE AROUND THE CLINIC.

3c. I HAVEN'T SEEN IT. I WOULDN'T KNOW HOW TO EXPLAIN IT. IT WOULD BE GOOD TO BUY SOMETHING THAT WAS PORTABLE.

3a. **Second Mention:** A TABLE SLIDE.

3b. PART OF THE X-RAY MACHINE WHERE THE "BUCKY" MOVES, OR A PLATE SLIDING OUT. THINGS THAT MOVE ON AN X-RAY.

3c. I AM NOT SURE WHAT I AM EXPLAINING BASED ON A WORD. KIND OF MAKING THIS UP.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00245

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** TAMBORD DOOR

3b. THE ROLL PART OF THE NAME.

3c. IT'S A DOOR THAT IS MADE UP OF A LOT OF SLATS THAT ROLLS UP AND IS HIDDEN.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00247

I. YES

II. YES

III. PURCHASING MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A MOBILE X-RAY TABLE

3b. THE WORD ROLL.

3c. MOBILE, MEANING IT CAN BE TRANSPORTED OR MOVED.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00248

- I. YES
- II. YES
- III. OWNER

Exhibit MM

- 1. YES
- 2a. NO, I WOULD NOT
- 3a. **First Mention:** THE ROLEX WATCH
- 3b. THE NAME WAS SIMILAR TO ROLEX.
- 3c. A HIGH QUALITY WATCH.
- 3a. **Second Mention:** AN OLD CAMERA CALLED A ROLLEIFLEX.
- 3b. BECAUSE OF THE ASSOCIATION OF IMAGING AND SOUNDING SIMILAR.
- 3c. A TOP OF THE LINE CAMERA IN IT'S DAY.
- 3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
- 4a. NO

QID 00250

- I. YES
- II. YES
- III. VETERINARIAN/VET

Exhibit MM

- 1. YES
- 2a. NO, I WOULD NOT
- 3a. **First Mention:** ROLEX, LIKE THE WATCH
- 3b. BECAUSE I SAW ROLL X AND IF YOU SAY IT AS A WORD IT'S ROLEX.
- 3c. A HIGH-END WATCH.
- 3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
- 4a. NO

QID 00252

- I. YES
- II. YES
- III. VETERINARIAN/VET

Exhibit MM

- 1. YES
- 2a. NO, I WOULD NOT
- 3a. **First Mention:** ROLAIDS, THE STOMACH STUFF
- 3b. ROLAIDS SOUNDS SIMILAR, I GUESS. I DID NOT THINK OF X-RAY AT ALL.
- 3c. IT IS AN ANTACID.
- 3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
- 4a. NO

QID 00253

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLODEX

3b. JUST THE LETTERING.

3c. IS A MINI FILE THAT TURNS SO THAT YOU CAN LOOK FOR CARDS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00254

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A WATCH

3b. BECAUSE OF ROLEX WATCHES.

3c. A TIMEPIECE THAT IS EXPENSIVE.

3a. **Second Mention:** ROLLS ROYCE

3b. JUST BECAUSE I WAS TRYING TO SOUND SMART.

3c. A HIGH-END MOTOR VEHICLE.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00255

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** OFFICE EQUIPMENT

3b. JUST THE NAME.

3c. BRAND NAME OF OFFICE EQUIPMENT AND OFFICE SUPPLIES.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00257
I. YES
II. YES
III. OFFICE MANAGER
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A WATCH
3b. BECAUSE IT'S A ROLEX LIKE THE WATCH.
3c. A HIGH-END TIMEPIECE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00259
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** ROLEX WATCH
3b. I'M FAMILIAR WITH THE BRAND, SEEN ADVERTISING.
3c. VERY HIGH-END, I.E. EXPENSIVE WATCH.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00261
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** ROLAIDS
3b. THE ROLL FOR ROLAIDS AND THE X FOR MEDICINE.
3c. A STOMACH ANTACID.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00265
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** PORTABLE
3b. BECAUSE OF THE ROLL.
3c. INNOVATIVE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00266
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. YES, I WOULD
2b. ROLL-X
2c. JUST THE WAY THE LETTERS ARE PRINTED.
3a. **First Mention:** PRETTY PLAIN
3b. WASN'T MUCH TOO LOOK AT.
3c. JUST PLAIN.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** ROLEX WATCHES
4c. JUST BECAUSE IT SOUNDS THE SAME.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00267
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** ROLL-X. VALUABLE, GOOD X-RAYS.
3b. THE NATURE OF THE COMPANY I THINK IS GOING TO MAKE IT VALUABLE.
3c. GOOD COMPANY. I HAVE GOOD THOUGHTS ABOUT THE COMPANY.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00269
I. YES
II. YES
III. VETERINARY TECHNICIAN/VET TECH
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00271
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** A ROLODEX
4c. DON'T KNOW/NOT ANSWERING
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00273
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00275
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** ROLEX WATCHES
3b. RECOGNIZABLE NAME.
3c. EXPENSIVE GOOD QUALITY WATCHES.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00276

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** TABLE TOP THAT MOVES.

3b. I CANNOT SEE ROLLING THE WHOLE MACHINE ANYWHERE. IT WOULD BE CONCEIVABLE TO BE ABLE TO TAKE IT TO A PATIENT.

3c. I WOULD SAY THAT IT IS AN X-RAY MACHINE WITH A SLIDING OR ROLLING TOP TO ALLOW FOR EASIER PATIENT POSITIONING.

3a. **Second Mention:** A STABLE BEAM WITH A MOVING TABLE TOP. IT MOVES WITH A BEAM STATION, AND THE TABLE TOP WOULD MOVE TO ADJUST TO THE PATIENT.

3b. IT IS MY PRECONCEIVED NOTION THAT IT IS AN X-RAY TABLE THAT USES A STABLE BEAM THAT STAYS IN PLACE, AND THE TOP MOVES TO ADJUST THE PATIENT.

3c. A COMPANY THAT PRODUCES X-RAY MACHINES.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00277

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A WATCH

3b. BECAUSE OF ROLEX WATCHES.

3c. A DEVICE THAT YOU WEAR ON YOUR WRIST TO TELL TIME.

3a. **Second Mention:** AN X-RAY TABLE THAT ROLLS.

3b. BECAUSE OF THE WORD ROLL.

3c. A UNIT THAT IS HIDDEN UNTIL YOU ROLL IT OUT OF A CLOSET.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00280

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** IT WAS AN ODD NAME FOR AN X-RAY TABLE.

3b. IT WAS SHORT, DID NOT TELL ME WHAT IT WAS.

3c. IT DID NOT DESCRIBE WHAT THE PRODUCT WAS. I WOULD NOT ASSOCIATE WHAT IT WAS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00281

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00282

I. YES

II. YES

III. PURCHASING MANAGER

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** WATCH

3b. BECAUSE THE ONLY THING THAT'S MISSING IS THE "E."

3c. DON'T KNOW/NOT ANSWERING

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

- QID** 00283
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** ROLAIDS
4c. BECAUSE OF THE WORD ROLL.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

- QID** 00284
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A ROLEX WATCH
3b. IT IS THE ONLY THING THAT I CAN ASSOCIATE THE NAME WITH.
3c. A LUXURY.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00285

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** JUST THAT IT ROLLS.

3b. JUST THE NAME, IT SOUNDS LIKE THIS ONE CAN BE MOVED OUT OF THE WAY RATHER THAN BEING ATTACHED TO THE FLOOR. I'M ASSUMING IT HAS WHEELS. MAYBE IT'S JUST THE TOP THAT MOVES.

3c. DON'T KNOW/NOT ANSWERING

3a. **Second Mention:** THE BIG X MAKES SENSE. IT'S CLEVER, NOW THAT I KNOW IT'S AN X-RAY TABLE.

3b. A BIG X FOR X-RAYS.

3c. JUST BASED ON THE NAME OR KNOWING THE PRODUCT, I WOULD JUST SAY IT'S AN X-RAY TABLE COMPANY.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** THE WATCH COMPANY. WHEN YOU LOOK AT IT, IT DOESN'T REMIND ME OF THE WATCH COMPANY, BUT WHEN YOU SAY THE NAME, IT DOES.

4c. IT BRINGS TO MIND THE QUALITY. WHEN YOU SAY THE WORD ROLL-X, IT BRINGS TO MIND QUALITY, BECAUSE OF THE WATCH COMPANY. WHEN YOU'RE THINKING MEDICAL EQUIPMENT, IT STILL BRINGS TO MIND THAT BENEFIT OF QUALITY.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00286

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** CLEAR IMAGE

3b. IT WAS VERY CLEAR. A CLEAR IMAGE AS FAR AS THE CONTRAST BEING VERY GOOD.

3c. THERE WAS A LOT OF CONTRAST. THE PICTURE IS VERY CLEAR.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** ROLL-ON DEODORANT

4c. JUST THE BIG ROLL MADE ME THINK OF ROLL ON DEODORANT.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00287
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** ROLEX WATCH
3b. THAT'S A RECOGNIZED BRAND NAME.
3c. HIGH QUALITY WATCH.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00288
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** PORTABLE
3b. THE ROLL PART.
3c. I WOULD IMAGINE THAT SINCE IT SAYS ROLL IT WOULD BE ON WHEELS, EASY TO MOVE, LIGHTWEIGHT.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** ROLEX WATCH
4c. BRAND OF WATCH, SIMILAR SPELLING.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00293
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit MM
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** NOTHING
3b. IT'S A VERY NON-DESCRIPTIVE WORD AND NAME.
3c. IF I JUST SAW THE NAME, I WOULD THINK IT WAS SOME TYPE OF PET HAIR REMOVER, OR SOME TYPE OF WHEEL DEVICE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00294

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** IT REMINDED ME OF ROLAIDS, THE ANTACID YOU TAKE WHEN YOU HAVE AN UPSET STOMACH.

3b. THE NAME IS ALL THE SAME NAME AND IT LOOKS LIKE THE SAME THING.

3c. IT IS A TUMS OR SOMETHING YOU TAKE WHEN YOU HAVE HEARTBURN. IT IS MEDICINE.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** THE WATCH COMPANY

4c. THE SPELLING IS SIMILAR.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00295

I. YES

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** WATCHES

3b. AS SOON AS I READ IT OUT LOUD, IT MADE ME THINK OF ROLEX WATCHES.

3c. HIGH-END WATCH COMPANY.

3a. **Second Mention:** PORTABLE TABLE OF SOME SORT.

3b. THE ROLL PART OF IT MADE ME THINK ABOUT ROLLING WHEELS.

3c. CONVENIENT COMPANY.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00298

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A WATCH

3b. IT SOUNDS LIKE ROLEX.

3c. IT IS AN INSTRUMENT THAT KEEPS TIME.

3a. **Second Mention:** ROLLFAST BICYCLES

3b. A BRAND NAME WITH THE WORD ROLL IN IT.

3c. A 1950'S CRUISER BICYCLE.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00299

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** WATCH

3b. JUST BECAUSE OF THE ROLEX WATCH AND ASSOCIATION WITH THE NAME.

3c. DON'T KNOW/NOT ANSWERING

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00301

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit MM

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** ROLEX WATCH

3b. IF YOU HEAR ROLL-X, DOESN'T IT SOUND LIKE A ROLEX WATCH?

3c. THEY SAY IT'S TOP QUALITY.

3a. **Second Mention:** IT SOUNDS LIKE IT MOVES.

3b. THE FACT THAT IT SAYS ROLL MEANS IT MOVES AROUND.

3c. I DON'T KNOW.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

APPENDIX

Hello, my name is _____. I work for Survey Center, and we are doing a short research study with health care professionals such as yourself. We are not selling anything. This is for research purposes only.

SCREENER

- I. Do you use x-ray tables at your facility?
() NO...TALLY AND TERMINATE. () YES...CONTINUE.
- II. Are you the person at your facility who is most responsible for making the decision about which particular x-ray table to purchase?
() NO...ASK TO SPEAK WITH THAT PERSON. () YES...CONTINUE.
- III. And what is your job title?
() VETERINARIAN/VET () VETERINARY TECHNICIAN/VET TECH () OWNER
() OFFICE MANAGER () PURCHASING MANAGER () OTHER...TALLY AND TERMINATE.

QUESTIONNAIRE:

SAY: Before we begin, I would like you to know that the interview will take about 5 minutes of your time. If you qualify and complete the entire study, we will send you or your favorite charity a \$30 honorarium as a token of appreciation for your cooperation. I would like you to know that your answers and identity will be kept strictly confidential. As we go through the study, I will be asking you some questions. If you do not know the answers to any of the questions, it is okay to say so. Please do not refer to any materials or literature in your office while answering these questions.

