

EXHIBIT OO

**TO DECLARATION AND LOCAL RULE 7-5 CERTIFICATION OF ERIK
S. MAURER IN SUPPORT OF PLAINTIFFS' EMERGENCY MOTION
FOR TEMPORARY RESTRAINING ORDER, SEIZURE ORDER, AND
PRELIMINARY INJUNCTION**



**A SURVEY TO DETERMINE WHETHER
THE CONVERSE CHUCK TAYLOR ALL STAR
HAS SECONDARY MEANING**

Conducted on Behalf of Howrey LLP

Prepared by
Susan Schwartz McDonald, Ph.D.

June 21, 2010

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I. INTRODUCTION

A. The Engagement: Scope and Overview

I have been retained by Howrey LLP on behalf of its client, Converse, Inc., to conduct a survey to determine whether or not the Converse Chuck Taylor All Star shoe design has secondary meaning. In support of that objective, I designed and directed a quantitative survey of 563 consumers in 18 mall locations across the US, under the auspices of National Analysts Worldwide, the firm of which I am President and CEO. The survey procedures used are consistent with standard market research methodologies, and they follow survey research protocols that have been widely accepted by Federal Courts throughout the country.

The research format was a controlled, double-blind study with two experimental arms, each consisting of consumers who are past or prospective purchasers of “fashion sneakers,” the footwear category in which Converse competes. Respondents in the “Test Arm” (ARM E) had an opportunity to view a series of photographs (taken from multiple angles) of a Chuck Taylor All Star sneaker with all labeled brand identifiers removed. Respondents in the “Control Arm” (ARM S) had an opportunity to view photographs (again from multiple angles) of a Vans sneaker that was similarly de-identified. The study was double-blinded in the sense that neither respondents nor on-premise field staff were made aware of either the survey sponsor, the objectives, or the identity of the brands themselves.

The results of the survey (which are detailed in Chapter III of this report) confirm not only that the distinctive design features of the Chuck Taylor All Star shoe have acquired strong secondary meaning, but that the brand is *famous* among a relatively broad consuming public.

B. Professional Background and Qualifications

I am President and CEO of National Analysts Worldwide, a marketing research and consulting organization that advises companies in diverse industries on product development, brand strategy, and other strategic marketing activities. As an expert in both survey research and marketing, I personally oversee dozens of surveys each year designed to illuminate the purchase decision-making process for new and

existing products. My assignments often involve defense of branded products against generic encroachment as well as efforts to shore up the competitive position of one branded product relative to another.

During the course of my career, I have lectured on research methodology and pharmaceutical marketing at major universities (e.g., University of Pennsylvania and Princeton University) and at industry training seminars sponsored by major professional organizations – for instance, the Council of American Survey Research Organizations (CASRO), the Pharmaceutical Marketing Research Group (PMRG), Healthcare Marketing and Communications Council (HMC), and the Advertising Research Foundation (ARF). In addition to serving as chair-elect of the Board of Directors of CASRO, I co-chair its Marketing and Communications Committee and lead its Pharmaceutical Industry Taskforce. I am also a member of the Board of Directors of the Wistar Institute, a non-profit biomedical research center.

My professional marketing career has been spent at National Analysts, previously a division of the worldwide consulting firm, Booz•Allen & Hamilton. My tenure at Booz•Allen included a period during which I served as the leader of Booz•Allen's worldwide pharmaceutical industry practice. The National Analysts division became an independent entity in 1992 under my co-ownership and is now an Employee-Owned Stock Ownership Corporation (ESOP) of which I am majority owner.

I received a BA degree *magna cum laude*, Phi Beta Kappa, from Smith College, and Masters and Doctoral degrees from the University of Pennsylvania's Annenberg School for Communication, where my studies were concentrated in the field of social psychology and communications theory. I am the author of a text on market research and of numerous publications and speeches on marketing and market research methodology. A complete copy of my vitae along with a list of publications authored in the past ten years, and testimony and depositions taken in the past five years is included in Appendix A.

I am being compensated for my work in connection with this litigation at my standard billing rate of \$550 per hour.

II. RESEARCH METHODOLOGY

A. Sample Design and Data Collection Method

- **Sample Eligibility**

In the period from April 4 and April 14, 2010, National Analysts Worldwide conducted a survey of 563 consumers, ages 14 and older, who have purchased sneakers to wear “for style or fashion” in the past 12 months, or who intend to purchase that type of footwear in the next 12 months. This group of consumers defines the market in which Converse competes, and therefore represents appropriate targets for research to determine if the Chuck Taylor All Star shoe has acquired secondary meaning. Within that broad sample definition, quotas were set to ensure that respondents of relevant age and gender categories were appropriately represented, thus supporting statistical projections to the broader universe of target consumers. (See detailed discussion of screening procedures on page 5.)

TABLE II-1: SAMPLE QUOTAS

		SURVEY ARM				TOTAL
		Test Group		Control Group		
		Male	Female	Male	Female	
Age	14 – 20	9%	9%	9%	9%	36%
	21 – 30	6%	6%	6%	6%	24%
	31 – 40	6%	6%	6%	6%	24%
	Over 40	4%	4%	4%	4%	16%
TOTAL		25%	25%	25%	25%	100%

- **Rationale for Data Collection Methodology**

Studies of this type are routinely conducted in central location interview facilities where mall traffic makes it logistically feasible to intercept and recruit eligible consumers efficiently and then expose them to stimuli under controlled conditions. In this case, survey respondents were intercepted in 18 geographically dispersed malls across the country where on-premise interview facilities are situated. All of those 18 facilities have policies permitting them to interview adolescents as young as 14 without parental presence or consent. (See Appendix B for a list of mall facilities.)

Even in situations such as this one, where a central location interview methodology has been chosen, it is now commonplace to collect data *electronically* via computer, as we elected to do here. Computer surveys offer a number of practical advantages over the more traditional “paper-and-pencil” approach – among them the fact that: (1) “skip-instructions” are encoded electronically so that the computer does not show inappropriate questions; (2) there is no need to decipher handwriting since open-ended responses are typed; (3) there are no space limitations on the amount of verbal information that can be recorded; and (4) the data are generally available more quickly, since they are sent via the web from each field location to a central office for tabulation. No methodology or technology can totally eliminate all chance of human error but computer-aided interviewing certainly minimizes the risk of certain types of mistakes commonly associated with data capture and transfer. As a result, there is very little paper in today’s survey research environment.

The decision to show stimulus material as screen images (rather than to present respondents with actual shoes) reflected several considerations. First, in an experimental situation in which all identifying labels have been removed, it is potentially preferable to avoid exposing places where “surgery” on the stimuli was actually performed in order to camouflage all cues regarding label location. Both the test and control shoes were displayed from every angle so that respondents had complete visual “information” available to them in the images about the product design from all perspectives. Second, control over both the

randomization process and correct alignment of the survey arm with stimulus material is maximized when the interview is “on-line,” leaving no discretion to the interviewers and no room for error.

- **Screening Procedures**

Individuals responsible for intercepting prospective respondents were instructed to “sight-screen” consumers aged 14 and above, and invite them to answer a few questions to determine their eligibility for survey participation. Those willing to stop were asked a brief series of screening questions to establish their eligibility based on: (1) past-six month purchase or projected six-month intent to purchase a “style or fashion” sneaker for either themselves or for someone else; (2) routine screening questions designed to exclude individuals with certain occupations (or living in households with those people);* (3) the availability of glasses or contact lenses if they customarily use them for reading; (4) comfort with basic computer operation; and (5) US citizenship. (See screening form attached in Appendix C.)

In order to camouflage the survey topic (and thus minimize risk of recruiting people who deliberately misrepresent themselves in order to qualify), prospective respondents were asked in the screening process whether they had purchased, or intend to purchase, any of five different products during the past six months, including outerwear, handbag/backpack, or portable MP3 player. Of course, only the purchase of fashion sneakers was considered in the selection process.

Qualifying respondents were offered honoraria of either \$2 or \$3, depending on location. Those willing to cooperate were led into an enclosed space off the mall thoroughfare where the survey was conducted privately under conditions dictated by our survey materials.

* Respondents were excluded from participation if they indicated that they, or anyone in their household, are employed by a newspaper, radio, or TV station, an advertising agency, law firm or market research company, or a company that manufactures apparel.

B. Survey Procedure and Stimulus Material

- **Experimental Design and Choice of Stimulus Material**

The standard methodological “architecture” of a secondary meaning survey is a controlled study design in which half the respondents are asked to identify the product whose package or design is alleged to have acquired secondary meaning, and the other half are asked to identify another product chosen as a control in order to provide a baseline measure of “noise” (much as a placebo arm functions in clinical trials). Since the operative secondary meaning question here is an open-ended one (i.e., the identity of the company that makes the product), there is no concern about “acquiescence” – propensity to agree with an answer or a statement simply to please or agree. Rather, the control is needed here to account for the theoretical possibility that *any* canvas high-top sneaker design might be associated with Converse – even one that does not have the design elements asserted to be among the constellation of identifiers alleged (by Converse) to have secondary meaning.

The level of secondary meaning must be calculated by subtracting the percent Converse mentions in the control from the percent of Converse mentions in the Test Arm. *If there is a substantial difference in brand attributions between the Test Arm and the Control Arm (i.e., the net percent of Converse mentions is significant), then it may be argued that the product design has secondary meaning. And if an absolute majority of consumers can correctly identify the brand of the product at issue, then it is fair to assert that the design is “famous.”*

Vans was chosen as the control shoe because, like Converse, it is a black, canvas high-top sneaker that does share the design characteristics asserted by Converse to be protected. Images of both the Test and Control sneakers shown to respondents in the survey may be found in Appendix D.

- **Survey Administration**

Qualifying respondents were led to the interview area and asked to wait while the interviewer entered their screening data directly into the computer in order to create a permanent electronic record that would then be part of the survey data file. The interviewer then invited respondents to sit at the computer and *self-administer* the survey. Interviewers were instructed not to enter any survey data on the respondent's behalf but only to stand by and be available if any assistance with the computer was required.

The survey questionnaire on screen provided an orientation to respondents by telling them that they would see a series of photographs of sneakers with the labels identifying those sneakers removed. Notably, the survey software assigned respondents randomly to one or the other survey arm in order to ensure that the assignment process was free of bias and to minimize error in the field. Respondents were shown full-screen images of the sneakers from the front, back, each side, and top down, followed by an image showing all of those perspectives simultaneously. That summary set of images remained on view when respondents were asked to identify the brand since there was no possibility that the question could "contaminate" or bias the outcome by inspiring them to look for information they had not observed before. The issue at hand was, quite explicitly, whether respondents could identify a product whose label was removed. Notably, this is a "laboratory experiment" that creates circumstances one would never encounter in real life – not an attempt to understand how respondents interpret actual commercial stimuli (labels, commercials, etc.) in a real-life setting.

After reviewing all of the images, respondents were asked the following question, which has been widely accepted as a metric of secondary meaning in Federal Courts.

- 1. First, which company or brand do you think puts out the sneakers that are shown above? Please type in the name of the company or brand or, if you don't know, you may click on "Don't Know."**

Respondents who entered a response in Q1 were then asked a corresponding open-ended follow-up question:

- 2. Describe as best you can which design features of this sneaker lead you to think that it is put out by the company or brand you just named. Please give a complete answer. You can write as much as you like – the answer box will expand as you type.**

Respondents who selected "Don't Know" in Q1 (and thus skipped Q2) were then asked the following:

- 3. Which company or brand do you think was the originator of this sneaker design? Please type in the name of the company or brand. If you don't know, you may click on "Don't Know."**

This supplemental question was included to address the possibility that some consumers might be reluctant to offer an opinion regarding the brand (having seen various "knock-offs" in the marketplace) but could correctly identify Converse as the design *originator*. In fact, however, a very large proportion of respondents did mention Converse in Q1, thus obviating the need for Q3 as a supplemental measure of secondary meaning.

