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Melissa Pigott, Ph.D.  
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Dear Dr. Pigott:

I wanted to share with you some of the tremendous insight I have gained while using your jury verdict research format and focus group formats over the years.

As you know, I have used your services for both plaintiff and defense assignments. I have found that the information gained from either the jury verdict research format or the focus group format has been tremendous; obviously the jury verdict research is more in depth and has greater potential.

From the defense standpoint, we learned that a defective motor vehicle which resulted in the immolation of plaintiff's decedent, was very unlikely to be blamed by a St. Lucie County jury. The results were repeatable and we wound up resolving that case very inexpensively under very dangerous circumstances. Had we not mock tried that case, we would have had no idea how much money we could have saved in the long run. Likewise, in that same case, we found out that if we lost the case, we were likely to lose eight figure money rather than the presumed seven figure money that we had forecast.

From the plaintiff standpoint, we have literally had theories of liability placed before our eyes by mock juries that every single reviewer missed. In a recent death case involving a detox facility, we learned that providing of a guest pass to the patient was viewed by the prospective jurors as being almost criminal – yet no expert and no lawyer had picked up on the theory. We also learned that people who have state of the art security systems which do not permanently record the data and which are not monitored on an ongoing basis are viewed with disdain.

Time and time again, as I have turned to your services over the last 20 years, I have been educated and helped immensely on both sides of the ball. I look forward to working with you on my next serious assignment.

Sincerely yours,

CHARLES A. MOREHEAD, III

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