I am going to ask you to log onto the Internet. Please have your computer on and accessible during the interview.

() DON'T HAVE INTERNET ACCESS AT ALL...TALLY AND TERMINATE.

OR

() DON'T CURRENTLY HAVE INTERNET ACCESS, BUT WILL AT A LATER TIME...SCHEDULE CALLBACK.

PROGRAMMER NOTE: RANDOMIZE URL ASSIGNMENT ACCORDING TO QUOTAS.

First, please enter the following URL into your web browser:

() <http://surveycenteronline.com/equipmentmm>

OR

() <http://surveycenteronline.com/equipmentbb>

Let me know when you are there.

CONTINUE AFTER RESPONDENT HAS INDICATED THAT HE/SHE IS AT THE WEB PAGE.

1. Can you clearly see the name on your computer screen?
() NO...TALLY AND TERMINATE. () YES...CONTINUE.

2a. Assume for a moment that you were looking for a new x-ray table and you encountered one that uses this name. Based on what you see here, would you OR would you not have a belief as to who or what company puts out or sponsors this x-ray table?

() NO, I WOULD NOT...IF SAYS "NO, I WOULD NOT," SKIP TO Q.3a.

() YES, I WOULD...IF SAYS "YES, I WOULD," CONTINUE WITH Q.2b AND Q.2c.

IF SPONTANEOUS: () DON'T KNOW...IF SAYS "DON'T KNOW," SKIP TO Q.3a.

b. IF SAYS "YES, I WOULD" IN Q.2a, ASK: Who or what company is that? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that company name for me?

c. What makes you say that? PROBE: What else?

Please close your web browser now. Let me know when you have done this.

CONTINUE AFTER RESPONDENT HAS INDICATED THAT HE/SHE HAS CLOSED THE WEB BROWSER.

3a. What, if anything, came to your mind when I first showed you the name of this x-ray table? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that for me? PROBE: Anything else? RECORD UP TO FIVE MENTIONS.

b. FOR EACH RESPONSE GIVEN IN Q.3a, ASK: What makes you say that (INSERT RESPONSE GIVEN IN Q.3a) came to your mind? PROBE: What else?

c. FOR EACH RESPONSE GIVEN IN Q.3a, ASK: What kind of company or product is (INSERT RESPONSE GIVEN IN Q.3a)? How would you describe it to someone else if you were explaining who or what it is?

4a. Did any other product or products come to your mind when I first showed you the name of this x-ray table?

() NO...IF SAYS "NO" SKIP TO "RECORD FROM OBSERVATION."

() YES...IF SAYS "YES" CONTINUE WITH Q.4b AND Q.4c.

IF SPONTANEOUS: () DON'T KNOW...IF SAYS "DON'T KNOW," SKIP TO "RECORD FROM OBSERVATION."

b. IF SAYS "YES" IN Q.4a, ASK: What product or products is that? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that for me? PROBE: Any others? RECORD UP TO FIVE MENTIONS.

c. FOR EACH RESPONSE GIVEN IN Q.4b, ASK: What makes you say that (INSERT RESPONSE GIVEN IN Q.4b) came to your mind? PROBE: What else?

RECORD FROM OBSERVATION: GENDER: () MALE () FEMALE

In order to be counted as a complete survey, I need to have a phone number where you can be reached if a verifier calls to confirm that you participated in the study. May I please have a phone number where you can be reached? This verification call would take less than a minute of your time. ()

Is this your ()HOME ()BUSINESS or ()CELL phone? Thank you.

RESPONDENT NAME: _____

CLINIC NAME: _____

CLINIC ADDRESS: _____ CITY/STATE: _____

ZIP CODE: _____ INTERVIEWER: _____ DATE: _____

CALL CENTER: _____

INTERVIEWER CERTIFICATION

My signature below affirms that I have personally conducted this interview with the above named respondent to the best of my ability and in compliance with the interviewing instructions. I have recorded, as fully as possible, the respondent's complete answers to the above questions.

SIGNATURE OF INTERVIEWER: _____

PRINTED NAME OF INTERVIEWER: _____

To thank you for your participation, we would like to send you or your favorite charity a check for \$30. Would you prefer to have the check sent directly to you OR to a charity of your choice?

HONORARIUM: ()RESPONDENT ()CHARITY: (SPECIFY, WITH MAILING ADDRESS FOR CHECK)

PLEASE MAKE SURE TO RECORD INDIVIDUAL'S COMPLETE FIRST AND LAST NAME EVEN FOR CHARITY DONATIONS.



LEO J. SHAPIRO & ASSOCIATES LLC

ROLEX WATCH USA, INC.

v.

AFP IMAGING CORPORATION

A STUDY OF LIKELIHOOD OF DILUTION

QUESTIONNAIRE RESPONSES

CONTROL CELL (DIGI-X)

March 2010

QID 00038

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A DIGITAL UNIT

3b. BECAUSE THE FIRST FOUR LETTERS ARE DIGI.

3c. AN X-RAY UNIT THAT DOES NOT USE CONVENTIONAL FILM, AND SAVES THE IMAGE TO THE COMPUTER.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00041

I. YES

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit BB

1. YES

2a. YES, I WOULD

2b. DIAGNOSTIC IMAGING

2c. WE WORK WITH DIAGNOSTIC IMAGING

3a. **First Mention:** A DIGITAL X-RAY UNIT

3b. IT SAID DIGI-X SO I THOUGHT IT WAS AN X-RAY UNIT.

3c. A DIGITAL X-RAY UNIT.

3a. **Second Mention:** A DR SYSTEM, NOT A CR SYSTEM.

3b. WHEN I READ THE TITLE, DIGI-X, IT SOUNDED LIKE A FULL PACKAGE. NOT ONE THAT YOU HAVE TO USE CASSETTES WITH.

3c. AN X-RAY SYSTEM WHERE YOU CAN TAKE THE RADIOGRAPH AND IT WOULD POP UP ON THE COMPUTER SCREEN. YOU WOULD NOT HAVE TO DEVELOP FILMS OR CASSETTES.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** I THOUGHT IT WAS LIKE A LINE OF RADIOLOGY EQUIPMENT OR MACHINERY.

4c. IT DOESN'T SEEM LIKE MOST OF THE TIME THEY HAVE A SERIAL NUMBER, BUT IT SOUNDED MORE LIKE A LINE OF RADIOLOGY EQUIPMENT.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00043
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00044
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A DIGITAL SYSTEM
3b. BECAUSE OF THE WORD DIGI.
3c. A DIGITAL X-RAY SYSTEM THAT DOES NOT USE FILM. YOU CAN VIEW IT ON YOUR COMPUTER SCREEN.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00046
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** THAT IT WAS A DIGITAL-BASED X-RAY SYSTEM.
3b. BECAUSE OF THE WORD DIGI.
3c. IT IS A SYSTEM THAT DOES NOT NEED FILMS TO VIEW X-RAYS. IT USES A REUSABLE PLATE THAT CAPTURES THE X-RAY IMAGE THAT CAN BE VIEWED ON THE COMPUTER.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00056

I. YES

II. YES

III. OWNER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL RADIOGRAPHY

3b. BECAUSE OF THE LETTERS THAT WERE USED. THE DIGI MADE ME THINK OF DIGITAL, AND THE X MADE ME THINK OF X-RAY.

3c. IT IS A COMPUTERIZED VERSION OF AN X-RAY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00057

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** PRETTY PLAIN

3b. I EXPECTED SOMETHING MORE.

3c. SPELL IT OUT FOR THEM.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00059

I. YES

II. YES

III. OWNER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAY

3b. BECAUSE OF THE WORD DIGI.

3c. X-RAY THAT DOESN'T REQUIRE FILM.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00066
I. YES
II. YES
III. VETERINARY TECHNICIAN/VET TECH

Exhibit BB

1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DIGITAL X-RAYS
3b. BECAUSE OF THE NAME.
3c. A WAY TO DO X-RAYS WITHOUT A HARD COPY.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00068
I. YES
II. YES
III. VETERINARIAN/VET

Exhibit BB

1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DIGITAL X-RAY
3b. THE NAME DIGI AND THEN THE X.
3c. INSTEAD OF USING FILM YOU USE A COMPUTER. A LOT FASTER AND QUICKER.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00069
I. YES
II. YES
III. OFFICE MANAGER

Exhibit BB

1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A DIGITAL PROCESSOR
3b. JUST THAT IT LOOKS LIKE ADVERTISING FOR A DIGITAL X-RAY SYSTEM.
3c. A METHOD OF CAPTURING RADIOGRAPHS DIGITALLY WITHOUT ALL THE WASTE OF FILMS.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00080

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** I ASSUMED IT WAS INVOLVED WITH DIGITAL RADIOGRAPHY.

3b. DIGI REMINDED ME OF DIGITAL AND X REMINDED ME OF X-RAY.

3c. I WOULD SAY IT IS COMPUTER ENHANCED X-RAYS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00082

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** I ASSUMED IT WAS A DIGITAL X-RAY.

3b. I THINK JUST THE NAME. DIGI-X IS KIND OF SHORTHAND, IN MY FIELD I THINK ABOUT DIGITAL.

3c. SOFTWARE AND HARDWARE COMBINATION THAT CAPTURES AN X-RAY IMAGE AND DISPLAYS IT IN A DIGITAL FORMAT ON A COMPUTER SCREEN OR MONITOR.

3a. **Second Mention:** NEW TECHNOLOGY OR NEW COMPANY, SOMEBODY NEW OR INNOVATIVE IN THE FIELD.

3b. BECAUSE WE'VE DONE SOME RESEARCH. I HAVE A FOLDER ON SOUND TECHNOLOGIES, G.E., AND ANOTHER COMPANY I CAN'T REMEMBER. IT MAY BE A NEW NAME IN DIGITAL X-RAY TECHNOLOGY. IT'S EITHER SOMEBODY NEW OR A NEW TECHNOLOGY, OR A NAME FOR THAT EQUIPMENT. IT WAS SOMETHING I WASN'T FAMILIAR WITH.

3c. THE NEW TECHNOLOGY USES OUR CURRENT X-RAY MACHINE AND CAPTURES THOSE X-RAY BEAMS THROUGH A HARDWARE AND SOFTWARE IMAGE THAT WE CAN VIEW. IT COULD BE A COMPANY THAT HASN'T DONE THAT, OR IT COULD BE A COMPANY THAT HAS BEEN IN THE FIELD BUT HASN'T DEVELOPED THIS PARTICULAR TECHNOLOGY BEFORE. IT COULD BE ONE THAT HAS USED ULTRASOUND AND IS DEVELOPING THAT INTO RADIOGRAPHIC IMAGES.

3a. **Third Mention:** WHY DON'T WE HAVE DIGITAL X-RAY TECHNOLOGY?

3b. I'VE LOOKED AT THE COST VS THE BENEFIT. WE GENERALLY FIND SOMEPLACE ELSE TO SPEND THE MONEY ON, BUT IT'S STILL AT THE FOREFRONT OF OUR MINDS.

3c. I THINK THE REASON WE DON'T HAVE IT IS THE INITIAL COST OF THE EQUIPMENT VS THE BENEFIT; WE HAVE FOUND OTHER EQUIPMENT THAT IS A HIGHER PRIORITY THAN THE DIGITAL X-RAY TECHNOLOGY. IT'S ON OUR WISH LIST BUT IT'S NOT THE TOP PRIORITY.

3a. **Fourth Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00085

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** NOTHING CAME TO MIND.

3b. THERE WERE NO ASSOCIATIONS WITH DIGI-X.

3c. RADIOLOGY COMPANY. THE NAME DIGI-X SEEMS TO HAVE SOME ASSOCIATION WITH A RADIOLOGY COMPANY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00087

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** TECHNOLOGY

3b. MODERN BECAUSE THE WAY IT WAS WRITTEN, IT IS NOT OLD FASHIONED. TECHNOLOGY WITH THE DIGITAL - THAT IS WHAT STRUCK ME.

3c. I WOULD THINK IT WAS SOMETHING COMPUTER RELATED AND SOMETHING FROM THE DIGITAL WORLD.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** COMPUTER SYSTEMS

4c. JUST BECAUSE THE DIGI MAKES ME THINK DIGITAL WHICH MAKES ME THINK OF COMPUTERS.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00089

I. YES

II. YES

III. OFFICE MANAGER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL

3b. THE NAME.

3c. COMPUTERIZED.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00090

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A DIGITAL FORMAT, SOME LEVEL OF DIGITAL EQUIPMENT VS CONVENTIONAL.

3b. BECAUSE IT SAYS DIGI.