Respondents who entered a response in Q3 were then asked the corresponding open-ended follow-up question:

- 4. Finally, even if you have listed them before, please describe as best you can what design features of this sneaker cause you to think that this company or brand is the originator of the sneaker design on your screen.**

C. Quality Control Procedures

- **Validation Process and Coding**

Following standard practice in forensic surveys, an attempt was made to validate all of the interviews in order to confirm that an interview matching this description was actually conducted with the individual identified as the respondent (i.e., no “cheating” occurred). The Telephone Center, an independent call center, was commissioned by National Analysts Worldwide to validate the interviews. This company made multiple attempts to reach every respondent identified as having taken the survey (up to a maximum of 18 attempts in some cases). A total of 402 people were actually reached, a successful re-contact rate of 71% that, in the current environment, is not routinely achieved, and rarely exceeded.

*People who cannot be reached tell us nothing at all about the authenticity of the interview process, and failure to successfully reach a respondent cannot be considered *per se* grounds for excluding that respondent. On the other hand, people who are reached but who deny having been interviewed must be excluded – even if we believe they were actually interviewed (as is sometimes the case).*

Another equally relevant form of quality control is careful review of open-ended responses. This scrutiny can sometimes uncover suspicious answer patterns (unusual repetition or punctuation, for instance) or can also expose cases in which the interviewer may have failed to follow instructions. All responses were reviewed with those quality control objectives in mind.

- **Results of Validation and ‘QC’ procedures**

Based on these procedures, a total of 86 interviews were removed from the database due to a failure to validate (i.e., respondent was reached and denied being interviewed) or there was no such person at the number. Since a disproportionate number of these questionable interviews had been conducted in Dallas-Ft. Worth (and since some of the remaining interviews in that site

seemed irregular in other respects once inspected), all the remaining interviews from that location (36) were removed leaving interviews in 18 sites across the country. There is no loss of geographic representativeness as a consequence of this exclusion, nor do the results change statistically.

Note that respondents who could not be reached (either because the number was non-working or was a fax) *remain in the database, along with respondents who were never successfully reached after repeated attempts.*

Finally, an additional 11 interviews were set aside merely because there were indications in the data record that they were not self-administered, as instructed, even though the authenticity of these interviews was not in doubt. The survey results do not change statistically whether or not they are included in the database.

Note that the resulting sample of 563 (n=291 in the Test Arm and n=272 in the Control Arm) exceeded our total target of 500 and is quite robust, allowing us to make confident statistical projections to the relevant universe.

- **Coding of Open-Ends**

It is our practice in all assignments conducted for evidentiary purposes to have the open-ended responses coded independently by two different members of our professional staff. I personally reviewed the coding and resolved any discrepancies in interpretation of reasons for associating the stimulus shoes with a particular brand. (See Appendix F for the open-ended response codes and verbatims.)

III. SURVEY RESULTS

A total of 85% ($\pm 4\%$) of respondents in the Test Arm correctly identified the sneakers shown as Converse (including Chuck Taylor or All Star). That means we can be 95% confident that the true value falls between 81% and 89% ($85\% \pm 4$). Based on this exceedingly high percentage of unaided responses from a diverse sample of respondents across a broad age range (14 and older), it is fair to say the Converse design is truly “famous.” (Table III-1)

Among respondents who saw the Control Arm, 36% ($\pm 6\%$) identified the sneakers as Converse and 29% ($\pm 5\%$) identified the sneakers (correctly) as Vans. When we subtract the percent of Converse mentions in the Control Arm from the percent of Converse mentions in the Test Arm, we arrive at a level of secondary meaning, free of noise, at a very substantial 49% ($\pm 7\%$). Note that this calculation is based only on respondents who mentioned a single brand. It therefore, excludes 2 respondents in the Test Arm and 11 respondents in the Control Arm who mentioned two.

Table III-1: Q.1 MEAN RESPONSES BY SURVEY ARM

	Test Arm (E) Chuck Taylor All Star	Control Arm (S) Vans
(n) =	(289)	(261)
	%	%
Converse/Chuck Taylor/All Star	85	36
Vans	1	28
Other Brand	4	16
Non Response	1	<1
Don't Know	9	19

In a case like this, the sheer number of people who can correctly identify Converse, unaided in any way, is vivid testament to its fame and to the secondary meaning of its shoe design. It is nonetheless interesting to consider what features are thought by consumers to be emblematic of Converse. The most important single identifier was the circle, mentioned by 43% of the Test Arm. A similarly large proportion referenced style/design more generally (42%). Much smaller percentages made reference to the high-top style (15%) and to the fact that the sneaker is made of canvas (12%). (Table III-2)

Respondents who identified the Vans sneaker as Converse (Control Arm) were far more likely to cite general style/design as a reason for attributing the shoe to Converse (41%) than to mention any specific features. Far smaller similar proportions mentioned the high-top design (25%) or the sole (21%), followed by a reference to canvas (14%) and the shape of the shoe (14%). The implication is that while high-top and canvas may automatically suggest Converse to a subset of consumers, other features, alone or in combination, play a more important role in calling out this sneaker design.

Table III-2: Q.2 MEAN RESPONSES BY SURVEY ARM

	Test Arm (E) Chuck Taylor All Star	Control Arm (S) Vans
(n) =	(246)	(95)
	%	%
Circle/Circle on side	43	1
Style/Design/General Appearance	42	41
High-top	15	25
Canvas/fabric/material	12	14
Sole	11	21
Toe (including shape, color, rubber, texture, etc.)	9	1
Colors/Black and White	7	7
Laces/Shoestrings	7	8
Stitching	7	11
Shape	6	14
Holes on side (Medial Grommets)	6	0
Black line around base on white part	5	2
Square box on back of sole (Heel Tab)	5	5
White around base of shoe	2	7
Square tag on tongue	0	1
Other*	17	18
Non-Response**	4	3

* Examples of "other" responses include: "because I have a pair," "they look cheap," "the way the shoe is made"

** Examples of "non-response" include: "I don't like these shoes," "running," "leave the shoe as is"

IV. Conclusions

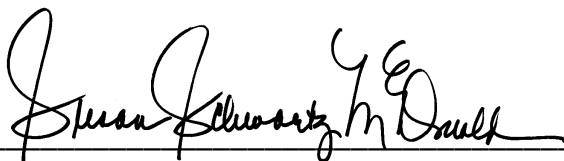
These survey findings demonstrate that the Converse Chuck Taylor All Star sneaker is deservedly, “iconic,” as suggested by the fact that the vast majority of consumers in the market (85% \pm 4%) accurately identify it by appearance alone, stripped of formal brand identifiers. Consistent with the universe definition, the survey population is demographically broad, encompassing men and women ages 14 to over 40. That level of unaided recognition from a diverse sample of commercially relevant consumers places Converse in an elite stratum of famous and distinctive apparel brands that are widely recognizable on the basis of product design.

Along with that finding comes clear evidence of secondary meaning. Although some respondents conclude that the Vans sneaker is made by Converse based on overall design (including the fact that it is a canvas high-top), the secondary meaning level for the Converse Chuck Taylor All Star reaches 49% (\pm 7%) when that noise is partialled out via subtraction. This high secondary meaning is reserved for a relatively limited number of product designs with clear secondary meaning whose impact on the market is so durable that they earn and retain very high levels of recognition, even generations after they were created.

* * * * *

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct.

Submitted by:



Susan Schwartz McDonald, Ph.D.

June 21, 2010

Date

APPENDIX A

CV of Susan Schwartz McDonald

SUSAN SCHWARTZ MCDONALD, Ph.D.

President & CEO

As President and CEO of National Analysts Worldwide, and leader of the firm's Healthcare practice, Susan Schwartz McDonald consults to clients on strategic marketing issues including demand forecasting and optimization, pricing, positioning, portfolio strategy, and brand equity assessment.

Susan is a specialist in both segmentation and the application of forecasting techniques to healthcare markets, having supported the launch of many pharmaceutical products and medical technologies in a wide range of therapeutic areas. Other categories in which she has extensive experience include OTC pharmaceuticals, consumer packaged goods, and mass media.

Susan also directs the Litigation Support practice of National Analysts Worldwide. In that context, she is frequently called upon to conduct surveys and testify as an expert in marketing and market research methodology in cases pertaining to trademark confusion and dilution, unfair advertising, and other issues under the Lanham Act.

Most of Susan's 35-year marketing career was spent at Booz•Allen Hamilton, a worldwide management and technology consulting firm, of which she was a Vice President for over five years. Her early professional years were spent as a journalist and a poet, contributing regularly to a number of major magazines and newspapers, including *National Review* and *Harper's*. Susan is also coauthor (with Alfred Goldman) of a standard text on qualitative research methods, **The Group Depth Interview: Principles and Practice** (Simon & Schuster/Prentice Hall). She lectures and writes frequently on marketing issues and market research techniques, and has contributed to medical journals as well as marketing texts. In addition to serving as a member of the Board of Directors of the Council of American Survey Organizations, Susan plays a leadership role in CASRO's Guidelines and Practices Committee (Co-chair), Marketing and Communications Committee (Co-chair), and Pharmaceutical Marketing Research Taskforce (Chair). She is also on the Board of Directors of The Wistar Institute, a non-profit biomedical research institute focusing on genetics, immunology and oncology research.

Susan holds M.A. and Ph.D. degrees from the University of Pennsylvania's Annenberg School, where she was trained in communications theory and social psychology. Her B.A. was awarded *magna cum laude*, Phi Beta Kappa, from Smith College in 1969.

SUSAN SCHWARTZ McDONALD

MARKETING PUBLICATIONS

(1999-Present)

How to Design and Implement Successful Pricing Research: Counsel and Caveats from the Trenches, presented at the Professional Pricing Society, 6th Annual Pricing Conference, Chicago, IL, October 1995; reprinted in The Journal of Professional Pricing, 13, 3, 2004.

Project Conception: Questioning Your Client/Designing the Study, presented at the CASRO Advanced Project Directors Training Conference, Philadelphia, PA, September 14, 2000.

Transforming Market Strategy into Marketing Action: An Overview of Primary Research Techniques, presented at the Healthcare Marketing & Communications Council Account Service Development Program, New York, NY, November 2001.

The Positioning Paradox: When Words Hold Ideas Captive, presented at the Pharmaceutical Marketing Research Group Fall '02 Meeting, Tysons Corner, VA, October 2002.

The Long and Winding Road: Market Research in Support of Creative Concept Development, presented at the Healthcare Marketing & Communications Council Account Service Development Program, New York, NY, October 2004 and May 2007.

Taking Care of Business: Defending Pharmaceutical Market Research against the Perils of Industry Regulation, presented at the Pharmaceutical Marketing Research Group 2006 Spring Conference, Las Vegas, NV, March 5-7, 2006.

AE Reporting in the Market Research Industry: An Update on the Still-Gathering Storm, presented at the Pharmaceutical Marketing Research Group Fall 2006 Conference, Baltimore, MD, September 10-12, 2006.

A 'Brief History of Time' in the Pharmaceutical Industry ... And a Quick Peek into the Future, presented at the Market Research Association Philadelphia Chapter Meeting, Philadelphia, PA, May 2007.

Improving Survey Efficiency: Understanding the Relationships among Standard Measures of Concept Evaluations, Polster, M., McDonald, S. & Boldry, J., poster presented at 2009 PBIRG Annual General Meeting, Phoenix, AZ, May 17-20, 2009.

Evaluation of GLP-1 Product Attributes in Treating People with Type 2 Diabetes in US: Comparing Time Trade-off and Willingness to Pay Methodologies, Zanutto, E., Conner, C., Polster, M., McDonald, S. & Hammer, M, poster presented at ISPOR 14th Annual Meeting, Orlando, FL, May 18, 2009.

