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| 1. Juror psychology |
| 1. The jury questionnaire and voir dire |
| 1. Researching potential jurors before voir dire |
| 1. Arguing your case, previewing themes, and setting the stage in voir dire |
| 1. Knowing your judge |
| 1. Voir dire do’s and don’ts |
| 1. Setting the stage for strikes for cause |
| 1. Differences in juror demographics and tendencies among divisions |
| 1. Juror demographic tendencies (gender/age/income/education): |
| * 1. And correlations with plaintiff vs defendant leanings, in non-IP cases and IP cases? |
| * 1. And trial team composition and witness choice? |
| 1. Voir dire in the COVID era – how is it different? |
| 1. Using mock trials and similar processes to target voir dire strategy (and hone your case, including testing bad facts and possible messaging) |

**From Making the Pitch to Handling the Case: Dos and Don’ts Through the Eyes of In-House Counsel**

**October 14, 2021**