3c. IN THE FIELD OF RADIOLOGY IT'S RADIOGRAPHIC EQUIPMENT VS ULTRASOUND OR MRI TECHNOLOGY. CT IS DIGITAL. I WOULD THINK IT'S RADIATION VS NON RADIATION.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00092

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGI-X SOUNDS LIKE A MEDICAL COMPANY.

3b. BECAUSE DIGI IS COMMON TO THE TERM DIGITAL IN X-RAY EQUIPMENT. ONE OF THE BIG MOVEMENTS IS TOWARD DIGITAL X-RAYS.

3c. MANUFACTURER ABLE TO TAKE X-RAY IMAGES AND DIGITALIZE THEM TO COME UP ON A COMPUTER SCREEN AND COME UP ON TIME. A TRUE DIGITAL X-RAY AS COMPARED TO MORE OF A CT SCAN TYPE OF X-RAY, BOTH OF WHICH ARE FORMS OF DIGITAL X-RAYS, BUT ONLY ONE IS TRULY DIGITAL.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00094

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAY SYSTEMS

3b. THE DIGI IN THE NAME WHICH SETS IT APART FROM A PICTURE X-RAY.

3c. A NON-FILM BASED X-RAY SYSTEM OR COMPUTER BASED.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00095

I. YES

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL RADIOLOGY

3b. BECAUSE OF THE DIGI IN IT FOR DIGITAL AND THE X FOR X-RAY.

3c. I WOULD DESCRIBE IT AS BEING A COMPUTERIZED METHOD OF TAKING X-RAYS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00096

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAY

3b. THAT DIGI PART OF THE NAME.

3c. X-RAY WITHOUT THE USE OF FILM THAT CAN BE PULLED UP ON THE COMPUTER MONITER, IT CAN BE EMAILED, TAKES UP A LOT LESS ROOM.

3a. **Second Mention:** HIGH TECH

3b. ASSOCIATE DIGITAL X-RAYS WITH HIGH-TECH.

3c. A COMPANY THAT'S PROGRESSIVE, COMPUTER SAVVY, AND INNOVATIVE.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00097

I. YES

II. YES

III. PURCHASING MANAGER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** MORE LIKE AN ONLINE GAME. A GAME OF SOME SORT.

3b. JUST THE NAME OF DIGI-X. JUST SOUNDED LIKE A GAME OF SOME SORT.

3c. MAYBE SOME FORM OF A SPORTS TYPE GAME. IT IS LIKE A SPORTS-LIKE GAME, LIKE AN INTERACTIVE SPORTS OR VIDEO GAME.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00099

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A DIGITAL X-RAY TABLE

3b. BECAUSE OF THE WORD DIGI.

3c. A TABLE THAT HAS SENSORS IN THE TABLE WHICH MAKE AN IMAGE THAT IS READILY AVAILABLE WITHIN A SHORT PERIOD OF TIME.

3a. **Second Mention:** DONT KNOW/NOT ANSWERING

4a. NO

QID 00101

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAYS

3b. THE NAME DIGI-X.

3c. A COMPANY THAT MAKES DIGITAL X-RAYS.

3a. **Second Mention:** DONT KNOW/NOT ANSWERING

4a. NO

QID 00109

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL

3b. THE FOUR LETTERS DIGI, WHICH I ASSUME IS SHORT FOR DIGITAL.

3c. CURRENT, STATE-OF-THE-ART RADIOGRAPHY EQUIPMENT OR PROCESSING. I GUESS EVERYTHING THAT WOULD BE ASSOCIATED WITH DIGITAL: GREATER CLARITY, GREATER REPRODUCTION, GREATER PROCESSING. IMPROVEMENT, OR BETTER - ALL THINGS DIGITAL.

3a. **Second Mention:** FOVEA

3b. BECAUSE I OWN ONE, OR A COUPLE, ACTUALLY.

3c. RELATIVELY NEW, PROGRESSIVE, SMALL, STATE-OF-THE-ART RADIOGRAPHIC PROCESSING COMPANY. ONLY THOSE A LOT OF RESPECTED AND ESTEEMED COLLEAGUES OR VETERINARIANS ARE USING THEM.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** OTHER DIGITALS OUT THERE, WHOSE NAMES I CAN'T RECALL. ONE IS SING, OR SONG, OR SOUND. I CAN'T REMEMBER, IT STARTS WITH AN 'S'.

4c. BECAUSE I GUESS THAT JUST WORD ASSOCIATION, YOU THINK OF ONE WORD AND THOUGHTS JUST CASCADE. THINKING ABOUT ALL COMPANIES AND WHAT I'VE BOUGHT AND WHAT I'VE SEEN AND WHAT THE COMPETITION OWNS AND WHO KEEPS KNOCKING AT MY DOOR. IT'S AN EXTREMELY COMPETITIVE MARKET RIGHT NOW.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00110

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A DIGITAL MACHINE

3b. JUST THE WORD DIGI IN IT.

3c. IT DOESN'T RELY ON FILM.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00111

I. YES

II. YES

III. OFFICE MANAGER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** IDEXX LABORATORIES.

3b. JUST THE ADDITIONAL X ON THE END REMINDS ME OF IDEXX.

3c. IDEXX LABORATORIES IS A LARGE OUTSIDE LABORATORY FOR VETERINARY MEDICINE, LAB SAMPLES, IN-HOUSE LABORATORY EQUIPMENT AND COMPUTER SOFTWARE.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00112

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAYS

3b. THE WORD DIGI-X.

3c. I WOULD HAVE NO IDEA. THEY ARE A DIME A DOZEN. I WOULD GO INTO THE WEBSITE. I WOULD GO FURTHER TO SEE WHAT IT WAS OR WHAT I WAS LOOKING FOR.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

- QID** 00115
I. YES
II. YES
III. VETERINARIAN/VET

Exhibit BB

- 1.** YES
2a. NO, I WOULD NOT
3a. **First Mention:** DIGITAL X-RAY
3b. THE FIRST THREE LETTERS DIG, AND X-RAY.
3c. IT'S A MUCH EASIER AND FASTER WAY TO LOOK AT THE INTERNAL STRUCTURE OF THE PET BETTER THAN A NORMAL X-RAY.
3a. **Second Mention:** I THOUGHT IT WAS CLEAN AND EASY TO READ. IT WAS NOT CLUTTERED AND A LITTLE CHEESY.
3b. THE NAME OF THE COMPANY. DIGI-X DOESN'T SEEM PROFESSIONAL.
3c. MAYBE NOT WELL ESTABLISHED, MAYBE NOT RELIABLE. QUESTIONABLE QUALITY.
3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** A CLEANING PRODUCT
4c. I'M NOT SURE, JUST POPPED INTO MY HEAD.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

- QID** 00117
I. YES
II. YES
III. VETERINARIAN/VET

Exhibit BB

- 1.** YES
2a. NO, I WOULD NOT
3a. **First Mention:** DIGITAL X-RAYS
3b. WELL DIGI MEANS DIGITAL, AND X, I THINK ABOUT ABOUT NEW DIGITAL X-RAYS.
3c. AN IMAGE PRODUCED AN X-RAY STORED IN A DIGITAL MANNER ON MEMORY DISK OR DIGITAL MEDIA.
3a. **Second Mention:** X-RAY SUPPLIES
3b. SOFTWARE TO PRODUCE DIGITAL X-RAYS, AND LINKS TO PUT ON COMPUTERS.
3c. X-RAY FILM, OR DEVELOPER AND FIXER OR SOFTWARE TO STORE DIGITAL X-RAYS AND HARDWARE.
3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00121
I. YES
II. YES
III. OFFICE MANAGER

Exhibit BB

1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** THE FACT IT WAS PROBABLY RELATED TO A DIGITAL UNIT.
3b. IT HAD DIGI IN THE NAME.
3c. IT IS A DIGITAL X-RAY UNIT GENERATING A COMPUTER IMAGE RATHER THAN FILM. A SCREEN TECHNOLOGY.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00129
I. YES
II. YES
III. OWNER

Exhibit BB

1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** JUST THOUGHT IT WAS A GIMMICKY NAME FOR AN X-RAY TABLE.
3b. JUST THE RANDOM LETTERS.
3c. I WOULD SAY IT WAS AN UNKNOWN COMPANY THAT WAS TRYING TO COME INTO THE DIGITAL X-RAY FIELD. (ELSE) NO.
3a. **Second Mention:** THAT IT WAS THE INITIALS FOR THE COMPANY THAT PRODUCES IT. BUT I'M NOT FAMILIAR WITH THE LETTERS TO PUT THEM TOGETHER TO KNOW WHAT THE COMPANY IS.
3b. JUST THAT I DIDN'T IMMEDIATELY RECOGNIZE THE LETTERS AS SOMETHING I WAS FAMILIAR WITH.
3c. DON'T KNOW/NOT ANSWERING
3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** I WASN'T SURE IF IT WAS THE NAME OF A DIGITAL X-RAY OR IF IT WAS THE NAME OF ANOTHER TYPE OF MEDICAL EQUIPMENT, OR IF IT WAS EVEN MEDICAL EQUIPMENT.
4c. BECAUSE IT WASN'T- IT DIDN'T HAVE ENOUGH INFORMATION TO CONVINC ME THAT IT WAS FOR A VETERINARY X-RAY UNIT: DIGI-X.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00132
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00137
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** MAYBE THAT IT'S A DIGITAL COMPANY, A DIGITAL SYSTEM RATHER THAN A DIGITAL TABLE.
3b. JUST THE DIGI. MY MIND WAS THINKING DIGITAL. I THOUGHT OF THE ACTUAL X-RAY SYSTEM RATHER THAN THE TABLE.
3c. WE TAKE X-RAYS HERE AND THEN IT'S COMPUTER GENERATED. WE PUT A PLATE ON THE TABLE AND THEN WE SCAN IT SO THE IMAGE GOES TO THE COMPUTER, AND FROM WHAT I KNOW ABOUT OTHER TABLES, THEY CAN ELIMINATE THE STEP OF SCANNING IT.
3a. **Second Mention:** X-RAYS
3b. PROBABLY THE X IN COMBINATION WITH THE DASH. IN THE MEDICAL BUSINESS YOU WRITE X-RAY.
3c. IT'S AN IMAGE OR PICTURE OF AN ANIMAL'S INSIDES THAT SHOWS BONES, SOFT TISSUE, LIVERS, HEARTS, AND KIDNEYS, AND SIZES OF SHAPES OF THOSE ORGANS.
3a. **Third Mention:** A NAME I DIDN'T RECOGNIZE.
3b. I HAD NEVER HEARD OF IT BEFORE.
3c. I WOULD TELL THEM I BELIEVE THEY'RE AN X-RAY COMPANY OF SOME SORT.
3a. **Fourth Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00144

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THAT IS HAS TO DO WITH DIGITAL X-RAY.

3b. DIGI-X. AN X-RAY SEEMS LOGICAL.

3c. IT WOULD BE A COMPANY THAT PROBABLY PRODUCES THE DIGITAL X-RAY MACHINE. PROBABLY HAS THE ABILITY TO PROVIDE FILM AND COMPUTER SUPPORT TRANSFERABILITY TO A CLINICS COMPUTER SYSTEM.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00147

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** IT WAS DIGITAL X-RAY OF SOME SORT.

3b. BECAUSE OF THE TITLE.

3c. NOT SURE.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00151

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL

3b. THE FIRST FOUR LETTERS - DIGI. (WHAT OTHER) AN UP-AND-COMING MODE FOR DETERMINING THINGS.

3c. HIGHER QUALITY. A MORE FLEXIBLE WAY TO TAKE X-RAYS. (WHAT ELSE?) IT'S EXPENSIVE.

3a. **Second Mention:** X-RAY

3b. THE LETTER X. THE DIGI AS WELL.

3c. A DIAGNOSTIC ITEM. (WHAT ELSE) THAT IS IT.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00153

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** PROBABLY A DIGITAL X-RAY MACHINE, BECAUSE OF DIGI AND X-RAY.

3b. BECAUSE IT SAYS DIGI, AND DIGITAL X-RAYS ARE A NEW TECHNOLOGY NOW IN THE VET WORLD.

3c. SOUNDS LIKE A COMPANY THAT DEALS WITH RADIOGRAPHY AND DIGITAL SYSTEMS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00160

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. DON'T KNOW

3a. **First Mention:** DIGITAL X-RAY. WE NEED IT.

3b. I THOUGHT DIGI WAS SHORT FOR DIGITAL.