SUSAN SCHWARTZ McDONALD
TESTIMONY/DEPOSITION ACTIVITY SUMMARY
(2004 - Present)

Maker's Mark Distillery, Inc., Plaintiff v. Diageo North America, Inc.;
Tequila Cuervo La Rojena S.A. DE C.V.; Casa Cuervo, S.A. DE C.V.; and
Jose Cuervo International, Inc., Defendants
U.S. District Court, Western Division of Kentucky, Louisville Division
No. 3:03-CV-93-H
Deposition on behalf of Plaintiff (October 6, 2009, Philadelphia)
Testimony on behalf of Plaintiff (November 4 & 13, 2009, Louisville)

Graceway Pharmaceuticals, LLC, and Chester Valley Pharmaceuticals, LLC, Plaintiffs v.
River's Edge Pharmaceuticals, LLC, Defendant
U.S. District Court, Northern District of Georgia, Gainesville Division
Deposition on behalf of Defendant (December 9, 2008, Atlanta)

Pedinol Pharmacal, Inc., Plaintiff v. Rising Pharmaceuticals, Inc., Defendant
U.S. District Court, Eastern District of New York
No. CV-06-02120-LDW-AKT
Deposition on behalf of Defendant (October 26, 2007, Philadelphia)

The Sugar Association, Inc., Plaintiff v. McNeil-PPC Inc., McNeil Nutritionals, LLC, Defendants
U.S. District Court, Central District of California, Western Division
No. CV 04-10077 DSF (RZ)
Deposition on behalf of Defendants (October 5, 2007, New York)

Mendoza et al, Plaintiff v. Cingular Wireless LLC et al, Defendant and
Meoli et al, Plaintiff v. AT&T Wireless PCS, LLC, Defendant
Superior Court of California, County of Alameda
No. 4332
Deposition on behalf of Defendants (September 24, 2007, Philadelphia)

Merisant Company, Plaintiff v. McNeil Nutritional LLC and McNeil PPC Inc., Defendants
U.S. District Court, District of Pennsylvania
No. CIV 04CV5504
Deposition on behalf of Defendants (October 26, 2006, New York)
Testimony on behalf of Defendants (May 7 & 8, 2007, Philadelphia)

Solvay Pharmaceuticals, Inc., Plaintiff v. Ethex Corporation, KV Pharmaceutical Company,
Defendants
U.S. District Court, District of Minnesota
No. 03-2836 JRT/RLN
Deposition on behalf of Defendants (February 23, 2006, Philadelphia)
Testimony on behalf of Defendants (February 22 & 26, 2007, Minneapolis)

AstraZeneca L.P., Plaintiff v. Tap Pharmaceutical Products, Inc., Defendant
U.S. District Court for the District of Delaware
No. 04-1332 (KAJ)
Deposition on behalf of Defendant (November 1, 2005, Philadelphia)

Continued . . .

ZonePerfect Nutrition Company, Plaintiff v. Hershey Foods Corporation, Hershey Chocolate & Confectionery Corporation, Barry D. Sears, and Zone Labs, Inc., Defendants
ZonePerfect Nutrition Company, Plaintiff v. Hershey Foods Corporation, Hershey Chocolate & Confectionery Corporation, Barry D. Sears, and Zone Labs, Inc., Defendants
U.S. District Court for the District of Massachusetts
Civil Action No. 04-10760-RGS
Deposition on behalf of Plaintiff (June 25, 2004, New York)

Edge Wireless, LLC, Plaintiff v. U.S. Cellular Corporation, Defendant
U.S. District Court for the District of Oregon
No. CV-03-1362 AA
Deposition on behalf of Defendant (April 14, 2004, Philadelphia)
Testimony (May 20, 2004, Eugene, OR)

APPENDIX B

List of Mall Locations

LIST OF MALL LOCATIONS

1. Chicago
Hawthorn Center
429 Hawthorn Center
Vermont Hill, IL 60061
847-816-1237, 847-816-3117 Fax
2. Oklahoma City
Central Mall
200 C Ave. #109
Lawton, OK 73501
580-353-5571, 580-353-7491 Fax
3. St. Louis Metro
South County Mall
382 South County Center Way
St. Louis, MO 63129
314-845-2002, 314-845-6254 Fax
4. Omaha
Westroads Shopping Mall
10000 CALIFORNIA ST #3234
Omaha, NE 68114
402-397-3900, 402-397-3901 Fax
5. Cleveland Metro
Great Northern Mall
903 Great Northern Mall
North Olmsted, OH 44070
440-979-0200, 440-979-1163 Fax
6. Philadelphia
Oxford Valley
2300 E. Lincoln Hwy #108
Langhorne, PA 19047
215-752-3038, 215-752-3058 Fax
7. New York
Palisades Center
1000 Palisades Center Drive #C 402 4th FL
West Nyack, NY 10994
845-348-6201, 845-348-6204 Fax
8. Boston Metro
Dartmouth Mall
81 Dartmouth Mall
Dartmouth, MA 02747
508-990-4780, 508-990-4784 Fax
9. Trumbull
Westfield Shopping Town
5065 Main Street #1138l
Trumbull, CT 06611
203-373-9391, 203-371-4257 Fax
10. Ft Worth Metro
Ridgmar Mall
2046 Green Oaks Road
Ft. Worth, TX 76116
817-731-7778, 817-731-7779 Fax
11. Texarkana/Shreveport
Central Mall
3100 HWY 365 #182
Port Arthur, TX 77642
409-722-6052, 409-722-6660 Fax
12. Charlotte Metro
Northlake Mall
6801 Northlake Mall Drive, Ste. 248
Charlotte, NC 28216
704-295-1755, 704-295-1745 Fax
13. Atlanta
Perimeter Mall
4400 Ashford Dunwoody Rd, #2670
Atlanta, GA 30346
770-804-2260, 770-804-2262 Fax
14. Orlando
Lakeshore Mall
901 Hwy 27 North #41
Sebring, FL 33870
863-382-4558, 863-382-4313 Fax
15. Phoenix
Arrowhead Mall
7700 W Arrowhead Towne Centre
#2246
623-776-9477, 623-776-9733 Fax
16. San Francisco
Great Mall
308 Great Mall Drive
Milpitas, CA 95035
408-719-9800, 408-719-9820 Fax
17. Los Angeles
Antelope Valley Mall
1233 Rancho Vista Blvd #701
Palmdale, CA 93551
661-575-0777, 661-575-0804 Fax
18. Denver Metro
Colorado Mills Mall
14500 West Colfax, Suite 438
Lakewood, CO 80401
303-279-2199, 303-279-2818 Fax

LIST OF MALL LOCATIONS (Continued)

19. San Diego Metro
The Promenade Mall
40820 Winchester Road, Ste. 2292
Temecula, CA 92591
951-296-0606, 951-296-0605 Fax

APPENDIX C

Survey Materials

(Mall Screener, Programmed Screener and Questionnaire)

CONSUMER SURVEY
– Mall Intercept Screener –
[Completed on Paper by Field Personnel]

(INTERVIEWER – READ TO RESPONDENT) Hello, my name is _____ and we are conducting a short survey today. May I ask you just a few questions to determine if you are eligible to participate?

(IF RESPONDENT DOES NOT SPEAK ENGLISH, TERMINATE NOW. READ THE FOLLOWING QUESTIONS TO RESPONDENTS AND RECORD RESULTS)

RECORD GENDER BY OBSERVATION:

<input type="radio"/>	Male
<input type="radio"/>	Female

S1. Are you: **(INTERVIEWER – READ ALL CHOICES BEFORE ACCEPTING AN ANSWER)**

<input type="radio"/>	Below the age of 14,
<input type="radio"/>	Age 14 to 20,
<input type="radio"/>	Age 21 to 30,
<input type="radio"/>	Age 31 to 40, or
<input type="radio"/>	Over the age of 40?

[INTERVIEWER – IF “BELOW THE AGE OF 14,” TERMINATE. ELSE, CHECK QUOTAS AND CONTINUE]

S2. **(INTERVIEWER – READ TO RESPONDENT)** In the past six months, which of the following products, if any, have you purchased either for yourself, or for someone else, or had purchased for you.

(INTERVIEWER – READ EACH ITEM, AND WAIT FOR A RESPONSE BEFORE CONTINUING TO THE NEXT ITEM)

	Yes	No
Outerwear like a coat, or jacket?	<input type="radio"/>	<input type="radio"/>
A handbag or fashionable backpack?	<input type="radio"/>	<input type="radio"/>
Portable MP3 player?	<input type="radio"/>	<input type="radio"/>
Stylish or fashionable sneakers, NOT sneakers worn just for athletics or comfort?	<input type="radio"/>	<input type="radio"/>

[INTERVIEWER: IF “SNEAKERS” IS NO ASK S3, IF “SNEAKERS” IS YES SKIP TO S4]

S3. **(INTERVIEWER – READ TO RESPONDENT)** In the next six months, which of the following products do you expect to purchase either for yourself, or for someone else, or have purchased for you.

(INTERVIEWER – READ EACH ITEM, AND WAIT FOR A RESPONSE BEFORE CONTINUING TO THE NEXT ITEM.)

	Yes	No
Outerwear like a coat, or jacket?	<input type="radio"/>	<input type="radio"/>
A handbag or fashionable backpack?	<input type="radio"/>	<input type="radio"/>
Portable MP3 player?	<input type="radio"/>	<input type="radio"/>
Stylish or fashionable sneakers, NOT sneakers worn just for athletics or comfort?	<input type="radio"/>	<input type="radio"/>

[INTERVIEWER: IF “SNEAKERS” IS NO TERMINATE]

S4. **(INTERVIEWER – READ TO RESPONDENT)** Do you or does anyone in your household currently work for:
(INTERVIEWER: READ EACH ITEM, AND WAIT FOR A RESPONSE BEFORE CONTINUING TO THE NEXT ITEM.)

	Yes	No
A newspaper, radio or TV station?	<input type="radio"/>	<input type="radio"/>
An advertising agency, law firm or marketing research firm?	<input type="radio"/>	<input type="radio"/>
A company that manufactures apparel?	<input type="radio"/>	<input type="radio"/>

[INTERVIEWER – IF “YES” SELECTED FOR ANY ITEM IN S4, TERMINATE]

S5. **(INTERVIEWER – READ TO RESPONDENT)** Do you usually wear eyeglasses or contact lenses when reading?

<input type="radio"/>	Yes
<input type="radio"/>	No

[INTERVIEWER – IF “YES,” ASK S6]

S6. **(INTERVIEWER – READ TO RESPONDENT)** Do you have your contacts or glasses available with you today to view some pictures? **(DO NOT READ TO RESPONDENT, SELECT ONE)**

<input type="radio"/>	Respondent has glasses/contacts and has them ready for use now
<input type="radio"/>	Respondent does not have glasses/contacts available now (or refuses/unable to use them)

[INTERVIEWER – IF “Respondent has glasses/contacts but refuses to wear them” OR “Respondent does not have glasses/contacts available now” TERMINATE]

S7. (INTERVIEWER – READ TO RESPONDENT) Are you comfortable using a computer for basic activities?
(SELECT ONE):

<input type="radio"/>	Yes
<input type="radio"/>	No

[INTERVIEWER – IF “NO,” TERMINATE]

S8. (INTERVIEWER – READ TO RESPONDENT) Are you a permanent resident of the United States?

<input type="radio"/>	Yes
<input type="radio"/>	No

[INTERVIEWER – IF “NO,” TERMINATE]

Invitation: (IF RESPONDENT ANSWERS ALL SCREENER ITEMS WITHOUT TERMINATING, EXTEND THE FOLLOWING INVITATION)

You have qualified to participate in our survey. Participation will take approximately five minutes, and you will receive \$_____ in return for your time and interest. Are you willing to participate?

