

Dr. Seggev's Testimony Contributes to No Confusion Decision Against 24 Hour Fitness

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DR. SEGGEV'S TESTIMONY CONTRIBUTES TO NO CONFUSION DECISION
AGAINST 24 HOUR FITNESS

New York, NY – August 7, 2006 – In a widely anticipated decision issued today, Judge Ronald L. Ellis cited the compelling testimony of Dr. Eli Seggev in determining that no confusion exists between the marks 24 Hour Fitness and 24/7 Fitness. 24 Hour Fitness had engaged an expert to present survey evidence suggesting that the name 24/7 Fitness was likely to create likelihood of confusion among consumers in the New York metropolitan area upon 24 Hour Fitness's entry into the region.

Dr. Seggev's testimony highlighted multiple methodological weaknesses in the opposing expert's survey design as well as inconsistencies in the presentation of the survey results. Dr. Seggev testified that had these mistakes been corrected, likelihood of confusion among consumers would have likely been very low.

"It is satisfying to know that the court recognized the flaws in the data and that this weighed in on the Judge's decision," Dr. Seggev said. "No one benefits from junk science."

To read the full decision, click [here](#).

About Eli Seggev

Dr. Seggev has over three decades of experience in the field of marketing research. He conducts research including consumer surveys on the issues of consumer confusion, trade dress, dilution, consumer behavior, secondary meaning, and other Lanham Act trademark claims. For Dr. Seggev's full bio, visit:

<http://keeganandco.com/aboutseggev.html>

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