3c. A PRODUCT THAT CAN TAKE REAL TIME X-RAYS AND DOES NOT NEED A DEVELOPER.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

- QID** 00163
I. YES
II. YES
III. VETERINARIAN/VET

Exhibit BB

- 1.** YES
2a. YES, I WOULD
2b. IF IT WERE A COMPANY IT WOULD BE THE COMPANY THAT WOULD BE THE NAME OF THE X-RAY TABLE. BUT I AM NOT FAMILIAR WITH THAT PARTICULAR COMPANY.
2c. MOST COMPANIES LABEL THEIR PRODUCTS.
3a. **First Mention:** THE NAME. I DIDN'T ASSOCIATE IT WITH ANYTHING IN PARTICULAR.
3b. THERE ARE SO MANY DIFFERENT COMPANIES PUSHING SO MANY PRODUCTS. IT COULD BE COMPUTERS. THERE IS NOTHING THAT WOULD MAKE ME ASSOCIATE THAT WITH AN X-RAY TABLE WITHOUT A PICTURE WITH IT.
3c. I WOULD EXPLAIN TO THEM FIRST THAT THERE IS A COMPANY THAT PRODUCES X-RAY TABLES AND THIS IS THEIR NAME.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** COMPUTER SOFTWARE OR COMPUTER HARDWARE OR X-RAYS, ANYTHING.
4c. BECAUSE OF THE ASSOCIATION WITH DIGITAL TECHNOLOGY.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

- QID** 00166
I. YES
II. YES
III. OWNER

Exhibit BB

- 1.** YES
2a. NO, I WOULD NOT
3a. **First Mention:** DIGITAL X-RAY SYSTEM
3b. HOW THE NAME IS SPELLED.
3c. FASTER X-RAYS. SAFER FOR PATIENTS AND STAFF. ENVIRONMENTALLY FRIENDLY.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** AFP IMAGING
4c. I ALREADY HAVE THEIR EQUIPMENT. FAMILIAR WITH THEIR PRODUCT. WHEN THINKING OF X-RAY MACHINES, I THINK OF MY OWN.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00168

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL TECHNOLOGY X-RAY

3b. BECAUSE YOU HAD ASKED IF I DID THE PURCHASING FOR X-RAYS. IT'S POPULAR RIGHT NOW AND A LOT OF VETERINARIANS ARE PURCHASING THAT TECHNOLOGY.

3c. IT'S THE WAY THAT THE X-RAYS ARE TAKEN WITH YOUR MACHINE AND TRANSFERRED ONTO A COMPUTER, IT'S EASIER ACCESS, AND USE LESS SUPPLIES. IT'S A SUPERIOR WAY OF DEVELOPING X-RAYS AND VIEWING THEM.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** HEART MEDICATION CALLED DIGOXIN.

4c. IT'S A SIMILAR SPELLING.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00169

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL

3b. I THINK THAT DIGI WOULD BE SHORT FOR DIGITAL.

3c. I DO NOT HAVE DIGITAL SO I DO NOT KNOW MUCH ABOUT THEM. I WOULD SAY THAT IT IS A MEANS OF TAKING DIGITAL X-RAYS THAT ALLOW FOR SENSORS AND REDUCE THE RADIATION LOADS. THE PICTURES WOULD COME UP ON THE SCREEN SO THAT YOU CAN MANIPULATE THEM.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00180

I. YES

II. YES

III. OFFICE MANAGER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** IT'S PROBABLY ASSOCIATED WITH A DIGITAL X-RAY SYSTEM.

3b. THE WAY THAT IT'S WORDED.

3c. I WOULD SAY IT'S A COMPANY THAT WORKS IN DIGITAL X-RAYS AND A TABLE ASSOCIATED WITH IT.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00182
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A DIGITAL X-RAY
3b. JUST THE NAME, DIGI-X.
3c. A HIGH TECH IMAGING DEVICE.
3a. **Second Mention:** DONT KNOW/NOT ANSWERING
4a. NO

QID 00183
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** A DIGITAL X-RAY TABLE
3b. BECAUSE THE FIRST FOUR LETTERS ARE DIGI.
3c. AN X-RAY TABLE THAT IS SET UP WITH AN ELECTRONIC PAD THAT CONVERTS LIGHT INFORMATION INTO DIGITAL IMAGES THAT YOU CAN VIEW ON YOUR COMPUTER SCREEN.
3a. **Second Mention:** DONT KNOW/NOT ANSWERING
4a. NO

QID 00184
I. YES
II. YES
III. VETERINARY TECHNICIAN/VET TECH
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DIGITAL
3b. I GUESS BECAUSE OF THE NAME.
3c. DIGITAL. YOU CAN TAKE THE X-RAY AND PUT IT ON YOUR COMPUTER, LOOK AT IT IN ANOTHER ROOM, AND DOWNLOAD IT TO A DIFFERENT COMPUTER.
3a. **Second Mention:** DIGITAL IMAGING
3b. ALSO THE NAME.
3c. LIKE DIGITAL PHOTOGRAPHY.
3a. **Third Mention:** DONT KNOW/NOT ANSWERING
4a. NO

QID 00187

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAY

3b. BECAUSE IT SAYS DIGI AND X-RAY AND YOU ASKED ABOUT X-RAY TABLES.

3c. I CERTAINLY WOULDN'T KNOW WHO BASED ON WHAT I SAW. DIGITAL X-RAY IS RECEIVING RADIOGRAPHS THROUGH DIGITAL PROCESSORS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00188

I. YES

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** AN ERROR PAGE.

3b. IT WAS JUST A GENERIC, UNINFORMATIVE PAGE.

3c. IF I KNEW WHAT IT WAS I WOULD EXPLAIN. IT LOOKS LIKE A BLOCK WITH THREE LETTERS IN IT. I WOULDN'T EXPLAIN IT TO ANYONE.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00189

I. YES

II. YES

III. OWNER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A DIGITAL X-RAY TABLE

3b. BECAUSE THAT IS WHAT THE QUESTIONS ARE ALL ABOUT.

3c. IT REPLACES THE CHEMICAL PROCESS FOR DEVELOPING X-RAYS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00191

I. YES

II. YES

III. OFFICE MANAGER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAY

3b. BECAUSE IT WAS STARTING TO SPELL DIGITAL AND THERE IS A BIG X IN THERE.

3c. ADVANCEMENT IN X-RAY TECHNOLOGY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00195

I. YES

II. YES

III. OFFICE MANAGER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAY EQUIPMENT

3b. IT JUST IS WHAT I WOULD THINK AUTOMATICALLY, BEING A PROFESSIONAL. IT JUST LOOKS ABBREVIATED FOR DIGITAL X-RAYS TO ME.

3c. I WOULD DESCRIBE IT AS AN X-RAY SYSTEM THAT DOESN'T USE CHEMICALS LIKE THE OLD WAY. IT IS SOMETHING TO ACCESS ON THE COMPUTER. IT IS MUCH BETTER THAN GOING INTO THE DARK ROOM.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00196

I. YES

II. YES

III. OWNER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL MACHINE

3b. BECAUSE IT SAYS DIGI.

3c. THAT IT IS THE WAY THAT VETERINARY X-RAY TECHNOLOGY IS MOVING. TO THE DIGITAL.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00197
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DIGITAL
3b. DIGI.
3c. DON'T KNOW/NOT ANSWERING
3a. **Second Mention:** SIMPLE
3b. IT WAS SHORT, CONCISE, AND CLEAN.
3c. HEADACHE-FREE.
3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00199
I. YES
II. YES
III. VETERINARY TECHNICIAN/VET TECH
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** EKLIN
4c. WE HAVE USED THAT X-RAY TABLE AND IT IS A GREAT TABLE.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00202
I. YES
II. YES
III. OFFICE MANAGER
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DIGITAL X-RAY COMPANY
3b. BECAUSE OF THE DIGI-X. IT SEEMS LIKE A SHORTENED VERSION OF THE DIGITAL X-RAY MACHINE.
3c. IT IS A COMPANY THAT SELLS DIGITAL X-RAYS. A COMPUTER THAT CAN RUN INTO A MAINFRAME AND IT CAN SAVE OR REJECT THEM AT THAT TIME OR SAVE FOR A PERIOD OF TIME. YOU WOULD BE ABLE TO PULL THEM UP AT VARIOUS LOCATIONS.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00203
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DIGITAL X-RAY
3b. FROM THE WORD DIGI-X ON THE SCREEN.
3c. DON'T KNOW/NOT ANSWERING
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00204
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** I WOULD ASSUME IT WAS A DIGITAL UNIT.
3b. DIGI IS THE FIRST OF THE WORD, SO I WOULD ASSUME IT WAS CONVERTED FOR A DIGITAL UNIT.
3c. I ASSUME THAT IT WAS NOT A STANDARD X-RAY TABLE. IT SEEMS THAT IT'S A DIGITALLY LINKED X-RAY TABLE.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00205
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit BB
1. YES
2a. YES, I WOULD
2b. DIGI-X
2c. JUST BASED ON THE FACT THAT IT POPPED UP
3a. **First Mention:** IT'S FAMILIAR, BUT I DON'T HAVE ANY FIRST HAND KNOWLEDGE OF THE COMPANY.
3b. THE NAME SOUNDS FAMILIAR TO ME.
3c. I WOULD IMAGINE THAT IT DEALS WITH DIAGNOSTIC IMAGING, X-RAYS, AND ULTRASOUNDS, ALL DIGITAL.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00208

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** I WOULD SAY THAT IT WAS DIGITAL WITH ITS CAPABILITIES. THE UNIT, NOT JUST THE TABLE, WOULD BE DIGITAL.

3b. WELL I HAVEN'T KNOWN THE TABLE TO BE DIGITAL IN AND OF ITSELF. THE NAME DIGI, I THOUGHT IT WOULD BE SOMETHING RELATED TO DIGITAL.

3c. I GUESS AN X-RAY EQUIPMENT SUPPLIER THAT HAS DIGITAL CAPABILITY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** SOME ADVERTISEMENTS OF A DIGITAL PLATE THAT WITH YOUR STANDARD X-RAY MACHINE WOULD PROJECT THE IMAGE ONTO THE DIGITAL PLATE AND THEN ONTO A SCREEN, A COMPUTER SCREEN WHERE THAT IMAGE CAN BE STORED.

4c. I'VE JUST HAD SOLICITATIONS IN THE MAIL FOR A SETUP LIKE THAT.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00211

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** I ASSUME IT MEANT SOMETHING ABOUT DIGITAL X-RAYS, POSSIBLY.

3b. THE DIGI CAUSED A BRAIN CONNECTION WITH DIGITAL AND THE X FOR X-RAYS. SINCE I'M KNOWLEDGEABLE ABOUT X-RAYS, THE TWO CAME TOGETHER.

3c. IT'S A METHODOLOGY OF VIEWING RADIOGRAPHS. THEY CAN BE REVIEWED BY A FILM OR COMPUTER ACCESS. THEY CAN COME EITHER DR OR CR.

3a. **Second Mention:** THE X MAKES IT SOUND LIKE X-RAYS.

3b. A SINGLE LETTER X IS CERTAINLY AN ABBREVIATION FOR RADIOGRAPHS. RADIOGRAPHIC IMAGES ARE REFERRED TO AS X-RAYS. RADIOGRAPH IS A LONGER TERM.

3c. I DON'T KNOW IF I CAN THINK OF AN X-RAY COMPANY THAT UTILIZES X-RAY IN THEIR NAME. I'D SAY ITS MORE VETERAN LITERATURE IN COMMON CONVERSATION TO REFER TO IT AS AN X-RAY. IF IN A LETTER TO A COLLEAGUE I WOULD REFER TO IT AS AN X-RAY, TO A CLIENT AS A RADIOGRAPH. AN X-RAY WOULD HAVE A COMMON DEFINITION AS AN IMAGE OR A DEVICE THAT PROCURED THE IMAGE.

3a. **Third Mention:** UNAPPEALING, PLAIN.

3b. SOMETHING I COULD HAVE PUT TOGETHER IN 30 SECONDS WITH A WORD PROCESSOR. IT HAD BLOCK LETTERS AND A SIMPLE BORDER AROUND THE EDGE. WHEN I LOOKED AT IT, IT WAS TOO LARGE. ON A REAL TABLE - I ASSUME IT WOULD BE SMALLER. IF I WERE GOING TO SEE THAT NAME ON AN X-RAY TABLE, I WOULD EXPECT IT TO BE AN INCH TO THREE INCHES LONG, NOT IN THE CENTER OF THE TABLE OR THAT BIG BECAUSE THAT'S WHERE DIVISION LINES FOR BODIES GO.

3c. I DON'T THINK SOMETHING HAS TO HAVE SCROLL WORK AND FLOWERS TO BE APPEALING. IT WOULD BE MORE EYE-CATCHING BUT NOT NECESSARILY APPEALING. IT WOULD NOT LOOK UNIQUE OR IDENTIFIABLE WITH A PRODUCT OR COMPANY. IT WOULD BE A MORE GENERIC TERM JUST LIKE X-RAY IS A GENERIC TERM. IT'S LIKE BATHROOM TISSUES THAT ARE NAMED "BATHROOM TISSUES."