PROPOSED QUOTAS

		SURVEY ARM			
		Test Group ARM “E”		Control Group ARM “S”	
		Male	Female	Male	Female
Respondent Age	14 – 20	9%	9%	9%	9%
	21 - 30	6%	6%	6%	6%
	31 - 40	6%	6%	6%	6%
	Over 40	4%	4%	4%	4%
TOTALS		25%	25%	25%	25%

CONSUMER SURVEY

– Electronic Screener Capture –
[To be entered by Field Personnel]

INTERVIEWER: PLEASE ENTER USERNAME AND PASSWORD AS IT APPEARS ON THE LAST PAGE OF PAPER SCREENER. THEN CLICK “START SURVEY” TO BEGIN.

Username	
Password	

INTERVIEWER READ TO RESPONDENT:

Thank you for participating in our short consumer product survey. This will take only a few minutes of your time and you will be entering answers directly into the computer. Before we get started though, I need to collect some contact information from you.

Let me assure you that all data you provide will be regarded confidentially, and will not be released to any outside parties. No one will try to sell you anything as a result of your survey participation. We require this information for our records.

INTERVIEWER – CAPTURE NAME, ADDRESS AND TELEPHONE BELOW AND PROCEED TO S1 BY CLICKING ON THE “FORWARD” BUTTON. IF RESPONDENT WILL NOT SUPPLY CONTACT INFORMATION, HE/SHE IS INELIGIBLE FOR PARTICIPATION.

Name: _____

Address: _____

City, State, ZIP: _____

Telephone #: _____

INTERVIEWER – ENTER YOUR INITIALS HERE: _____

SUPERVISOR – ENTER SUPERVISOR VALIDATION CODE HERE: _____

[PROGRAMMER: THERE MUST BE A VALID SUPERVISOR CODE AND FULL CONTACT INFORMATION ENTERED. DISPLAY POP-UP BOX IF INCOMPLETE CONTACT INFORMATION IS SUPPLIED OR NO SUPERVISOR CODE HAS BEEN ENTERED:

“Respondent must supply ALL contact information, and a valid supervisor code must be supplied. If you have missed a field and wish to complete it now, click “Cancel.” If respondent is unwilling to supply complete contact information or a supervisor is unavailable, click “OK.”

PROGRAMMER: IF “OK” IS SELECTED, TERMINATE INTERVIEW

INTERVIEWER – READ TO RESPONDENT:

Now, I need to enter the responses you provided earlier during screening. This will only take a moment and then I will turn the computer over to you to complete the remainder of the survey.

RECORD GENDER BY OBSERVATION:

<input type="radio"/>	Male
<input type="radio"/>	Female

INTERVIEWER: ENTER ANSWERS FROM SCREENING FORM

S1. Are you:

<input type="radio"/>	Below the age of 14,
<input type="radio"/>	Age 14 to 20,
<input type="radio"/>	Age 21 to 30,
<input type="radio"/>	Age 31 to 40, or
<input type="radio"/>	Over the age of 40?

[PROGRAMMER – IF “BELOW THE AGE OF 14,” TERMINATE]

INTERVIEWER: ENTER ANSWERS FROM SCREENING FORM

S2. In the past six months, which of the following products, if any, have you purchased either for yourself, or for someone else, or had purchased for you?

	Yes	No
Outerwear like a coat, or jacket?	<input type="radio"/>	<input type="radio"/>
A handbag or fashionable backpack?	<input type="radio"/>	<input type="radio"/>
Portable MP3 player?	<input type="radio"/>	<input type="radio"/>
Stylish or fashionable sneakers, NOT sneakers worn just for athletics or comfort?	<input type="radio"/>	<input type="radio"/>

[PROGRAMMER: IF "SNEAKERS" IS NO ASK S3, IF "SNEAKERS" IS YES SKIP TO S4]

INTERVIEWER: ENTER ANSWERS FROM SCREENING FORM

S3. In the next six months, which of the following products do you expect to purchase either for yourself, or for someone else, or have purchased for you?

	Yes	No
Outerwear like a coat, or jacket?	<input type="radio"/>	<input type="radio"/>
A handbag or fashionable backpack?	<input type="radio"/>	<input type="radio"/>
Portable MP3 player?	<input type="radio"/>	<input type="radio"/>
Stylish or fashionable sneakers, NOT sneakers worn just for athletics or comfort?	<input type="radio"/>	<input type="radio"/>

[PROGRAMMER: IF "SNEAKERS" IS NO TERMINATE]

INTERVIEWER: ENTER ANSWERS FROM SCREENING FORM

S4. Do you or does anyone in your household currently work for:

	Yes	No
A newspaper, radio or TV station?	<input type="radio"/>	<input type="radio"/>
An advertising agency, law firm or marketing research firm?	<input type="radio"/>	<input type="radio"/>
A company that manufactures apparel?	<input type="radio"/>	<input type="radio"/>

[PROGRAMMER – IF “YES” SELECTED FOR ANY ITEM IN S4, TERMINATE]

INTERVIEWER: ENTER ANSWERS FROM SCREENING FORM

S5. Do you usually wear eyeglasses or contact lenses when reading?

<input type="radio"/>	Yes
<input type="radio"/>	No

[PROGRAMMER – IF “YES,” ASK S6]

INTERVIEWER: ENTER ANSWERS FROM SCREENING FORM

S6. Do you have your contacts or glasses available with you today to view some pictures?

<input type="radio"/>	Respondent has glasses/contacts and has them ready for use now
<input type="radio"/>	Respondent does not have glasses/contacts available now (or refuses/unable to use them)

[PROGRAMMER – IF “Respondent has glasses/contacts but refuses to wear them” OR “Respondent does not have glasses/contacts available now” TERMINATE]

INTERVIEWER: ENTER ANSWERS FROM SCREENING FORM

S7. Are you comfortable using a computer for basic activities?

<input type="radio"/>	Yes
<input type="radio"/>	No

[PROGRAMMER – IF “NO,” TERMINATE]

INTERVIEWER: ENTER ANSWERS FROM SCREENING FORM

S8. Are you a permanent resident of the United States?

<input type="radio"/>	Yes
<input type="radio"/>	No

[PROGRAMMER – IF “NO,” TERMINATE]

INTERVIEWER READ TO RESPONDENT:

Please have a seat and let's make sure you're set to go. Simply follow the instructions on each screen. If you have any problems, I'll be standing by.


INTERVIEWER – CLICK “FORWARD” AND ALLOW RESPONDENT TO SIT AT THE COMPUTER AND ENTER THE REMAINDER OF THE SURVEY ON THEIR OWN.

CONSUMER SURVEY

– Main Survey –

On the next few screens, you will see a single pair of sneakers with all of the labels removed. They have been photographed from several angles so that you can see what they look like on all sides. Please look at all of the photos carefully. When you're done, please click on the "forward" button to move to the next screen. Please click "forward" to begin.

PROGRAMMER: IMAGES WILL BE DISPLAYED ONE PER SCREEN, LARGE ENOUGH SO THAT IT TAKES UP THE MAJORITY OF A STANDARD SIZED SCREEN

	ARM E:	ARM S:
SCREEN 1		
SCREEN 2		
SCREEN 3		
SCREEN 4		



1. First, which company or brand do you think puts out the sneakers that are shown above? Please type in the name of the company/brand or, if you don't know, you may click on "Don't Know."

Don't know

[PROGRAMMER: ALLOW UNLIMITED CHARACTERS. IF NO TEXT IS ENTERED AND "DON'T KNOW" IS NOT SELECTED, DISPLAY THE FOLLOWING ERROR MESSAGE: Please provide a response in the box or select "Don't Know."]

IF "DON'T KNOW" SELECTED AND TEXT IS ENTERED, DISPLAY FOLLOWING ERROR MESSAGE: You have given us a text answer and entered "Don't Know." If you have entered a company or brand in the text box, please click again to uncheck "Don't Know."

IF "DON'T KNOW" SELECTED, SKIP TO Q3

DISPLAY IF ANSWER TYPED IN Q.1



2. Describe as best you can which design features of this sneaker lead you to think that it is put out by the company or brand you just named. Please give a complete answer. You can write as much as you like – the answer box will expand as you type.

[PROGRAMMER: ALLOW UNLIMITED CHARACTERS. IF NO TEXT IS ENTERED DISPLAY THE FOLLOWING ERROR MESSAGE: Please provide a response in the box.]



3. Which company or brand do you think was the originator of this sneaker design? Please type in the name of the company or brand. If you don't know, you may click on "Don't Know."

Don't know

[PROGRAMMER: ALLOW UNLIMITED CHARACTERS. IF NO TEXT IS ENTERED AND "DON'T KNOW" IS NOT SELECTED, DISPLAY THE FOLLOWING ERROR MESSAGE: Please provide a response in the box or select "Don't Know."]

IF "DON'T KNOW" ENTERED, GO TO THANK YOU SCREEN



4. Finally, even if you have listed them before, please describe as best you can what design features of this sneaker cause you to think that this company or brand is the originator of the sneaker design on your screen.

[PROGRAMMER: ALLOW UNLIMITED CHARACTERS. IF NO TEXT IS ENTERED DISPLAY THE FOLLOWING ERROR MESSAGE: Please provide a response in the box.]

These are all of the questions we have for you today. Thank you very much.

Please note: you will receive a phone call within the next several days to confirm your participation in this research. This is just a quality control measure, and is not an attempt to sell you anything.

Thanks again for your time.

Please click the forward button to complete the interview.

APPENDIX D

Stimulus Materials

TEST SNEAKER



TEST SNEAKER (Continued)



Test Sneaker (Continued)



Test Sneaker (Continued)



CONTROL SNEAKER



CONTROL SNEAKER (Continued)



CONTROL SNEAKER (Continued)



CONTROL SNEAKER (Continued)



APPENDIX E

Interviewer Manual

NATIONAL ANALYSTS WORLDWIDE, INC.
Philadelphia, PA

PRIVILEGED AND CONFIDENTIAL

Study #138
Spring 2010

**CONSUMER PRODUCT SURVEY
FIELD INSTRUCTION MANUAL**

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OVERALL OBJECTIVE

The purpose of this study is to obtain consumer opinions about sneaker styles.

MATERIALS

You have been sent the following items via Federal Express:

150 screener copies

The following materials have been sent via email:

this manual
a list of training usernames and passwords

If any of these items have not arrived, please notify Bob Farley at National Analysts Worldwide immediately. My contact information is on the last page of this document.

OVERVIEW

This interview is estimated to be 5-10 minutes in length. The overall flow of the recruit/interview process will be as follows:

Respondents are to be recruited by mall intercept, using a paper screener. Eligible respondents will be taken to the interviewing area. An interviewer will transcribe the respondent's screening data from paper to a programmed survey instrument. After transcription of the screening data, the respondent will complete a self-administered computer-based survey.

Your firm will be responsible for completing 37 interviews, as follows:

Facility: C&C Marketing Research, Perimeter Mall, Atlanta

		Males to Interview	Females to Interview
Respondent Age	14 - 20	6	6
	21 - 30	5	4
	31 - 40	5	5
	Over 40	3	3
	Total	19	18

STUDY PREPARATION

Please have your interviewers go through the survey several times before conducting any actual interviews, to become familiar with the types of questions and instructions. You may use the username/passwords labeled “FOR TRAINING PURPOSES ONLY” for this purpose.

Prior to interviewing, be sure that the following items have been prepared:

Respondent incentives -- Respondents will be given cash for their participation in the study. Please be careful when handling incentive funds. Take all necessary precautions to insure these funds are not lost or stolen. Do not have available more cash than is actually needed.

Interviewing materials -- Be sure to have all necessary materials at hand before interviewing begins. Interviewers must be familiar with all materials before completing any screenings or interviews. Pay particular attention to the interviewing instructions provided on the paper screener and on the computer screens. These instructions are usually bolded and capitalized.

Computer and interviewing location --This is a computer-assisted interview. There must be an internet-connected computer in the interviewing area. The interview should take place in a private location off the mall where the survey can be completed without distraction.

