

JACQUELINE AUSTIN CHORN, PH.D.

**BUSINESS ADDRESS AND CONTACT INFORMATION**

Applied Marketing Science, Inc.  
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**EDUCATION**

- 2007 - 2013      GRADUATE CENTER, CITY UNIVERSITY OF NEW YORK  
JOHN JAY COLLEGE OF CRIMINAL JUSTICE CAMPUS  
Ph.D. in Psychology, June 2013  
Dissertation Title: Evaluating the influence of Daubert's cross-examination  
safeguard on jurors', attorneys', and judges' judgments about scientific  
evidence
- 2003 - 2006      UNIVERSITY OF KANSAS  
Bachelor of Arts in Psychology, December 2006, Phi Beta Kappa

**PROFESSIONAL APPOINTMENTS**

- 2017 – Present      Litigation Expert Consultant, APPLIED MARKETING SCIENCE, INC.,  
Waltham, MA  
Provide expert research consultation and rebuttal critiques for consumer  
surveys designed for trademark, advertising matters, and claim  
substantiation.
- 2018 – Present      Litigation Senior Manager, APPLIED MARKETING SCIENCE, INC., Waltham,  
MA  
Manage litigation consulting projects involving consumer surveys in  
trademark, false advertising, and class action matters. Coordinate all  
aspects of a research project, including survey design, fieldwork, data  
analysis, and report development.
- 2015 – 2017      Litigation Manager, APPLIED MARKETING SCIENCE, INC., Waltham, MA  
Support consumer survey experts witnesses and attorneys in market  
research survey design for advertising, class action, trademark, and claim  
substantiation matters.
- 2013 – 2015      Assistant Professor of Psychology, UNIVERSITY OF THE PACIFIC, Stockton,  
CA  
Developed and taught courses in Research Methods and Statistics,  
Introductory Psychology, Social Psychology, and Psychology of Law.

Served as faculty advisor for Psychology undergraduates and advised honor theses. Served as faculty member on the Institutional Review Board.

- 2010 - 2013      Research Laboratory Manager, JOHN JAY COLLEGE OF CRIMINAL JUSTICE, New York, NY  
Coordinated the data collection and analysis for a 3-study National Science Foundation grant that examined moderators of lineup administrator expectancy effects on eyewitness identifications. Presented research findings at professional conferences and prepared manuscripts for publication
- 2009 – 2013      Psychology Instructor, JOHN JAY COLLEGE OF CRIMINAL JUSTICE, New York, NY  
Taught undergraduate courses in Research Methods, Cognitive Psychology, and Psychology and Law.
- 2007 – 2011      Litigation Consulting, JOHN JAY COLLEGE OF CRIMINAL JUSTICE, New York, NY  
Supported expert witnesses, Dr. Steven Penrod and Dr. Margaret Bull Kovera, with litigation consulting projects. Designed community attitude survey instruments, constructed coding schemes for content analysis of news coverage, monitored fieldwork, analyzed data, and prepared reports to assist experts and clients with change of venue motions.
- 2007 - 2010      Graduate Research Assistant, JOHN JAY COLLEGE OF CRIMINAL JUSTICE, New York, NY  
Collected data for a research study examining attorneys' questioning strategies during jury selection.

## PUBLICATIONS

- Zimmerman, D.M., **Chorn, J.A.**, Rhead, L.M., Evelo, A.J., & Kovera, M.B. (2017). Memory strength and lineup presentation moderate effects of administrator influence on mistaken identifications. *Journal of Experimental Psychology: Applied*, 23(4), 460-473. doi: 10.1037/xap0000147
- Kovera, M.B. & **Austin, J. L.** (2016). Juror bias: Moving from assessment and prediction to a new generation of jury selection research. In C. Willis-Esqueda & B. H. Bornstein (Eds.), *The witness stand and Lawrence S. Wrightsman, Jr.* New York: Springer.
- Austin, J. L.** & Kovera, M. B. (2015). Cross-examination educates jurors about missing control groups in scientific evidence. *Public Policy, and Law*, 21, 252-264. doi: 10.1037/law0000049
- Kovera, M.B. & **Austin, J. L.** (2015). Eyewitness identification and lineup. In R. L. Cautin & S.O. Lilienfeld (Eds.), *The Encyclopedia of Clinical Psychology*. Hoboken, NJ: John Wiley & Sons. doi: 10.1002/9781118625392.wbecp420

Kovera, M. B. & **Austin, J. L.** (2015). Expert testimony. In J. D. Wright (Ed.), *International Encyclopedia of Social and Behavioral Sciences*, 2<sup>nd</sup> Edition. (Vol. 8, pp. 582-587). Oxford: Elsevier. doi:10.1016/B978-0-08-097086-8.86031-6

**Austin, J. L.**, Zimmerman, D. M., Rhead, L., & Kovera, M. B. (2013). Double-blind lineup administration: Effects of administrator knowledge on eyewitness decisions. In B. L. Cutler (Ed.), *Reform of eyewitness identification procedures*. Washington, DC: American Psychological Association.

**Austin, J. L.**, & Strange, D. M. (2012). Television produces more false recognition for news than newspapers. *Psychology of Popular Media Culture*, 1(3), 167-175.  
doi:10.1037/a0028322

Zimmerman, D. M., **Austin, J. L.**, & Kovera, M. B. (2012). Suggestive eyewitness identification procedures. In B. L. Cutler (Ed.), *Conviction of the innocent: Lessons from psychological research*. Washington, DC: American Psychological Association.

**Austin, J. L.** & Kovera, M. B. (2010). Expert witness testimony in child sex abuse cases. In M. Paludi & F. L. Denmark (Eds.), *Victims of sexual assault and abuse: Resources for individuals and families*, Vol 2. Praeger.

## **EXPERT WITNESS**

**H.I.S.C., Inc. and Depalma Enterprises, Inc. v Franmar International Importers, LTD.; Maria Rajanayagam; and Ravi Industries Limited**  
Case No. 3:16-CV-00480, United States District Court, Southern District of California  
Secondary Meaning Survey, Rebuttal to Likelihood of Confusion, Deposition (2018); Trial (February 2019)

## **BiC Corporation**

Statistical analysis of ink mileage data  
Claim substantiation (2016 Expert Report)

Chase Bank USA, N.A. v **Capital One Bank USA, N. A.**  
National Advertising Division (“NAD”)  
False Advertising (2015 Participation at NAD proceeding)

## **PROFESSIONAL AFFILIATIONS**

International Trademark Association (INTA)  
- Editor on The Trademark Reporter (2018-present)  
- Trademark Report subcommittee (Commentaries and Book Reviews)  
Council of American Survey Research Organizations (CASRO)  
American Association for Public Opinion Research (AAPOR)  
Institute for Operations Research and the Management Sciences (INFORMS)  
American Society for Testing and Materials (ASTM) – Sensory Evaluation Division