3a. **Fourth Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** DIGI BOARD

4c. THE DIGI

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00212

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A DIGITAL X-RAY

3b. JUST BECAUSE OF THE DIGI PART OF THE WORD.

3c. IT IS THE ABILITY TO DO THE X-RAY INSTANTANEOUSLY AND IT HAS THE CAPABILITIES OF FILE SHARING OVER THE COMPUTER OR THE INTERNET.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00213

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** CUTE NAME, DIGI.

3b. A LOT OF WORDS THAT END IN "I" ARE CUTE. IT MADE ME THINK OF SOMETHING SMALL AND CUTE.

3c. A LITTLE PET NAME DIGI.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00214

I. YES

II. YES

III. PURCHASING MANAGER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL

3b. IT IS KIND OF A BUZZ WORD RIGHT NOW. LIKE DIGITAL TV'S AND PHONES.

3c. I WOULD EXPLAIN IT AS BEING FORWARD THINKING. UP WITH THE TIMES AND CURRENT.

3a. **Second Mention:** GENERATION X

3b. THE WAY THAT IT WAS SPACED. LIKE THE X WAS AN UNKNOWN FACTOR.

3c. POP CULTURE.

3a. **Third Mention:** FINGERS. DIGIT, LIKE LITTLE FINGERS.

3b. MY MEDICAL BACKGROUND. PREFIX DIGI.

3c. LIKE MEDICAL. HAVING TO DO WITH MEDICAL.

3a. **Fourth Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00217

I. YES

II. YES

III. OWNER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A DIGITAL X-RAY

3b. IT SOUNDS LIKE AN ABBREVIATION FOR A DIGITAL X-RAY SYSTEM.

3c. IT IS LIKE A DIGITAL CAMERA, BUT FOR X-RAYS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00219

I. YES

II. YES

III. OFFICE MANAGER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00220

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAY

3b. DIGI IS DIGITAL AND X IS X-RAY.

3c. X-RAYS THAT ARE VISUALIZED ON A COMPUTER SCREEN THAT CAN BE MANIPULATED AND SENT OVER INTERNET FOR OTHERS TO VIEW. THEY DON'T REQUIRE ANY WET PROCESSING.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00221

I. YES

II. YES

III. VETERINARY TECHNICIAN/VET TECH

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THAT IT'S QUITE POSSIBLY A DIGITAL WITH THE DIRECT FEED RATHER THAN SEPARATE CARTRIDGES. I THINK IT'S CALLED CR.

3b. THE FIRST FOUR LETTERS IN THE NAME.

3c. I WOULD ASSUME THAT THEY PROVIDE RADIOLOGY EQUIPMENT DUE TO THE X. I WOULD SAY THEY HAVE SOME SORT OF DIGITAL, WHICH IS THE UP AND COMING. GOOD QUALITY IMAGERY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** MIN-X

4c. THEY'RE BOTH FOR RADIOLOGY EQUIPMENT, HAVE A SIMILAR NAME WITH DASH-X.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00223

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A DIGITAL MACHINE

3b. THE NAME DIGI-X, JUST THE WAY THAT IT IS SPELLED.

3c. THE NEWEST TECHNOLOGY FOR RADIOGRAPHS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00227

I. YES

II. YES

III. OFFICE MANAGER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** X-RAYS

3b. THE COMBINATION OF THE TWO WORDS, THE WORD DIGI AND THE X.

3c. A MEDICAL DIAGNOSTIC PRODUCT.

3a. **Second Mention:** DIGITAL X-RAYS

3b. BECAUSE IT LEAD WITH DIGI, WHICH LEADS TO THE WORD DIGITAL, AND X STANDS FOR X-RAYS.

3c. A COMPANY THAT IS TECHNOLOGICALLY ADVANCED.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** ORAL (DENTAL) DIGITAL X-RAYS

4c. WELL, WE SPECIALIZE IN DENTAL PROCEDURES HERE AND DIGITAL X-RAYS IS A MAJOR DIAGNOSTIC TOOL. WE PROVIDE THOSE SERVICES.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00229

I. YES

II. YES

III. OFFICE MANAGER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DON'T KNOW/NOT ANSWERING

3b. I AM UNFAMILIAR WITH THAT BRAND NAME.

3c. I HAVE NO IDEA WHAT THIS COMPANY IS SO I WOULD HAVE NO ANSWER.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

3b. I AM UNFAMILIAR WITH THIS BRAND.

3c. DON'T KNOW/NOT ANSWERING

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** SOUND, THE BRAND NAME OF A DIGITAL X-RAY COMPANY.

4c. IT IS THE ONLY DIGITAL X-RAY COMPANY I AM FAMILIAR WITH.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00231

I. YES

II. YES

III. OFFICE MANAGER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** IT IS A DIGITAL X-RAY PRODUCT

3b. BECAUSE THE WORD DIGI REFERS TO DIGITAL, AND THE X REPRESENTS X-RAY.

3c. THE ABILITY TO TAKE X-RAYS AND THEN DIGITIZE IT TO THE COMPUTER SCREEN.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00234

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAY SYSTEM

3b. THE WORD DIGI-X. TO ME DIGI STANDS FOR DIGITAL AND X STANDS FOR X-RAY.

3c. SOMEONE WHO IS SELLING A TABLE FOR DIGITAL X-RAYS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00235

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00237

- I.** YES
- II.** YES
- III.** OWNER

Exhibit BB

- 1.** YES
- 2a.** NO, I WOULD NOT
- 3a.** **First Mention:** SOMETHING DIGITAL. DIGITAL X-RAYS.
- 3b.** DIGI MAKES ME THINK OF DIGITAL AND THE X MAKES ME THINK OF X-RAYS.
- 3c.** A COMPANY THAT SELLS DIGITAL X-RAY EQUIPMENT. MAYBE THINKING THEY WOULD SELL TABLES.
- 3a.** **Second Mention:** DON'T KNOW/NOT ANSWERING
- 4a.** YES
- 4b.** **First Mention:** MAYBE SELL ALL KINDS OF X-RAY EQUIPMENT.
- 4c.** A COMPANY WITH THE LOGO PROBABLY WOULDN'T JUST SELL ONLY TABLES. THEY WOULD PROBABLY ALSO SELL OTHER KINDS OF X-RAY EQUIPMENT.
- 4b.** **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00238

- I.** YES
- II.** YES
- III.** OFFICE MANAGER

Exhibit BB

- 1.** YES
- 2a.** NO, I WOULD NOT
- 3a.** **First Mention:** DIGITAL X-RAY
- 3b.** BECAUSE OF THE NAME, AND DIGITAL IS THE WAY TO GO.
- 3c.** IT GIVES A BETTER PICTURE, CAN MANIPULATE BETTER, ACCESS TO SEND X-RAYS TO OTHER HOSPITALS OR WITH CLIENTS, CAN EMAIL X-RAYS. A BETTER OVERALL QUALITY, FINER RESOLUTION. DIGITAL X-RAYS ARE THE STANDARD.
- 3a.** **Second Mention:** DON'T KNOW/NOT ANSWERING
- 4a.** NO

QID 00240

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL RADIOGRAPHY

3b. BECAUSE OF THE WORD DIGI-X.

3c. IT IS A VERY EXPENSIVE IMAGING TOOL THAT GIVES YOU INSTANTANEOUS RESULTS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00241

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A DIGITAL SYSTEM

3b. BECAUSE OF THE DIGI IN THE NAME.

3c. THAT IT IS A PROCESS THAT RECORDS THE IMAGE WITHOUT FILM AND THEN IS DISPLAYED ON A COMPUTER SCREEN.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00244

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. YES, I WOULD

2b. DIGI-X

2c. EITHER SOMETHING IN MARKETING OR IN A MAGAZINE OR TRADE SHOW.

3a. **First Mention:** I HAVE NO EXPERIENCE WITH THE PRODUCT, BUT I THOUGHT I HAD SEEN IT IN MARKETING OR ADVERTISEMENTS. I WOULD THINK IT WAS A REASONABLE SIZED COMPANY AND RELIABLE.

3b. USUALLY A FLY BY NIGHT COMPANY DOESN'T ADVERTISE AT TRADE SHOWS OR PROFESSIONAL JOURNALS.

3c. DIGI-X WOULD BE A DIGITAL X-RAY COMPANY.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** G.E. PRODUCTS.

4c. THEY'RE KIND OF A BIG NAME IN RADIOLOGY.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00246

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL

3b. THE DIGI X-RAY.

3c. THE BEAM CAN EITHER BE SHOT ONTO A PLATE AND CONVERTED INTO A DIGITAL IMAGE BY COMPUTER OR IT CAN BE SHOT ON A PLASTER AND BE PUT INTO ANOTHER MACHINE TO CONVERT IT TO A DIGITAL IMAGE.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00249

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAYS

3b. BECAUSE OF THE WORD DIGI.

3c. A COMPANY THAT SELLS DIGITAL X-RAYS. EQUIPMENT THAT TAKES DIGITAL X-RAYS WITHOUT FILM, INSTEAD PUTS ON A COMPUTER J-PEG FILE.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00251

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A DIGITAL X-RAY

3b. BECAUSE OF THE WORD DIGI, IT SOUNDS SHORT FOR A DIGITAL X-RAY MACHINE.

3c. IT WILL BE THE WAVE OF THE FUTURE. TIME SAVING AND MONEY SAVING.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00256

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. YES, I WOULD

2b. DIGI-X.

2c. THAT'S WHAT IT SAYS ON THE SCREEN.

3a. **First Mention:** DIGITAL X-RAYS

3b. THAT'S JUST WHAT CAME TO MY MIND.

3c. IT TAKES AN X-RAY NOT USING FILM. STORED IN DIGITAL FORM ON THE COMPUTER.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00258

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THAT IT'S A DIGITAL ASSOCIATED X-RAY PROGRAM.

3b. BECAUSE IT'S DIGI.

3c. IT'S A HIGH SPEED FORM OF X-RAYS.

3a. **Second Mention:** THAT I DON'T HAVE ONE.

3b. BECAUSE I DON'T HAVE ONE.

3c. I DON'T HAVE THE EQUIPMENT THAT IS REQUIRED FOR DIGITAL X-RAYS.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00260

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A DIGITAL X-RAY SYSTEM

3b. BECAUSE IT SAID DIGI.

3c. IT IS SIMILAR TO DIGITAL CAMERAS. IT USES STORAGE MEDIA INSTEAD OF A PIECE OF FILM.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00262
I. YES
II. YES
III. VETERINARY TECHNICIAN/VET TECH

Exhibit BB

1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DIGITAL X-RAY
3b. THE NAME DIGI MADE ME THINK IT WAS SHORT FOR DIGITAL.
3c. USING A COMPUTER TO HELP TAKE TRADITIONAL X-RAYS.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00263
I. YES
II. YES
III. VETERINARIAN/VET

Exhibit BB

1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** IT MADE ME THINK THAT IT WAS MADE FOR DIGITAL X-RAYS.
3b. BECAUSE IT HAS DIGI IN THE NAME.
3c. DIGITAL X-RAYS ARE TAKING X-RAYS DIRECTLY TO YOUR COMPUTER. LIKE DIGITAL CAMERAS, WHICH EVERYONE IS FAMILIAR WITH NOW.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00264
I. YES
II. YES
III. VETERINARIAN/VET

Exhibit BB

1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DIGITAL X-RAY
3b. IT ALMOST SAYS IT. IT PRACTICALLY SPELLS IT OUT.
3c. DIGITAL X-RAYS ARE MILES AHEAD OF THE OLD WAY. (WHAT OTHER) IT ALLOWS ME TO BE ANYWHERE IN THE WORLD AND STILL BE ABLE TO VIEW THE X-RAY.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00268
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00270
I. YES
II. YES
III. 01
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** THAT IT IS PART OF A DIGITAL SYSTEM.
3b. DIGI FOR ME IS SHORTHAND FOR DIGITAL, AND X FOR X-RAY, SO A DIGITAL X-RAY. (WHAT OTHER) THAT IS IT.
3c. AN X-RAY SYSTEM THAT DOES NOT USE TRADITIONAL FILM.
3a. **Second Mention:** DON'T KNOW/NOT ANSWERING
4a. YES
4b. **First Mention:** DIGIMAX
4c. THE BEGINNING OF THE BRAND DIGI.
4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

QID 00272
I. YES
II. YES
III. VETERINARIAN/VET
Exhibit BB
1. YES
2a. NO, I WOULD NOT
3a. **First Mention:** DIGITAL
3b. THE DIGI PART.
3c. THE IMAGE IS PUT INTO A FORM THAT HAS TO DO WITH LITTLE DOTS THAT CAN THEN BE PUT ON A COMPUTER.
3a. **Second Mention:** X-RAY
3b. IT IS BECAUSE OF THE X.
3c. A RADIOACTIVE MATERIAL ENDS UP EMITTING RADIATION WHICH IS SENSED ON A FILM OR OTHER SURFACE. IT CREATES AN OUTLINE OF THE IMAGE THAT IT HAS PASSED THROUGH.
3a. **Third Mention:** DON'T KNOW/NOT ANSWERING
4a. NO

QID 00274

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A DIGITAL X-RAY

3b. JUST THE DIGI PART OF THE WORD.