MALL SCREENING PROCEDURES

In the mall, interviewers will be sight-screening for respondents who may fit the eligibility profile for this study described on the previous page. Screening must be conducted using the screeners supplied by National Analysts Worldwide.

When recruiting, interviewers are to approach every person passing their location who appears to be 14 years of age or older. Interviewers are not to select respondents on the basis of their appearance, demeanor or willingness to be interviewed. If the person contacted is accompanied by someone else or is in a group, only one person from that group is to be interviewed.

While mall screening, interviewers are to ask each prospective respondent questions S1 through S8 and record the results of each screening question.

Interviewers must not “help” the respondent with their answers, or provide any interpretation of any screener or survey question. Should a respondent ask for a clarification the answer should be, “Whatever this question means to you.”

ALL INFORMATION GATHERED BY INTERVIEWERS IS COMPLETELY CONFIDENTIAL AND MUST NEVER BE REPEATED TO ANYONE.

All screening forms are to be retained and returned to National Analysts Worldwide at the conclusion of this project.

To qualify for the interview, a respondent must:

- Be aged 14 or older
- In the last six months, have purchased or have had purchased for them stylish or fashionable sneakers (NOT sneakers worn just for athletics or comfort) OR plan to do so within the next six months
- Not work in (or have a household member work in) newspaper, radio or TV, advertising, law, marketing research, or for a company manufacturing apparel
- Have corrective eyewear available, if needed
- Be comfortable using a computer for basic activities
- Be a permanent resident of the US
- Supply a name, address and telephone number

Respondents giving a terminating response during the screening process are simply thanked for their time and dismissed. Eligible respondents are to be escorted back to your facility to be interviewed.

SETTING UP EACH INTERVIEW

The interviewer must take these next steps:

1. Access the survey website. The link to the survey is:
www.naquest.com/QuexC138.asp
2. Log in by entering a username and password in order to commence the survey. The correct username and password to use are on the label affixed to the front page of the screener.
3. Ensure the screen in which the survey appears is maximized. This can be accomplished by clicking on the “box” icon at the top right of the screen.
4. Enter the screening information from the paper document and record the respondent’s personal contact information. ***If the respondent is unwilling to supply a full set of name, address and telephone information, then that respondent is not permitted to participate.***
5. Once this is done, the interviewer is to enter his/her initials.

6. The Facility Supervisor should be called to the interviewing area, to enter a Validation Code in the appropriate space.
7. Click the “Forward” button. A survey introduction screen will be displayed:

On the next few screens, you will see a single pair of sneakers with all of the labels removed. They have been photographed from several angles so that you can see what they look like on all sides. Please look at all of the photos carefully. You may need to scroll your screen to view an entire picture or screen; if so, use the scroll bars located at the bottom and right sides of the screen. When you’re done, please click on the “forward” button to move to the next screen.

Now, please click the “forward” button at the bottom of the page to begin.

8. Invite the respondent to sit down at the computer.

MONITORING THE INTERVIEW

Note that this is a self-administered interview. Once the interviewer has accessed the survey and entered the respondents’ screening and contact information, operation of the interview is to be turned over to the respondent. At no point is the interviewer permitted to enter questionnaire data onto the computer, but the interviewer must remain present to observe the respondent throughout the interview. Do not hover or look over the respondent’s shoulder at the screen.

If the size of the screen being used requires the respondent to scroll the computer window to see an entire picture or survey item, be sure to instruct the respondent to use the scroll bars on the bottom and right sides of the screen.

After the interview, be sure to thank the respondent for his or her cooperation, and ascertain that the respondent has received an honorarium. Click the “Stop” button to exit the interview.

KEY QUALITY CONTROL CHECKS

- There is a completed paper screener matching each electronic interview.
- The screening data recorded matches the paper screener exactly.
- Complete and correct personal contact information is recorded for each respondent.

REPORTING

Although we will be able to track your progress remotely, I would like to hear from you on a regular basis with updates. You may also email or fax updates to me at 215-496-6802.

SHIPMENTS

You should send the paper screeners and any other study-associated materials to National Analysts at the conclusion of data collection. Use the following address:

BOB FARLEY
NATIONAL ANALYSTS WORLDWIDE, INC.
1835 MARKET ST, FLOOR 25
PHILADELPHIA PA 19103.

SCHEDULE

Screening and interviewing is to be conducted between April 8th and 15th, 2010.

Please call me at 215-496-6937 or 215-880-0899 to confirm that you have reviewed all of the interviewing materials. You may also reach me by e-mail at bfarley@nationalanalysts.com Do not hesitate to call if you have any questions.

Thanks for accepting this assignment.

APPENDIX F

Open-ended Response Codes and Verbatims

Open-Ended Response Codes

Codes for Q1/Q3	Codes for Q2/Q4
1 Converse/Chuck Taylor/Chucks/AllStar	1 Circle/Circle on side
2 Vans	2 Hightop
3 Other Brand	3 Colors/Black and White
4 Non-Response	4 Toe Shape
[Hatched Area]	5 Toe Color
	6 Rubber Toe (Toe Cap)
	7 Toe Texture/Toe Ruffle (Toe Bumper)
	8 Toe other
	9 Laces/Shoestrings
	10 Holes on side (Medial Grommets)
	11 Shape
	12 Style/Design
	13 Sole
	14 Stitching
	15 Canvas/fabric/material
	16 Square box on back of sole (Heel Tab)
	17 Square tag on tongue
	18 Other
	19 Non-Response
	20 Black line around base/black line on white part
	21 White around base of shoe

RespID	Codes				Q1. First, which company or brand do you think puts out the sneakers that are shown above? Please type in the name of the company/brand or, if you don't know, you may click on "Don't Know."	Q2. Describe as best you can which design features of this sneaker lead you to think that it is put out by the company or brand you just named.	Q3. Which company or brand do you think was the originator of this sneaker design? Please type in the name of the company or brand.	Q4. Finally, please describe as best you can what design features of this sneaker cause you to think that this company or brand is the originator of the sneaker design on your screen.
	Q1	Q2	Q3	Q4				
1010004	DK		3	9,18			Nike	the shoe laces and the lip of the shoe
1010005	1	12,13,15			CONVERSE	I THINK THEY ARE CONVERSE BECAUSE OF THE STYLE OF SHOE THEY ARE. THY HAVE THIN MATERIAL AND THE SOLE OF THE SHOW AND JUST THE SHOE IN GENERAL LOOK LIKE CONVERSE		
1010006	1	12			CONVERSE	THE ENTIRE SHOW LOOKS LIKE CONVERSE ALL STAR		
1010007	1	1,10			All Star	The silver rings on the side. The white on the side.		
1010008	1	11,12			CONVERSE	THE SHAPE AND THE STYLE		
1010009	1	1,9,16			All-Star Converse	the square on the back of the shoes that usually say all-star. They shoe also has the circle on the show. The laces also look the same material as the converse brand.		
1010010	1	1			COVerse	the circle on the side of the shoe		
1010011	1	1			All star converse	The white circle on the side of it.		
1010012	3	3,12			addidas	the format of the shoe, and the colors that are mixed		
1010013	1	21			i'm not sure, maybe it's a copy of the all star	all the white stuff on the botom		
1010014	1	12,14,21			maybe converse	the white rubber trim plus the stitching and the style.		
1010015	2	12			VANS	SIDEVEIW OF THE SNEAKER		
1010016	1	12,15			converse	The style and look of the shoe is what leads me to believe this is converse. With the loose fabric type.		
1010017	1	13			converse all stars	the soles		
1010018	1	20			CONVERSE	THE BLACK LINE ON THE RUBBER SOLE GOING ALL AROUND THE SHOE.		
1010019	DK		DK					

RespID	Codes				Q1. First, which company or brand do you think puts out the sneakers that are shown above? Please type in the name of the company/brand or, if you don't know, you may click on "Don't Know."	Q2. Describe as best you can which design features of this sneaker lead you to think that it is put out by the company or brand you just named.	Q3. Which company or brand do you think was the originator of this sneaker design? Please type in the name of the company or brand.	Q4. Finally, please describe as best you can what design features of this sneaker cause you to think that this company or brand is the originator of the sneaker design on your screen.
	Q1	Q2	Q3	Q4				
1010020	1	1,2			All Star Converse	The fact that it's a high top, and the give away is the blank white circle near the laces.		
1010021	DK		DK					
1010022	1	19			convers	because i love the convers brand of sneakers		
1010023	1	12			CONVERSE	THE WAY THE SHOE IS MADE		
1010024	3	13,15			keds	Because it has a thick rubber sole.It is canvas and not leather.		
1010025	2	12			Van	I say that because of the way the back and sides look.		
1010026	1	1,6			Converse All Star	Because of the rubber on top of the toe.The circle on the side of the shoe.		
1010027	2	14			van	I say that because of the lines on the shoes.		
1010028	4	1			I say that because of the circle on the side.	I said converse because of the circle on the side.		
1010029	1	1,2,15			Converse	The circle on the side view, the high top shape and fabric of the shoe		
1010030	1	12			converse	style		
1010031	2	13			Vans	the sole has a cut off on the side		
1010032	1	1,12,16			Converse All Star	The type of shoe, the circle on the side where the logo would be, and the back of the shoe by the bottom where the logo would be too.		
1010034	1	12			converse	The look and style		
1010035	DK		DK					
1010036	DK		3	12,18			CERTanilyit is some generic co. these look really cheap	they way they look, they have no support
1010037	2	4,21			Van	Because of the rounded toe. The thick rubber going all around teh sneaker.		
1010038	3	1,15,18			keds	the 2 circles on the sides and the front view remind be of a keds shoe. also because it is canvas, not leather.		
1010039	1	1,2,12			All-Star	It's the white circle on the top of the high top, and just the overall style.		

RespID	Codes				Q1. First, which company or brand do you think puts out the sneakers that are shown above? Please type in the name of the company/brand or, if you don't know, you may click on "Don't Know."	Q2. Describe as best you can which design features of this sneaker lead you to think that it is put out by the company or brand you just named.	Q3. Which company or brand do you think was the originator of this sneaker design? Please type in the name of the company or brand.	Q4. Finally, please describe as best you can what design features of this sneaker cause you to think that this company or brand is the originator of the sneaker design on your screen.
	Q1	Q2	Q3	Q4				
1010040	1	12,18			CONVERSE	THE CHUCK TAYLOR CONVERSE DESIGN HAS BEEN AROUND FOR YEARS AND I CURRENTLY OWN 1 PAIR		
1020002	1	12,18			they are converse	because it looks like the very first all star shoes that i used to own.		
1020003	1	1,15			CHUCK TAILERS AND CONVERSE	THE TOP CIRCLE AND THE THIN LETTER OF THE SHOES.		
1020004	1	9,18			THEY LOOK MORE LIKE CONVERSE	THE SHOE STRINGS, THE FRONT PART		
1020007	1,2	3,13,12			VANS OR CONVERSE	ITS LIKE AN OLDER BASKETBALL STYLE SHOE. THE COLOR AND THE SOLE OF THE SHOE.		
1020009	3	13,18			kid kicks	because kids are usually wearing shoes like this with the whole sole on the side		
1020011	1	12			CONVERSE	DESIGN		
1020013	2	18			VANS	THE THINNESS OF THE SHOE		
1020015	1	12			CONVERSE	BECAUSE OF THE STYLE		
1020016	3	15,18			NO BOUNDARY	THE MATERIAL OF THE SHOE AND THINNESS OF THE SHOE		
1020020	1	7,18			CHUCK TAYLOR	BECAUSE OF THE WHITE RUFFLE ON THE TOE OF THE SHOE AND THE BLACK LININGS.		
1020022	1	1			CONVERSE AND OR CHUCK TAYLOR	THE LITTLE CIRCLE ON THE OUTER PART OF THE SHOE.		
1020023	1	9,12			CONVERSE	THE WAY THEY ARE LACED ON THE SHOE AND THE WAY THEY LOOK.		
1020024	1	9,12,13,15,18,21			CONVERSE	THE CLOTH. THE LOOK OF THEM. THE TONGUE, THE SOLE, THE SHOESTRINGS, THE BASE OF THE SHOE.		
1020027	DK		DK					
1020032	1	7,10			CHUCK TAILER	THE HOLES ON THE SIDE OF THE SHOES AND THE TEXTURE OF THE FRONT.		