3c. IT IS THE ABILITY TO TAKE X-RAYS WITHOUT USING FILM. I BELIEVE THAT YOU CAN CHANGE THE CONTRAST ON THE PICTURE OR ADJUST IT SO THAT YOU DON'T HAVE TO TAKE ANOTHER ONE.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00278

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAY

3b. BECAUSE IT SAID DIGI-X.

3c. DON'T KNOW/NOT ANSWERING

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00279

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** I FIGURE IT'S A DIGITAL X-RAY MACHINE.

3b. BECAUSE OF THE FIRST PART: DIGI.

3c. AN X-RAY MACHINE THAT'S COMPUTERIZED AND TAKES DIGITAL X-RAYS. YOU DON'T HAVE TO TAKE FILM OUT. YOU CAN SHOW IT IMMEDIATELY, YOU CAN MAGNIFY DIFFERENT THINGS, YOU CAN SAVE, BURN IT ON A DISC AND SHOW IT, AND EMAIL IT. IN A TRADITIONAL MACHINE YOU HAVE TO USE FILM AND A PROCESSOR AND YOU HAVE TO CHANGE THE SETTINGS IF IT'S NOT RIGHT, AND RETAKE THE X-RAY. DIGITAL YOU CAN BRIGHTEN AND DARKEN, IT'S MUCH EASIER.

3a. **Second Mention:** WHERE'S THE REST OF THE INFORMATION?

3b. BECAUSE YOU SAID PULL UP THIS SITE AND I EXPECTED TO SCROLL SOMEWHERE OR DO SOMETHING ELSE. I DIDN'T EXPECT TO JUST SEE ONE IMAGE. I WAS EXPECTING A CONVENTIONAL WEBSITE.

3c. YOU HAD ME PULL SOMETHING UP. WHERE DO I GO TO FIND OUT MORE DETAILED INFORMATION? WHAT YOU HAD ME LOOK AT WAS JUST A NAME. I ASSUMED IT WAS A DIGITAL X-RAY, BUT IT COULD BE ANYTHING. I MIGHT THINK SOMETHING COMPLETELY DIFFERENT IF I WASN'T A VETERINARIAN AND YOU WEREN'T DOING AN X-RAY SURVEY.

3a. **Third Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00289

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** A DIGITAL X-RAY UNIT

3b. BECAUSE IT SAYS DIGI FOR DIGITAL.

3c. IT IS AN X-RAY DEVICE THAT RECORDS THE IMAGE ON ELECTRONIC DEVICE MEDIUM.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00290

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAYS

3b. BECAUSE I SAW THE NAME.

3c. A MEANS TO PRODUCE IMAGES THROUGH THE USE OF COMPUTER EXPOSURE AND THEN PRODUCED ON A COMPUTER SCREEN.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00291

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAY

3b. THE DIGI PART.

3c. RELATES TO THE USE OF A DIGITAL FORMAT RATHER THAN THE NORMAL MEANS OF X-RAYS.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00292

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** DIGITAL X-RAY

3b. DIGI. THE WORD DIGI.

3c. DIGITAL X-RAY COMPANY. NOT MUCH KNOWN ABOUT IT.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00296

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** X-RAY COMPANY

3b. BECAUSE OF THE X.

3c. SELLS X-RAY EQUIPMENT AND TABLES.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00297

I. YES

II. YES

III. OFFICE MANAGER

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THAT IT IS DIGITAL.

3b. BECAUSE IT SAYS DIGI.

3c. I DON'T HAVE TO USE CHEMICALS FOR MY PROCESS. IT IS QUICK PROCESSING.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. NO

QID 00300

I. YES

II. YES

III. VETERINARIAN/VET

Exhibit BB

1. YES

2a. NO, I WOULD NOT

3a. **First Mention:** THAT IT IS A DIGITAL X-RAY TABLE BY THE NAME. NOT SUPER PROFESSIONAL. IT IS CATCHY, BUT I AM NOT FAMILIAR WITH IT.

3b. THE DIGI-X THAT IS THE NEW FORM OF X-RAY TABLE, AND DIGI MAKES ME THINK DIGITAL.

3c. IT SETS ALL THE PARAMETERS FOR YOU. IT TENDS TO TAKE LESS RETAKES, YOU CAN SEND EMAIL - A LOT MORE ADVANTAGES THAN THE FILM.

3a. **Second Mention:** DON'T KNOW/NOT ANSWERING

4a. YES

4b. **First Mention:** PROCESSOR. IF I HAD NO IDEA YOU WERE TALKING ABOUT THE X-RAY I WOULD NOT HAVE THOUGHT ANYTHING.

4c. WELL DIGITAL X-RAYS ARE TAKING A DIGITAL FILE.

4b. **Second Mention:** DON'T KNOW/NOT ANSWERING

APPENDIX

Hello, my name is _____. I work for Survey Center, and we are doing a short research study with health care professionals such as yourself. We are not selling anything. This is for research purposes only.

SCREENER

- I. Do you use x-ray tables at your facility?
()NO...TALLY AND TERMINATE. ()YES...CONTINUE.
- II. Are you the person at your facility who is most responsible for making the decision about which particular x-ray table to purchase?
()NO..ASK TO SPEAK WITH THAT PERSON. ()YES...CONTINUE.
- III. And what is your job title?
()VETERINARIAN/VET ()VETERINARY TECHNICIAN/VET TECH ()OWNER
()OFFICE MANAGER ()PURCHASING MANAGER ()OTHER...TALLY AND TERMINATE.

QUESTIONNAIRE:

SAY: Before we begin, I would like you to know that the interview will take about 5 minutes of your time. If you qualify and complete the entire study, we will send you or your favorite charity a \$30 honorarium as a token of appreciation for your cooperation. I would like you to know that your answers and identity will be kept strictly confidential. As we go through the study, I will be asking you some questions. If you do not know the answers to any of the questions, it is okay to say so. Please do not refer to any materials or literature in your office while answering these questions.

I am going to ask you to log onto the Internet. Please have your computer on and accessible during the interview.

()DON'T HAVE INTERNET ACCESS AT ALL...TALLY AND TERMINATE.

OR

()DON'T CURRENTLY HAVE INTERNET ACCESS, BUT WILL AT A LATER TIME...SCHEDULE CALLBACK.

PROGRAMMER NOTE: RANDOMIZE URL ASSIGNMENT ACCORDING TO QUOTAS.

First, please enter the following URL into your web browser:

()<http://surveycenteronline.com/equipmentmm>

OR

()<http://surveycenteronline.com/equipmentbb>

Let me know when you are there.

CONTINUE AFTER RESPONDENT HAS INDICATED THAT HE/SHE IS AT THE WEB PAGE.

1. Can you clearly see the name on your computer screen?
()NO...TALLY AND TERMINATE. ()YES...CONTINUE.

2a. Assume for a moment that you were looking for a new x-ray table and you encountered one that uses this name. Based on what you see here, would you OR would you not have a belief as to who or what company puts out or sponsors this x-ray table?

() NO, I WOULD NOT...IF SAYS "NO, I WOULD NOT," SKIP TO Q.3a.

() YES, I WOULD...IF SAYS "YES, I WOULD," CONTINUE WITH Q.2b AND Q.2c.

IF SPONTANEOUS: () DON'T KNOW...IF SAYS "DON'T KNOW," SKIP TO Q.3a.

b. IF SAYS "YES, I WOULD" IN Q.2a, ASK: Who or what company is that? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that company name for me?

c. What makes you say that? PROBE: What else?

Please close your web browser now. Let me know when you have done this.

CONTINUE AFTER RESPONDENT HAS INDICATED THAT HE/SHE HAS CLOSED THE WEB BROWSER.

3a. What, if anything, came to your mind when I first showed you the name of this x-ray table? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that for me? PROBE: Anything else? RECORD UP TO FIVE MENTIONS.

b. FOR EACH RESPONSE GIVEN IN Q.3a, ASK: What makes you say that (INSERT RESPONSE GIVEN IN Q.3a) came to your mind? PROBE: What else?

c. FOR EACH RESPONSE GIVEN IN Q.3a, ASK: What kind of company or product is (INSERT RESPONSE GIVEN IN Q.3a)? How would you describe it to someone else if you were explaining who or what it is?

4a. Did any other product or products come to your mind when I first showed you the name of this x-ray table?

() NO...IF SAYS "NO" SKIP TO "RECORD FROM OBSERVATION."

() YES...IF SAYS "YES" CONTINUE WITH Q.4b AND Q.4c.

IF SPONTANEOUS: () DON'T KNOW...IF SAYS "DON'T KNOW," SKIP TO "RECORD FROM OBSERVATION."

b. IF SAYS "YES" IN Q.4a, ASK: What product or products is that? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that for me? PROBE: Any others? RECORD UP TO FIVE MENTIONS.

c. FOR EACH RESPONSE GIVEN IN Q.4b, ASK: What makes you say that (INSERT RESPONSE GIVEN IN Q.4b) came to your mind? PROBE: What else?

RECORD FROM OBSERVATION: GENDER: () MALE () FEMALE

In order to be counted as a complete survey, I need to have a phone number where you can be reached if a verifier calls to confirm that you participated in the study. May I please have a phone number where you can be reached? This verification call would take less than a minute of your time. () _____.

Is this your ()HOME ()BUSINESS or ()CELL phone? Thank you.

RESPONDENT NAME: _____

CLINIC NAME: _____

CLINIC ADDRESS: _____ CITY/STATE: _____

ZIP CODE: _____ INTERVIEWER: _____ DATE: _____

CALL CENTER: _____

INTERVIEWER CERTIFICATION

My signature below affirms that I have personally conducted this interview with the above named respondent to the best of my ability and in compliance with the interviewing instructions. I have recorded, as fully as possible, the respondent's complete answers to the above questions.

SIGNATURE OF INTERVIEWER: _____

PRINTED NAME OF INTERVIEWER: _____

To thank you for your participation, we would like to send you or your favorite charity a check for \$30. Would you prefer to have the check sent directly to you OR to a charity of your choice?

HONORARIUM: ()RESPONDENT ()CHARITY: (SPECIFY, WITH MAILING ADDRESS FOR CHECK)

PLEASE MAKE SURE TO RECORD INDIVIDUAL'S COMPLETE FIRST AND LAST NAME EVEN FOR CHARITY DONATIONS.



LEO J. SHAPIRO & ASSOCIATES LLC.

ROLEX WATCH USA, INC.

v.

AFP IMAGING CORPORATION

A STUDY OF LIKELIHOOD OF DILUTION

CODE DECK FOR "EQUIPMENT_ASCII_DATA.XLS"

March 2010

Bates Number:

COLUMN "A"

Date of Interview:

COLUMN "B"

Cell:

COLUMN "C"		<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Test Cell ("ROLL-X")		200	66.4%
Control Cell ("DIGI-X")		101	33.6%

Question I:

"Do you use x-ray tables at your facility?"

COLUMN "D"		<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes		271	90.0%
No		0	0.0%
Not Asked		30	10.0%

Question II:

"Are you the person at your facility who is most responsible for making the decision about which particular x-ray table to purchase?"

COLUMN "E"		<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes		301	100.0%
No		0	0.0%

Question III:

“And what is your job title?”

COLUMN “F”	CODE	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Veterinarian/Vet	1	197	65.4%
Veterinary Technician/Vet Tech	2	31	10.3%
Owner	3	19	6.3%
Office Manager	4	41	13.6%
Purchasing Manager	5	8	2.7%
Refused/Not Answering	6	5	1.7%

Question 1:

“Can you clearly see the name on your computer screen?”

COLUMN “G”	CODE	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes	1	301	100.0%
No	2	0	0.0%

Question 2a:

“Assume for a moment that you were looking for a new x-ray table and you encountered one that uses this name. Based on what you see here, would you OR would you not have a belief as to who or what company puts out or sponsors this x-ray table?”