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	Q1	Q2	Q3	Q4				
1020084	1	1,9,10,21			CONVERSE	THE BASE OF THE SHOE, THE CIRCLE ON THE SIDE OF THE SHOE, THE HOLES ON THE SIDE OF THE SHOE, THE SHOESTRINGS.		
1020091	2	9,18			VANS	THE SHOE STRUCTURE. THE LINING OF THE SHOE. THE SHOE MATCHING STRINGS.		
1020092	1	1,16,20			converse	The circle on the side of the shoe. the line on the base of the shoe. and the box on the back of the shoe		
1020093	1	2,12			converse	because of the designs like with the high tops		
1020094	1	12			converse	because of the style		
1020095	2	12			vans shoes	the lower bottom part of the shoe makes me think that they are vans.		
1020096	DK		DK					
1020097	1	12,15			CONVERSE	THE FRONT TO THE END LOOKS JUST LIKE THEM AND THE LEATHER MATERIAL.		
1020101	2	11,12			VANS	BECAUSE OF THE SHAPE AND THE WHERE THEY LOOK.		
1020103	2	12			THEY ARE VANS.	THE WHOLE STRUCTURE. THEY JUST REMIND ME OF VANS.		
1020107	3	12			SKETCHERS	THEY ARE SIMPLE SHOES		
1030107	1	2,15			converse	they just look like converse with the canvas that goes up the ankle		
1030108	1	1,12			CONVERSE	THE STYLE AND THE CIRCLE WHERE THE LOGO WOULD BE ON THE ANKLE		
1030109	DK		DK					
1030110	1	1,11,12			CONVERSE ALL STAR	THE STYLE AND THE CUT. THE ROUND CIRCLE ON THE SHOE		
1030111	1	3,15			CONVERSE I THINK	THE MATERIAL OF THE SHOE AND THE COLOR DESIGN		
1030112	1	12			CONVERSE CHUCK TAYLOR	THE STYLE		
1030114	DK		DK					

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	Q1	Q2	Q3	Q4				
1030115	1	11,12			CONVERSC	bECAUSE THE WAY THEY LOOK AND THERE SHAPED		
1030116	1	2,3			CONVERSE	The high top design with the white and black colors		
1030117	1	12			CONVERSE	THE THIN SIDES AND WAY THEY LOOK		
1030118	DK		DK					
1030119	1	12			converse	they look like them		
1030120	3	19			STAR	I THINK THESE ARE SOLD AT KMART		
1030121	1	12			converse	they look the same as they did from years ago		
1030122	DK		DK					
1030124	DK		DK					
1030125	DK		DK					
1030126	1	2,3			converse all star	it looks like them with the ankle height and color		
1030127	1	3,12			converse	the black and white the overall design		
1030128	DK		DK					
1030129	1	2,5,18			converse	they have been around forever and they look like that high ankle and white toe part		
1030130	DK		DK					
1030131	DK		DK					
1030132	1	3,13,15			converse	the rubber sole,colors,canvas		
1030133	DK		DK					
1030134	1	6,15			converse	the big white toe and canvas body		
1030135	DK		DK					

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	Q1	Q2	Q3	Q4				
1030136	1	1,6,20			Converse	the circle above the heel, the stripe along the sole, and the rubber toe		
1030137	1	1,9			CONVERSE	THE CIRCLES AT THE BASE OF THE SHOE AND THE SHOE STRINGS		
1030138	1	2,9,12,21			CONVERSE	THE STYLE. WHITE BOTTOMS AND HIGH TOP LACES		
1030139	1	19			CONVERSE	I THINK THES R A 60S AND 70 BRAND OF SHOES THAT THAY MAD UP TO DATE		
1040001	1	2,21			converse	i think these shoes are converse's because they are high tops, and have the white bottom part.		
1040002	1	1,12,16			Converse	The rectangle on the back of the shoe. And the circle on the side. And the all around design		
1040003	1	3,11			converse	because of the shape of the shoe. and where the colors of the shoe are located.		
1040004	2	2,3			vans	black high top sneaker		
1040005	1	19			i think they are called chucks	i dont know maybe a star		
1040006	1,3	12,13,20,18			Converse, maybe Sketchers	The overall shoe design looks Converse stylee, as the solid sole (especially with the stripe) with loose upper is constructed.		
1040007	1	1,2,3,6,15,12			Converse	It is a canvvas mid top with a rubber toe shell. The color combo with the circle on the inner ankle. That is the classic converse look.		
1040008	2	13			Vans	the sole of the shoe		
1040010	1	13			converse	the sole		
1040011	1	12			converse	it just looks like a chuck taylor		
1040012	1	9,21			converse?	The laces of the shoe and the bottom white part of the shoe		
1040013	1	1,2,15,12			Converse	The shoes resemble Chuck Taylors, they are canvas high tops with a circular logo similat to the old school converse		

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	Q1	Q2	Q3	Q4				
1040014	1	12			Converse	I just know Converse Sneakers when I see them		
1040015	2	12			Vans	They look like shoes that a friend of mine has.		
1040017	1,3	1,13,15			Converse or airwalk	The circle on the concave side of the exterior that usually says Chuck Taylor and other stuff about the shoe history. The flat soles and canvas covering are also characteristic of this shoe brand.		
1040019	1	13,14			converse	stitching and style sole		
1040020	1	2,12,13			converse chuck taylor	the flat sole high top design		
1040021	1	19			Convers	the ones with like rainbows and really colorful		
1040022	1	2,14			converse	The stitching and the long ankle.		
1040023	1	1,7			Converse All-Stars. (AKA ""Chucks"")	There are a lot of knock-offs, but this has the white circle logo on the side (obviously not left blank on store shelves). The front of the rubber sole also has a specific tread to it.		
1040027	1	1			Converse	the circle Logo on the hill		
1040029	3	18			payless	the shoe looks comfortable but lacks structure. nice and light. Does not look very durable especially for a child.		
1040032	1	1,12,15,18			Converse	The white circle looks like the Converse logo would go in it. The ankle and tongue areas of the shoe looks like it's made of the soft, thinner fabric that looks like a Converse Chuck Taylor. I think it looks like a old style Chuck Taylor.		
1040033	1	12			Converse	The style		
1040034	1	2,13,18			Converse	Hightops, Simple, flat sole		
1040035	1	1,12,18			converse	The circle and the style and the way their made.		

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	Q1	Q2	Q3	Q4				
1040036	1	16,18,20			Converse	The label on the back. The stripe around the base. The hardware		
1040037	DK		3	18			It looks like a in-house brand	No initials or letters on the sneakers. Looks very general no fancy stylish characteristics.
1040040	1	13,14,15			Converse	the sole of the shoe, the white threading and the fabric		
1040041	1	13			converse	the sole		
1050001	1	12			converse	because it looks like them and all of them look like it		
1050002	1	11,12			converse	the shape of the shoe converse makes only		
1050003	1	1,11,15,16			i think converse	i think this beause of the whiite circle and it has the label spots as if any other converse would plus the shape of them and fabric it looks like.		
1050004	1	1,2,7			Converse	the label on the side, the checkered front rubber part. they are high tops.		
1050005	3	13			Scketchers maybe	i guess the soles of it		
1050006	3	2,3,9,15			Walmart brand. I think that its a rip off of converse shoes.	the high tops. the all over black cloth. the white incorporated into it. the way the laces are.		
1050007	3	2,12			nike	because there high tops nike tends to make them		
1050008	3	12			keds, or sketchers	i seen shoes like this at payless the other day but the brand was keds. that is what makes me think this.		
1050009	1	12			converse	all there shoes are designed this way		
1050010	1	2,9,10,12,20			There blue Converse	use to have a pair when i was younger they look exactly like them, the two holes the laces, high tops, the side line.		
1050012	3	2,12			nike	Nike makes high top shoes similar to this already. it looks like they changed a few thing around thats all		
1050013	1	1,7,12,20			converse	these use to be around when i was younger & the look is still the same crossed rubber in the front, stripe on the side, circle wheere the logo should be.		

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	Q1	Q2	Q3	Q4				
1050015	1	2,12,15			converse	converse is the same style as this shoe high top and that materail		
1050016	3	2,12			nike	nike makes high top shoe similar to this one		
1050017	1	1			converse	converse shoe has the circle on there shoe		
1050018	3	2,12			nike	nike puts out high top shoes like this		
1050019	1	1			converse	converse has a circlce on most there shoes		
1050020	1	1			converse	this has to be converse all there shoes have a circle		
1050021	1	1			converse	the circle makes me think that it is converse		
1050026	1	1			converse	Because of the circle on the side it looks like where the converse logo goes.		
1050027	3	12			NIKE	these look like nike shoes just with no symbol		
1050029	1	1			converse	has a circle on them so they are converse		
1050030	3	2,12			nike	nike makes high top shoes like this		
1050032	3	19			Nike it looks like something they would put out	because i just think so		
1050033	1	16			maybe converse	because on the heal converse is usually writen down there		
1050035	1	2,13,14			CONVERSE	HIGH TOPS, SOLE OF SHOE, STITCHING		
1050036	1	12			converse	because there nice and seem like converse		
1050037	1	1			converse	the circle is the converse design		
1050038	1	1			Converse	the circle on it		
1060001	DK		1	19			Converse	Because it's not any brand that I buy.
1060002	2	12			vans	it looks like the hail cab by vans		
1060004	1	11,12			converses	the style and shape of the shoe		

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	Q1	Q2	Q3	Q4				
1060005	1	3,12			converse	They look like converse shoes. Same color scheme.		
1060008	1	1,9,12,20			i think converse chuck taylors makes these	the fishead design. the circle on the ankle. the outer sole stripe design. the lace holes make me think its made by chuck taylor.		
1060009	1	19			converse	i have a pair		
1060010	1	12			converse	i know cause they are ugly		
1060012	1	15			CONVERSE	THE CANVAS STYLING		
1060013	1	1,2			CHUCK TAYLORS	THEY LOOK LIKE CHUCKS TO ME BECAUSE OF THE WHITE CIRCLE AND THE HIEGHT OF THE SHOE		
1060015	1	13,16,18			converse	the sole of the shoe, the soft ankle and the little square on the back of the shoe are all definite characteristics of a converse sneaker		
1060016	1	1,16			CONVERSE	THE WHITE CIRCLE IN THE TOP OR SHOW ND THE TAGE ON THE BACK OF THE HEAL		
1060017	1	11			CONVERSE	THEY ARE THE SAME SHAPE AS CONVERSE		
1060019	1	11,12,18			CONVERSE	I HAVE A PAIR OF CONVERSE AND IM FAMILAR WITH THE SHAPE AND STYLE		
1060022	1	2,3,6,15			CONVERSE	THE BLACK HIGH TOP CANVAS SHOE WITH THE WHITE TOE		
1060023	2	11			vans	there shaped like converse but they have a little different style at the top		
1060025	1	6,11			converse all star	the rubber peice in the front and the shape of the shoe		
1060028	1	3,12			converse	it has the same style and color		
1060029	1	15			converse	there the canvas shoe that converse carries		
1060030	1	1,2,12			converse	There thin, high tops, they have the circle at the top of the shoe, and they look like skater shoes		
1060031	1	12			chucks	the design of the shoe		

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1060032	2	18			Vans	My child owns a pair of these same exact sneakers expect their colored.		
1060067	1	18			converse	i have the same kind i think		
1060068	1	13,16,17			Converse	The front tongue is usually wear they put the Converse All-Star logo. The soles of the shoes are the same idea as the Converse brand. And the back heel is where they usually put the All-Star logo.		
1060070	1,2	12			I think either Vans or Converse would make shoes like this.	Converse created shoes called all stars that resemble these. Vans makes a shoe that resembles this one alot.		
1060071	1	1,14,18			CONVERSE	The circle, the stiching, not to mention i own the shoe.		
1060073	1	2,21			Converse	The white bottoms and that they are high tops		
1060075	1	1,11,15			converse all stars	The material of the shoe is very distinct also the shape. The symbol or cirle on the top of the shoe is were the converse name usually is		
1060076	DK		DK					
1060077	DK		1	13,14			CONVERSE	THE SOLEANDTHE STITCHING
1060080	2	18			Vans	I think that they are a product of Vans because of the bottom of the sneakers.		
1070001	2	2,12,18			vans	Given the look of the sneaker it looks like a skater's style,also the high top feature might help the skateboarders.		
1070003	1	18			i think its converse	because my daughter has a pair		
1070004	1	12			converse	thats there style		
1070005	3	13,12			ked	Ihave made amistake because these look like converses. The soles and uppers seem obviously converse.		
1070007	1	19			convers	it is sometime very colorful and it stands out.		
1070008	3	1,2,3			Keds	High tops Black and white design and the white circle on side of sneaker		

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	Q1	Q2	Q3	Q4				
1070011	DK		DK					
1070012	3	14			sketchers	the stitching on the sneaker		
1070013	1	2			CONVERSE	THE HIGH TOP OF THE SNEAKER MAKES ME THINK ITS A CONVERSE		
1070020	DK		DK					
1070021	3	12			levi	levi has the same style as the ones that appear		
1070027	1	12			converse	the way they look		
1070030	1	12			converse	it looks like other converse sneakers.		
1070039	1	18			CONVERGE	A STAR		
1070042	1	1,2,12			converses 5 star	High tops the white circle on the side of the shoe and the design of the shoe		
1070044	3	14			evisu	the way the lines on the shoes are. the stitching on the top of the shoe is in the form of a U.		
1070046	3	14,15,18			Evisu	In the front there is a stitch in the shape of the letter U. I know that Evisu make's shoes with that design. Also the jean like material is the style mainly used for the brand of sneakers.		
1070047	1	1,13,15,16			CONVERSE	THE CANVAS TYPE PF MATERIAL, AND THE THICK SOLES ON THE BOTTOM. THE CIRCLE PATCH ON THE INSIDE AND THE LABEL ON THE BACK OF THE SOLE.		
1070048	1	2,11,13			CONVERSE	High ankle, long front of the shoe, thick white sole		
1070049	DK		DK					
1070053	DK		DK					
1070054	1	15			converse	cotton		

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1070056	1	12,18			converse	classic style, remember them from childhood		
1070060	3	19			dockers	the three bottom ones		
1070061	1	3,13			converse	the shoe has a flat sole and is black and white.		
1070067	1	1,18			Converse	Because converse came out with them in the 80's and the circle in the side is where the converse symbol goes usually.		
1070069	1	15,21			converse	cause of the material of the shoe and the clai SSC white rubber around them		
1070070	1	12			converse	because it look like that brand		
1070071	3	12			Footlocker	I have seen similiar in their store		
1080086	1	1,3,6,13,15			Converse	the rubber toe and sole, the black cloth and the round cricle on the interior of the shoe		
1080087	1	2,13,15			converse chucks all stars	white sole design, fabric high top		
1080088	1	2,12			Converse	They loom like they are high tops and I actually own a pair		
1080089	1	19			Converse	Converse		
1080090	2	12,15			Vans	The same style with cotton cloth fabric, canvas style similiar		
1080093	1,3	13			keds-converse	the sole		
1080094	DK		DK					
1080095	1	18			allstars	because i have a pair		
1080096	1	3,10,12			converse	the logo (which is missing) goes exactly where the one that is missing goes and I have never seen any other pair that came close to looking like these besides converse. The color sheme is typical of converse as well, and the rivits are typical of converse since the other brands (knock offs) usually leave out the metal hardware.		
1080097	DK		DK					
1080098	DK		DK					
1080099	3	12			polo	the way they look in the front and back		

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1080101	3	12			nike	how it looks		
1080102	DK		3	12			skechers	overall design
1080103	3	2,18			likys	its a high top shoe that i got before		
1080104	3	2			likys	the high tops		
1080105	1	11,18			converses	I have gotten converses before, they are the same shape, a little different in style though.		
1080107	1	16,18			converse all star	the back of the sneaker view because i own 2 pairs and where its blanl its suppose to say converse		
1080108	2	12			vaNS	THE TYPE OF THE STYLE		
1080109	DK		DK					
1080111	3	12			Walmart	they look very cheaply made and that is why I said Walmart. That is the only place that I can think of that would sell these.		
1080112	DK		DK					
1080113	1	14,18			converse	style of heel and base of shoe, and the threading around the edges.		
1080114	1	2,7,14			Converse	High-Top design, Double Stitching across the front, Toe Tread Design		
1080115	1	1			CONVERSE	THE CIRCLE		
1080116	DK		DK					
1080117	1	2,11,15			CONVERSE OR ALL STAR	THEY LOOK MOST LIKE CONVERSE DUE TO THE SHAPE AND MATERIAL ON THE SHOE. THEY ALSO ARE SEMI HIGH-TOP WHICH IS THE BIGGEST GIVE AWAY		
1080118	1	2,13			cONVERSE	THE THICK WHITE SOLES AND HIGH TOPS ARE TYPICAL OF CONVERSE STYLE		
1080119	1	14,18			Converse	The side view of the sneaker and the lines		
1090084	3	3,14			sketchers	they're black with white stitching		

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	Q1	Q2	Q3	Q4				
1090085	DK		1	11,14			converse	they're shaped and stitched like converse but don't have the white toe so they might be knock offs
1090086	1	10,18			converse sneakers	the front of the sneaker and the sides of the sneaker also the to little holes on the bottom of the shoe in the corner		
1090088	1	18			conersis sneakers	i use to own every color in these kind of sneakers		
1090089	DK		1	18			converse	the top of the sneakers or the bottom look familar
1090096	1	11			converse	the way the sneakers are shaped		
1090098	1	12			CONVERSES	I HAVE S PAIR THAT LOOK JUST LIKE THESE		
1090099	1	1			Chuck Taylor's All Stars/Converses	The circle on the inner part of the shoe is where the star goes.		
1090100	1	3			CHUCK TAYLOR ALL STAR/CONVERSE	ITS BLACK AND WHITE		
1090101	3	1			keds	side view with circle		
1090104	DK		4	19			DON;T KNOW	DON'T KNOW
1090105	DK		1	12			converse i would say	i like the whole design its orginal
1090106	1	18			converse	i like them because they are converse and i have them and they come in diffrent colors		
1090107	DK		DK					
1090108	1	13,14			converse	the sole and the stitch		
1090109	1	11,16			coverse	because the back heel of the shoe and shape		
1090110	1	1,14			Converse	The Circle on the inside of the sneaker. The stitching		
1090111	DK		DK					
1090112	1	12			converse	they have various shoes which look similar		
1090113	1	19			converse	converse		

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	Q1	Q2	Q3	Q4				
1090114	3	12			AIRWALKS	THE CONVERSE LOOKA LIKES IS AIRWALKS FROM PAYLESS SHOE STORE		
1090115	2	12			vans	the style of the shoe was a give away. its a unique design.		
1090116	1	1,12			converse	the circle on the inside of the shoe. also the general design of the sneaker.		
1090117	1	1,11			converse	the shape of the sneaker. the dot on the inside of the sneaker.		
1090118	1	2,18			CONVERSE	IT'S SIMPLE; MID-RANGED HIGH-TOP		
1090119	1	2,6			conversed	high top with rubber toe		
1090121	DK		DK					
1090122	1,3	1,12,18			converse, puma	i shop a lot and i see that style on a converse shoe and i've seen it on a ppuma shoe with the symbol on the side		
1090123	1	11,12			Converse	the style and shape of the sneaker...also the design		
1090125	1	1,4,7,15			converse	the cloth material the sneaker is made of. the diamonds in the front of the sneaker. the tip of the sneaker is round. the circle on the back of the shoe.		
1090126	2	2,11,12			vans	the high top. the shape of the base. the look of the sneaker from a birdseye view.		
1090127	1	1,12,20			converse all stars	they haven't changed the design of the sneaker in my 43 years of life. the trademark circle on the inside of the sneaker. the stripe going through the middle of the base of the sneaker.		
1090129	2	12,18			vans	i own three pairs of these. vans has a distinct design that i recognize whenever i see it.		
1090130	1	8,14,16			converse	the stitching. the rectangle on the back that says all star.the way the front of the sneaker bends up a little		

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	Q1	Q2	Q3	Q4				
						bit.		
1090133	1	2,11			converse	the way the high top looks and the way its shaped		
1090134	1	12			they look like old school converse	thats what the converse from the 80s looked like		
1110003	1,3	12			CONVERSE OR NIKE	THE DESIGN OF IT ARE JUST LIKE CONVERSE AND NIKE		
1110004	1	12			ALLSTAR CONVERSE	THEY LOOK JUST LIKE CHUCKS THEY ARE JUST MISSING THE BRAND NAME AND IT WILL LOOK EXACTLY LIKE CHUCKS OR VERY SIMILAR		
1110005	1	15,18			Converse	the way the bottom looks, the fabric and the outside		
1110006	1	19			CONVERSE	I WEAR SHOES THAT ARE CONVERSE		
1110007	DK		3	12			NIKE	IT LOOKS LIKE THEY WOULD DO THAT STYLE OF SHOE
1110009	1	1,13			converse chuck taylor's	the botton soles and the circle where the all star label goes		
1110010	2	13,14			Vans	the way the outter sole looks and the stitching		
1110011	1	1,14			chuck taylor converse	the patch on the side and the way they're stitched		
1110012	1	18			CONVERSE	THEY ARE JUST MISSING THE CONVERSE LOGO		
1110013	DK		DK					
1110014	2	19			vans	vans		
1110015	1	1,10			converse	the white circle where it says all star converse and the 2 holes at the bottom		
1110016	1	18			chugs	their long thing that dont show the socks		
1110017	1,2,3	11,12			VANS CHUCK TAYLOR ED HARDY	THE WAY THAT THE SHOES ARE SHAPES AND STYLED		
1110018	2	2,11			SOME VANS	THE HIGH TOP VANS ARE LIKE THERSE THEY ARE NARROW AND ROUND LIKE THESE ALSO		

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	Q1	Q2	Q3	Q4				
1110020	1	1,9,12,13,14,18			Converse	the circle where its supposed to say ""all star chuck taylor"". the back; the shoe strings and the outter sole, the stitching design		
1110021	1	1,12,13			Chucks by Converse	Chuks have a unique design...the white circle and the soles give them away		
1110022	2	21			Vans	The way the white part on the bottom looks		
1110023	2	21			Vans	the white part. Vane are the only shoes I've seen with the bottom like that		
1110024	1	9,12,16			converse..chucks	the way the outsides look. the back part where it says all star and the laces		
1110025	DK		1	2			converse	the high tops
1110027	2	21			VANS	THE LOW CUT ONES ARE MADE THE SAME WAY.THE WHITE PART ON THE BOTTOM IS THE SAME		
1110028	DK		1	11			converse	the shape of the shoe
1110029	1	9,13,12			Chuck Taylor's	They look exactly like the shoes i have on now. the laces, the soles, the flap part...everything exactly alike		
1110030	1	14			convers	the way the stitches are and the side		
1110031	1	13,15			Converse	the way the material is made with the rubber soles		
1110032	1	12			Chuck Taylor Converse	the outline of the shoe.		
1110033	1	1,9			converse	those are Chucks. you can tell by the laces and the circle on the side		
1110034	2	18			VANS	THE BOTTOMS LOOK THE SAME		
1110035	1	1,10,13			CONVERSE	THE CIRCLES ON THE SIDE. THE SILVER LOOPS. THE SOLES		
1110038	1	18			CONVERSE	THEY ARE EXACTLY LIKE THE ONES I AM WEARING		