COLUMN “H”	CODE	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes, I Would	1	13	4.3%
No, I Would Not	2	286	95.0%
Don’t Know	3	2	0.7%

Question 2b:

“IF SAYS ‘YES, I WOULD,’ IN Q.2a, ASK: Who or what company is that? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that company name for me?”
[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

Question 2c:

“What makes you say that? PROBE: What else?”
[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

Question 3a:

“What, if anything, came to your mind when I first showed you the name of this x-ray table? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that for me? PROBE: Anything else?”
[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

Question 3b:

“FOR EACH RESPONSE GIVEN IN Q.3a, ASK: What makes you say that (INSERT RESPONSE GIVEN IN Q.3a) came to your mind? PROBE: What else?”
[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

Question 3c:

“FOR EACH RESPONSE GIVEN IN Q.3a, ASK: What kind of company or product is (INSERT RESPONSE GIVEN IN Q.3a)? How would you describe it to someone else if you were explaining who or what it is?”
[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

Question 4a:

“Did any other product or products come to your mind when I first showed you the name of this x-ray table?”

COLUMN “F”	CODE	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes		56	18.6%
No		245	81.4%

Question 4b:

"IF SAYS 'YES' IN Q.4a, ASK: *What product or products is that? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that for me? PROBE: Any others?"*

[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

Question 4c:

"FOR EACH RESPONSE GIVEN IN Q.4b, ASK: *What makes you say that (INSERT RESPONSE GIVEN IN Q.4b) came to your mind? PROBE: What else?"*

[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

DECLARATION PARAGRAPH 24

Question 2a:

“Assume for a moment that you were looking for a new x-ray table and you encountered one that uses this name. Based on what you see here, would you OR would you not have a belief as to who or what company puts out or sponsors this x-ray table?”

COLUMN “J”	CODE	TEST ROLL-X <u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes, I Would		8	4.0%
No, I Would Not		191	95.5%
Don’t Know		1	0.5%

COLUMN “K”	CODE	CONTROL DIGI-X <u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes, I Would		5	5.0%
No, I Would Not		95	94.1%
Don’t Know		1	1.0%

DECLARATION PARAGRAPH 25

Question 2b:

“IF SAYS ‘YES, I WOULD,’ IN Q.2a, ASK: Who or what company is that?”

Question 2c:

“What makes you say that?”

NOTE: Respondents belonging to group control are indicated by showing responses in columns belonging to a group contain a “0” in the next table.

	<u>TEST</u> <u>ROLL-X</u>		
	<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>All Who Have a Belief About Source:</u>	“L”	<u>8</u>	<u>4.0%</u>
ROLL-X	“M”	4	2.0%
DIGI-X	“N”	0	0.0%
Rolex Watch	“O”	2	1.0%
Play On Word “Rolex”	“P”	2	1.0%
Digital X-Ray	“Q”	1	0.5%
Rolling Table	“R”	1	0.5%
Other Comments	“S”	0	0.0%

	<u>CONTROL</u> <u>DIGI-X</u>		
	<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>All Who Have a Belief About Source:</u>	“T”	<u>5</u>	<u>5.0%</u>
ROLL-X	“U”	0	0.0%
DIGI-X	“V”	3	3.0%
Rolex Watch	“W”	0	0.0%
Play On Word “Rolex”	“X”	0	0.0%
Digital X-Ray	“Y”	0	0.0%
Rolling Table	“Z”	0	0.0%
Other Comments	“AA”	2	2.0%

DECLARATION PARAGRAPH 26

Question 3a:

“What, if anything, came to your mind when I first showed you the name of this x-ray table?”

NOTE: Respondents belonging to group containing the name of the respondent in the column heading belong to group containing “0” in the second column.

		TEST ROLL-X	
	COLUMN	FREQUENCY	PERCENTAGE
<u>All Who Say Something Came to Mind:</u>	“AB”	<u>165</u>	<u>82.5%</u>
<u>Rolex Mentions (Net):</u>	“AC”	84	42.0%
Rolex/Watch	“AD”	84	42.0%
Rolex Horse Event	“AE”	2	1.0%
<u>Other Mentions (Net):</u>	“AF”	<u>113</u>	<u>56.5%</u>
Portable/Movable/Rolling	“AH”	63	31.5%
X-Ray Tables/Equipment	“AI”	36	18.0%
X-Rays	“AJ”	14	7.0%
Rolodex/Filing System	“AK”	9	4.5%
Not Familiar With	“AL”	3	1.5%
Plain/Easy to Read/Simple	“AM”	3	1.5%
Roloids/Antacid	“AN”	5	2.5%
Play On Words/Name	“AO”	4	2.0%
Expensive/Luxury/High-End	“AP”	3	1.5%
Rolo/Candy	“AQ”	3	1.5%
Good Quality/Reliable/Durable	“AR”	3	1.5%
Joke/Funny/Clever	“AS”	2	1.0%
Digital X-Rays/Equipment	“AG”	1	0.5%
Other Comments (Net)**	“AT”	28	14.0%
<u>All Who Do Not Say Something Came to Mind:</u>	“AU”	<u>35</u>	<u>17.5%</u>

DECLARATION PARAGRAPH 26 CONTINUED

NOTE: Respondents belonging to groups contain a "1" in the indicated column, respondents belonging to group contain a "0" in the indicated column.

	COLUMN	CONTROL DIGI-X FREQUENCY	PERCENTAGE
<u>All Who Say Something Came to Mind:</u>	"AV"	<u>92</u>	<u>91.1%</u>
<u>Rolex Mentions (Net):</u>	"AW"	<u>0</u>	<u>0.0%</u>
Rolex/Watch	"AX"	0	0.0%
Rolex Horse Event	"AY"	0	0.0%
<u>Other Mentions (Net):</u>	"AZ"	<u>92</u>	<u>91.1%</u>
Portable/Movable/Rolling	"BB"	0	0.0%
X-Ray Tables/Equipment	"BC"	1	1.0%
X-Rays	"BD"	7	6.9%
Rolodex/Filing System	"BE"	0	0.0%
Not Familiar With	"BF"	6	5.9%
Plain/Easy to Read/Simple	"BG"	4	4.0%
Roloids/Antacid	"BH"	0	0.0%
Play On Words/Name	"BI"	0	0.0%
Expensive/Luxury/High-End	"BJ"	0	0.0%
Rolo/Candy	"BK"	0	0.0%
Good Quality/Reliable/Durable	"BL"	0	0.0%
Joke/Funny/Clever	"BM"	2	2.0%
Digital X-Rays/Equipment	"BA"	79	78.2%
Other Comments (Net)**	"BN"	12	11.9%
<u>All Who Do Not Say Something Came to Mind:</u>	"BO"	<u>9</u>	<u>8.9%</u>

DECLARATION PARAGRAPH 27

Question 3b:

“What makes you say that (INSERT RESPONSE GIVEN IN Q.3a) came to your mind?”

NOTE: Respondents belonging to group containing “0” in the indicated column, respondents belonging to group containing “0” in the indicated column.

		TEST ROLL-X	
	<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>All Who Say Rolex Came to Mind:</u>	“BP”	<u>84</u>	<u>42.0%</u>
Because of the Name	“BQ”	64	32.0%
Rolex/Watch	“BR”	51	25.5%
Comes to Mind/Reminds Me Of	“BS”	16	8.0%
Familiar With	“BT”	7	3.5%
Well-Known/Recognize It	“BU”	6	3.0%
Expensive/Luxury/High-End	“BV”	3	1.5%
Rolex Horse Event	“BW”	2	1.0%
Play On Words/Name	“BX”	1	0.5%
Other Comments	“BY”	1	0.5%
Don’t Know/Not Answering	“BZ”	1	0.5%

DECLARATION PARAGRAPH 29

Question 4a:

“Did any other product or products come to your mind when I first showed you the name of this x-ray table?”

COLUMN “CK”	CODE	TEST ROLL-X <u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes	1	38	19.0%
No	2	162	81.0%

COLUMN “CL”	CODE	CONTROL DIGI-X <u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes	1	18	17.8%
No	2	83	82.2%

DECLARATION PARAGRAPH 30

Question 4b:

“IF SAYS ‘YES’ IN Q.4a, ASK: What product or products is that?”

NOTE: Respondents belonging to group contain a “1” in the indicated column. Respondents belonging to group contain a “0” in the indicated column.

TEST ROLL-X			
	<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>All Who Say Other Products Came to Mind:</u>	“CM”	<u>38</u>	<u>19.0%</u>
Rolex/Watch	“CN”	20	10.0%
<u>Other Mentions (Net):</u>	“CO”	<u>18</u>	<u>9.0%</u>
Portable/Movable/Rolling	“CP”	3	1.5%
Roloids/Antacid	“CQ”	3	1.5%
Rolodex/Filing System	“CR”	3	1.5%
X-Ray Tables/Equipment	“CS”	2	1.0%
Digital X-Rays	“CT”	0	0.0%
Computer System/Hardware	“CU”	0	0.0%
Other Comments (Net)	“CV”	8	4.0%
Don’t Know/Not Answering	“CW”	1	0.5%

CONTROL DIGI-X			
	<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>All Who Say Other Products Came to Mind:</u>	“CX”	<u>18</u>	<u>17.8%</u>
Rolex/Watch	“CY”	0	0.0%
<u>Other Mentions (Net):</u>	“CZ”	<u>17</u>	<u>16.8%</u>
Portable/Movable/Rolling	“DA”	0	0.0%
Roloids/Antacid	“DB”	0	0.0%
Rolodex/Filing System	“DC”	0	0.0%
X-Ray Tables/Equipment	“DD”	2	2.0%
Digital X-Rays	“DE”	3	3.0%
Computer System/Hardware	“DF”	2	2.0%
Other Comments (Net)	“DG”	11	10.9%
Don’t Know/Not Answering	“DH”	1	1.0%

DECLARATION PARAGRAPH 31

Question 4c:

“What makes you say that (INSERT RESPONSE GIVEN IN Q.4b) came to your mind?”

NOTE: Respondents belonging to group containing “1” in the indicated column, respondents belonging to group containing “0” in the indicated column.

		<u>TEST</u> <u>ROLL-X</u>	
	<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>All Who Say Rolex Came to Mind:</u>	“DI”	<u>20</u>	<u>10.0%</u>
Because of the Name	“DJ”	18	9.0%
Rolex/Watch	“DK”	7	3.5%
Comes to Mind/Reminds Me Of	“DL”	4	2.0%
Well-Known/Recognize It	“DM”	1	0.5%

DECLARATION PARAGRAPH 32

NOTE: Respondents belonging to group contain a "1" in the indicated column; respondents not belonging to group contain a "0" in the indicated column.

		<u>TEST</u> <u>ROLL-X</u>		
		<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>Total Rolex Association</u>		"DN"	<u>104</u>	<u>52.0%</u>
All Who Identify Rolex in Q.2 Or Q.3		"DO"	84	42.0%
All Who Identify Rolex in Q.4, But Do Not Identify It in Q.2 Or Q.3		"DP"	20	10.0%
		<u>CONTROL</u> <u>DIGI-X</u>		
		<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>Total Rolex Association</u>		"DQ"	<u>0</u>	<u>0.0%</u>
All Who Identify Rolex in Q.2 Or Q.3		"DR"	0	0.0%
All Who Identify Rolex in Q.4, But Do Not Identify It in Q.2 Or Q.3		"DS"	0	0.0%



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A STUDY OF LIKELIHOOD OF DILUTION

CODE DECK FOR "EQUIPMENT_ASCII_DATA.XLS"

March 2010

Bates Number:

COLUMN "A"

Date of Interview:

COLUMN "B"

Cell:

COLUMN "C"	COUNT	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Test Cell ("ROLL-X")		200	66.4%
Control Cell ("DIGI-X")		101	33.6%

Question I:

"Do you use x-ray tables at your facility?"

COLUMN "D"	COUNT	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes		271	90.0%
No		0	0.0%
Not Asked		30	10.0%

Question II:

"Are you the person at your facility who is most responsible for making the decision about which particular x-ray table to purchase?"

COLUMN "E"	COUNT	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes		301	100.0%
No		0	0.0%

Question III:

“And what is your job title?”

COLUMN “F”	CODE	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Veterinarian/Vet	1	197	65.4%
Veterinary Technician/Vet Tech	2	31	10.3%
Owner	3	19	6.3%
Office Manager	4	41	13.6%
Purchasing Manager	5	8	2.7%
Refused/Not Answering	6	5	1.7%

Question I:

“Can you clearly see the name on your computer screen?”

COLUMN “G”	CODE	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes	1	301	100.0%
No	2	0	0.0%

Question 2a:

“Assume for a moment that you were looking for a new x-ray table and you encountered one that uses this name. Based on what you see here, would you OR would you not have a belief as to who or what company puts out or sponsors this x-ray table?”

COLUMN “H”	CODE	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes, I Would	1	13	4.3%
No, I Would Not	2	286	95.0%
Don’t Know	3	2	0.7%

Question 2b:

“IF SAYS ‘YES, I WOULD,’ IN Q.2a, ASK: Who or what company is that? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that company name for me?”
[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

Question 2c:

“What makes you say that? PROBE: What else?”
[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

Question 3a:

“What, if anything, came to your mind when I first showed you the name of this x-ray table? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that for me? PROBE: Anything else?”
[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

Question 3b:

“FOR EACH RESPONSE GIVEN IN Q.3a, ASK: What makes you say that (INSERT RESPONSE GIVEN IN Q.3a) came to your mind? PROBE: What else?”
[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

Question 3c:

“FOR EACH RESPONSE GIVEN IN Q.3a, ASK: What kind of company or product is (INSERT RESPONSE GIVEN IN Q.3a)? How would you describe it to someone else if you were explaining who or what it is?”
[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

Question 4a:

“Did any other product or products come to your mind when I first showed you the name of this x-ray table?”

COLUMN “F”	CODE	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes		56	18.6%
No		245	81.4%

Question 4b:

“IF SAYS ‘YES’ IN Q.4a, ASK: What product or products is that? IF SAYS THE NAME OF A BRAND OR COMPANY: Can you please spell that for me? PROBE: Any others?”

[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

Question 4c:

“FOR EACH RESPONSE GIVEN IN Q.4b, ASK: What makes you say that (INSERT RESPONSE GIVEN IN Q.4b) came to your mind? PROBE: What else?”

[SEE QUESTIONNAIRE RESPONSES FOR VERBATIM COMMENTS]

DECLARATION PARAGRAPH 24

Question 2a:

“Assume for a moment that you were looking for a new x-ray table and you encountered one that uses this name. Based on what you see here, would you OR would you not have a belief as to who or what company puts out or sponsors this x-ray table?”

COLUMN “J”	CODE	TEST ROLL-X <u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes, I Would		8	4.0%
No, I Would Not		191	95.5%
Don’t Know		1	0.5%

COLUMN “K”	CODE	CONTROL DIGI-X <u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes, I Would		5	5.0%
No, I Would Not		95	94.1%
Don’t Know		1	1.0%

DECLARATION PARAGRAPH 25

Question 2b:

“IF SAYS ‘YES, I WOULD,’ IN Q.2a, ASK: Who or what company is that?”

Question 2c:

“What makes you say that?”

NOTE: Respondents belonging to group control and control were asked a similar question. Respondents belonging to group contain a “0” in the indicated column.

TEST <u>ROLL-X</u>			
	<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>All Who Have a Belief About Source:</u>	“L”	<u>8</u>	<u>4.0%</u>
ROLL-X	“M”	4	2.0%
DIGI-X	“N”	0	0.0%
Rolex Watch	“O”	2	1.0%
Play On Word “Rolex”	“P”	2	1.0%
Digital X-Ray	“Q”	1	0.5%
Rolling Table	“R”	1	0.5%
Other Comments	“S”	0	0.0%

CONTROL <u>DIGI-X</u>			
	<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>All Who Have a Belief About Source:</u>	“T”	<u>5</u>	<u>5.0%</u>
ROLL-X	“U”	0	0.0%
DIGI-X	“V”	3	3.0%
Rolex Watch	“W”	0	0.0%
Play On Word “Rolex”	“X”	0	0.0%
Digital X-Ray	“Y”	0	0.0%
Rolling Table	“Z”	0	0.0%
Other Comments	“AA”	2	2.0%

DECLARATION PARAGRAPH 26

Question 3a:

“What, if anything, came to your mind when I first showed you the name of this x-ray table?”

NOTE: Respondents belonging to group containing “U” indicate I do not remember anything belonging to group containing “U” in the indicated column.

		TEST ROLL-X	
	COLUMN	FREQUENCY	PERCENTAGE
<u>All Who Say Something Came to Mind:</u>	“AB”	<u>165</u>	<u>82.5%</u>
<u>Rolex Mentions (Net):</u>	“AC”	<u>84</u>	<u>42.0%</u>
Rolex/Watch	“AD”	84	42.0%
Rolex Horse Event	“AE”	2	1.0%
<u>Other Mentions (Net):</u>	“AF”	<u>113</u>	<u>56.5%</u>
Portable/Movable/Rolling	“AH”	63	31.5%
X-Ray Tables/Equipment	“AI”	36	18.0%
X-Rays	“AJ”	14	7.0%
Rolodex/Filing System	“AK”	9	4.5%
Not Familiar With	“AL”	3	1.5%
Plain/Easy to Read/Simple	“AM”	3	1.5%
Roloids/Antacid	“AN”	5	2.5%
Play On Words/Name	“AO”	4	2.0%
Expensive/Luxury/High-End	“AP”	3	1.5%
Rolo/Candy	“AQ”	3	1.5%
Good Quality/Reliable/Durable	“AR”	3	1.5%
Joke/Funny/Clever	“AS”	2	1.0%
Digital X-Rays/Equipment	“AG”	1	0.5%
Other Comments (Net)**	“AT”	28	14.0%
<u>All Who Do Not Say Something Came to Mind:</u>	“AU”	<u>35</u>	<u>17.5%</u>

DECLARATION PARAGRAPH 26 CONTINUED

NOTE: Respondents belonging to groups controlled by the indicated column respondent belonging to group contain a "0" in the indicated column.

		CONTROL DIGI-X	
	<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>All Who Say Something Came to Mind:</u>	"AV"	<u>92</u>	<u>91.1%</u>
<u>Rolex Mentions (Net):</u>	"AW"	<u>0</u>	<u>0.0%</u>
Rolex/Watch	"AX"	0	0.0%
Rolex Horse Event	"AY"	0	0.0%
<u>Other Mentions (Net):</u>	"AZ"	<u>92</u>	<u>91.1%</u>
Portable/Movable/Rolling	"BB"	0	0.0%
X-Ray Tables/Equipment	"BC"	1	1.0%
X-Rays	"BD"	7	6.9%
Rolodex/Filing System	"BE"	0	0.0%
Not Familiar With	"BF"	6	5.9%
Plain/Easy to Read/Simple	"BG"	4	4.0%
Roloids/Antacid	"BH"	0	0.0%
Play On Words/Name	"BI"	0	0.0%
Expensive/Luxury/High-End	"BJ"	0	0.0%
Rolo/Candy	"BK"	0	0.0%
Good Quality/Reliable/Durable	"BL"	0	0.0%
Joke/Funny/Clever	"BM"	2	2.0%
Digital X-Rays/Equipment	"BA"	79	78.2%
Other Comments (Net)**	"BN"	12	11.9%
<u>All Who Do Not Say Something Came to Mind:</u>	"BO"	<u>9</u>	<u>8.9%</u>

DECLARATION PARAGRAPH 27

Question 3b:

“What makes you say that (INSERT RESPONSE GIVEN IN Q.3a) came to your mind?”

NOTE: Respondents belonging to groups containing “0” in the indicated column(s) below belong to a group containing “0” in the indicated column.

		TEST ROLL-X	
	<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>All Who Say Rolex Came to Mind:</u>	“BP”	<u>84</u>	<u>42.0%</u>
Because of the Name	“BQ”	64	32.0%
Rolex/Watch	“BR”	51	25.5%
Comes to Mind/Reminds Me Of	“BS”	16	8.0%
Familiar With	“BT”	7	3.5%
Well-Known/Recognize It	“BU”	6	3.0%
Expensive/Luxury/High-End	“BV”	3	1.5%
Rolex Horse Event	“BW”	2	1.0%
Play On Words/Name	“BX”	1	0.5%
Other Comments	“BY”	1	0.5%
Don’t Know/Not Answering	“BZ”	1	0.5%

DECLARATION PARAGRAPH 28

Question 3c:

“What kind of company or product is (INSERT RESPONSE GIVEN IN Q.3a)? How would you describe it to someone else if you were explaining who or what it is?”

NOTE: Respondents belonging to group containing “0” some indicated “0” in their response. All respondents belonging to group contain “0” in the data file are listed.

		TEST <u>ROLL-X</u>	
	<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>All Who Say Rolex Came to Mind:</u>	“CA”	<u>84</u>	<u>42.0%</u>
Rolex/Watch	“CB”	61	30.5%
Expensive/Luxury/High-End	“CC”	52	26.0%
Good Quality/Reliable/Durable	“CD”	25	12.5%
Gold	“CE”	2	1.0%
For Older People	“CF”	2	1.0%
Rolex Horse Event	“CG”	2	1.0%
Good Customer Service	“CH”	1	0.5%
Other Comments	“CI”	1	0.5%
Don’t Know/Not Answering	“CJ”	7	3.5%

DECLARATION PARAGRAPH 29

Question 4a:

"Did any other product or products come to your mind when I first showed you the name of this x-ray table?"

COLUMN "CK"	COD	TEST ROLL-X <u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes		38	19.0%
No		162	81.0%

COLUMN "CL"	COD	CONTROL DIGI-X <u>FREQUENCY</u>	<u>PERCENTAGE</u>
Yes		18	17.8%
No		83	82.2%

DECLARATION PARAGRAPH 30

Question 4b:

“IF SAYS ‘YES’ IN Q.4a, ASK: What product or products is that?”

NOTE: Respondents belonging to group 00 are marked with the indicator “0” in the response column. Respondents belonging to group 01 contain a “0” in the indicator column.

		TEST ROLL-X		
		COLUMN	FREQUENCY	PERCENTAGE
<u>All Who Say Other Products Came to Mind:</u>		“CM”	<u>38</u>	<u>19.0%</u>
Rolex/Watch		“CN”	20	10.0%
<u>Other Mentions (Net):</u>		“CO”	<u>18</u>	<u>9.0%</u>
Portable/Movable/Rolling		“CP”	3	1.5%
Roloids/Antacid		“CQ”	3	1.5%
Rolodex/Filing System		“CR”	3	1.5%
X-Ray Tables/Equipment		“CS”	2	1.0%
Digital X-Rays		“CT”	0	0.0%
Computer System/Hardware		“CU”	0	0.0%
Other Comments (Net)		“CV”	8	4.0%
Don’t Know/Not Answering		“CW”	1	0.5%

		CONTROL DIGI-X		
		COLUMN	FREQUENCY	PERCENTAGE
<u>All Who Say Other Products Came to Mind:</u>		“CX”	<u>18</u>	<u>17.8%</u>
Rolex/Watch		“CY”	0	0.0%
<u>Other Mentions (Net):</u>		“CZ”	<u>17</u>	<u>16.8%</u>
Portable/Movable/Rolling		“DA”	0	0.0%
Roloids/Antacid		“DB”	0	0.0%
Rolodex/Filing System		“DC”	0	0.0%
X-Ray Tables/Equipment		“DD”	2	2.0%
Digital X-Rays		“DE”	3	3.0%
Computer System/Hardware		“DF”	2	2.0%
Other Comments (Net)		“DG”	11	10.9%
Don’t Know/Not Answering		“DH”	1	1.0%

DECLARATION PARAGRAPH 31

Question 4c:

“What makes you say that (INSERT RESPONSE GIVEN IN Q.4b) came to your mind?”

NOTE: Respondents belonging to group containing the indicated column(s) to which they belong belong to group containing a “0” in the indicated column(s).

		TEST <u>ROLL-X</u>	
	<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>All Who Say Rolex Came to Mind:</u>	“DI”	<u>20</u>	<u>10.0%</u>
Because of the Name	“DJ”	18	9.0%
Rolex/Watch	“DK”	7	3.5%
Comes to Mind/Reminds Me Of	“DL”	4	2.0%
Well-Known/Recognize It	“DM”	1	0.5%

DECLARATION PARAGRAPH 32

NOTE: Respondents belonging to group containing "1" in the indicated column, respectively, belong to group containing "0" in the indicated column.

		<u>TEST</u> <u>ROLL-X</u>		
		<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>Total Rolex Association</u>				
All Who Identify Rolex in Q.2 Or Q.3		"DN"	<u>104</u>	<u>52.0%</u>
All Who Identify Rolex in Q.4, But Do Not Identify It in Q.2 Or Q.3		"DO"	84	42.0%
		"DP"	20	10.0%
		<u>CONTROL</u> <u>DIGI-X</u>		
		<u>COLUMN</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>Total Rolex Association</u>				
All Who Identify Rolex in Q.2 Or Q.3		"DQ"	<u>0</u>	<u>0.0%</u>
All Who Identify Rolex in Q.4, But Do Not Identify It in Q.2 Or Q.3		"DR"	0	0.0%
		"DS"	0	0.0%