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	Q1	Q2	Q3	Q4				
1110039	1	12			ALLSTAR	THEY LOOK LIKE THE SNEAKERS THAT EVERYONE WEARS AND IF I REMEMBER CORRECTLY I SAW THEM IN A STORE THE OTHER DAY WHEN I WAS SHOPPING AROUND WITH MY WIFE		
1110040	1	18			CONVERSE SHOES	I HAVE SOME PAIRS IN DIFFRENT COLORS OF THESE SHOES SO I KNOW WHAT BRAND THEY ARE.		
1110041	1	12			CONVERSE IS THE BRAND	I HAVE THE EXACT SAME PAIR OF SHOES AS THESE AND THEY ARE CONVERSE		
1110042	4	12			I KNOW I HAVE SEEN THEM AT JOURNEYS RECENTLY WHEN I HAVE GONE IN THERE BUT I DONT KNOW THE CORRECT NAME OF THEM.	ALL THE YOUNGER PEOPLE WEAR THESE SHOES AND I HAVE SEEN THEM AT JOURNEYS SHOE STORE BUT I DONT KNOW THE NAME. IT WOULDNT BE HARD TO FIND THE NAME OF THEM THOUGH BECAUSE THEY ARE SO COMMON.		
1120001	1	4,11			Converse	The front of the shoe has the wide aspect of a converse sneaker. The way the shoe is shaped is like converse sneakers.		
1120003	1	1			Converse	It is put out by that brand because of the circle on the side of the sneaker that holds the converse logo.		
1120005	2	12			vans	the way they are made		
1120006	1	12,18			converse	the familiar trim of the shoe and overall style.		
1120007	2	13			VANS	THE SOLE		
1120008	DK		DK					

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	Q1	Q2	Q3	Q4				
1120009	1	1,9,12,14,16,18			CONVERSE	EVERYTHING! THE CIRCLE ON THE INSIDE WHERE THE LOGO WOULD GO, THE BACK OF THE SHOE AT THE BOTTOM WHERE THE WORD ""ALL STAR"" NORMALLY APPEARS AND THE FACT THAT I JUST PURCHASED THIS EXACT SHOE IN LEATHER A FEW WEEKS BACK. IT APPEARS TO BE A CLASSIC CONVERSE, AKA CHUCK TAYLOR THAT PEOPLE HAVE BEEN WEARING FOR YEARS. THE LACES, THE STITCHING, AND THE OVERALL LOOK OF THE SHOE.		
1120010	1	12			converse	i beleive its converse because of the style of the shoe,and the look		
1120012	1	12			CONVERSE	THE STYLE		
1120013	1	2			CONVERSE	THE HIGHTOP STYLING IS USUALLY ASSOCIATED WITH CONVERSE		
1120014	1,3	18			CONVERSE, OWNED BY NIKE	CONVERSE CHUCK TAYLORS HAVE THE LOGO FACING IN, RATHER THAN ON THE OUTSIDE OF THE SHOE.		
1120015	1,3	12,15,18			Converse or Converse knock-off	It's a standard canvas shoe with the traditional Converse ""Chuck Taylor"" design. This style has been co-opted by many manufacturers as the style became more popular, so it could be a knock-off.		
1120016	1	12			Converse	They have a retro quality to them, while still looking cool and fashionable. They also look very comfortable.		
1120017	4	2			DONT KNOW	HIGH TOPSW		
1120018	2	13,14,16			Vans	The soles and on the back of the shoes all vans have that little square that says 'vans' in red. Also the threading all over the shoe.		

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	Q1	Q2	Q3	Q4				
1120019	1	1			allstars	the circle on the side of the shoe.		
1120020	1	1			CHUCK TAYLOR	THE CIRCLE WITH NOTHING WRITTEN ON IT ON THE RIGHT HAND SIDE OF THE RIGHT SHOE AND THE CIRCLE ON THE RIGHT HAND OF THE LEFT SHOE		
1120021	1	12			Converse	They are very different and I always have a pair of converses every year so that's why I think this company should stay a brand name.		
1120023	3	19			AIR FORCES	NICKY		
1120024	1	12			CONVERSE	WELL, BECAUSE A LOT OF MY FRIENDS HAVE THEM AND THEY TELL ME WHAT THEY ARE AND I ALWAYS WANTED THEM.		
1120026	1	2,9,13,18			converse	white lace holes, thick sole, light weight, high top		
1120027	1	1,15,18,20			CONVERSE	THE CIRCLE ON THE SIDE OF THE SHOE WHICH USUALLY HOLDS THE BRAND NAME CONVERSE. THE CLOTH LIKE MATERIAL OF THE SHOE. THE STRIPE ACROSS THE WHITE BOTTOM. I OWN SEVERAL PAIR OF SHOES BY CONVERSE THAT HAVE ALL OF THESE FEATURES.		
1120028	1	2,6,14,12			converse	my friends wear something that look like this. I also have seen them in stores and online, and I think I had a pair in high school. It's the height of the sneaker, and the stitching, and rubber toe.		
1120030	1	12			converses	by the way the shoe is made		
1120032	1	13,18			converse	The rubber soles and the string up is a replica of converse styles		
1120033	1	12			CONVERSE	TYPICAL STYLE THEY PRODUCE		
1120034	1	1			converse	the circle		
1120035	1	2,13,14			Converse	The thick rubber sole, the stitching and the hightop.		

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	Q1	Q2	Q3	Q4				
1120036	3	12			nike	because of the design of the shoe.		
1120037	DK		DK					
1120038	DK		DK					
1120039	2	13,14,16			Vans	The stitching, rubber sole, also the logo spot on the sole . And I also just love Vans .		
1120041	3	3,11,12			THE GAP	THE STYLE, CUT, AND COLOR OF THE SHOE		
1120042	1	12			converse	they classic all stars		
1120043	1	2			converse	the hightops shown are like converse		
1130001	1	11,12			Converse	THE old style and the shape of the shoe.		
1130002	1	12			allstar	previous design patterns		
1130003	1	12			allstars	there it look		
1130004	1	10,11,12			converse	the 2 holes at the bottom, the design of the shoe, and the shape of the shoe		
1130005	2	12			Vans	The front and back of the shoe and how its made.		
1130007	2	19			VANS	LEAVE SHOE AS IS PUT VANS SOMEWHERE ON IT		
1130013	1	14			converse	the stitching on the shoe reminds me of the converse brand		
1130014	DK		DK					
1130019	3	12			nike	style		
1130020	1	13,12			Chucks	The make and sole of the shoe		
1130021	1	2,3,20			converse	The color, the high top feature and the black line around the sole of the sneaker.		
1130024	2	14			VANS	THE STITCHING		

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	Q1	Q2	Q3	Q4				
1130026	1	2,13			Converse	The high top, the sole of the shoe		
1130028	1	19			They look like Allstars	Allstars		
1130031	1	12			They look like all stars.	They look like all stars.		
1130033	1	1,6,13,15			CONVERSE	THE CIRCLE WHERE THE LOGO GOES, THE MATERIAL, THE RUBBER TOE AND SOLE		
1130035	1	15			converse	The fact that the sneakers are canvas.		
1130037	3	1			nike	the circle on the sneaker.		
1130038	1	18			ALLSTAR	THE BACK OF THE SNEAKER AND THE TONGUE		
1130039	1	1,2,12			converse	the circle on the high top part of the shoe, as well as the overall design of the shoe		
1130041	1	19			converses	its the best conversers shose out der in the market		
1130043	1	1,11			converse allstar	shape emblem placement		
1130046	2	11,12			Vans	At the top of the shoe it has a v shape. they are also made like skateborder shoes.		
1130047	DK		3	19			nike	nike
1140002	1	1			converse	the circle on the shoes		
1140003	DK		DK					
1140004	1	2,12			Converse	Because the top of the shoe is taller than normal and that is how converse usually makes them		
1140006	1	12			chuck taylors	it has the same design as the sneakers		
1140007	1	12			converse	the way the shoe is made		
1140008	1	12			Chuck Taylor	the way that the shoe is made		
1140010	DK		DK					

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	Q1	Q2	Q3	Q4				
1140013	1	9,12,14			CHUCK TAYLORS FROM CONVERSE	BECAUSE OF THE LACES AND THE STITCHING.. AND THE DESIGN		
1140014	3	12			NIKE	LOOKS LIKE THERE TYPE OF SHOE THAT THEY MAKE		
1140015	1	2,12			CONVERSE	JUST THE HIGH TOPS AND THE STYLE		
1140016	DK		DK					
1140017	3	12			AIRWALKS	THEY LOOK LIKE SKATER SHOES AND AIRWALKS ARE SKATER SHOES		
1140018	1	1,3,10,13,12			I THINK THEY ARE CONVERSE	THEY LOOK LIKE MY SONS SHOES AND THE FACT THAT THEY ARE BLACK WITH WHITE SOLES AND THE CIRCLE ON THE SIDE AND THE HOLES AT THE BOTTOM MAKE ME THINK THEY ARE CONVERSE		
1140019	DK		DK					
1140020	1	2,18			CONVERSE	BECAUSE THEY ARE HIGH TOP SHOES ANDIVE ONLY SEEN HIGH TOP SHOES BY CONVERSE		
1140021	1	12			CHUCK TAYLORS	BECAUSE THEY LOOK JUST LIKE THE ONES I HAVE IN MY CLOSET		
1140022	2	12			I WOULD THINK VANS	I SAW A PAIR A VANS THAT LOOKS JUST LIKE THATAND THE BOTTON PART OF IT		
1140023	1	9,15,20			IT LOOKS LIKE CHUCK TAYLORS PUT OUT BY THE BRAND CONVERSE	THE BOTTOM LINE, THE CANVAS OUTSIDE, THE LACES EVERYTHING ABOUT IT SCREAMS CONVERSE		
1140024	2	18,20,21			THEY KIND OF LOOK LIKE A PAIR OF VANS	ALL THE VANS THAT ARE NOT SKATEBOARD SHOES USUALLY HAVE THAT LINE ND THE WHITE THICK PEACE AT THE BOTTOM		
1140025	1	13,12			THEY LOOK LIKE CONVERSE	I HAVE A PAIR THAT LOOK JUST LIEK THEM BUT IN DIFFERENT COLOR ALSO IT HAS TEH BOTTOM PART JUST LIKE IT		
1140026	3	12			kmart	because they look like a cheap brand of shoes		
1140027	DK		DK					

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	Q1	Q2	Q3	Q4				
1140028	DK		DK					
1140029	1	3,11			CONVERSE	THE LONG BOAT LIKE LOOK WELL WHEN YOU GET A SIZE 13 BUT THE BLACK AND WHITE STYLE ASWELL		
1140031	1	12			Converse	because they are made the exact same way		
1140033	1	12			chuck taylors	it looks like them		
1140035	1	11,12			CONVERSE	THE WAY THE SHOE LOOK AND SHAPE		
1140036	1	12			CONVERSE	THE STLYE OF THE SHOE		
1140037	1	12			CONVERSE	THE WAY IT LOOKS		
1140041	1	12			converse	just by the style and the design of it		
1150002	2	12			Vans.	It looks like a lot of the other shoes I've seen them put out.		
1150003	1	2			Converse	The high tops on the sneaker		
1150004	2	9,13,15			Vans	-light material -rubber bottom -flat shoelaces		
1150005	1	1,3,10,15,18,21			Converse	The white base, metal hoops set into the apparent canvas, unattached tongue, white circle, and color schemes		
1150007	DK		DK					
1150042	1	1			CONVERSE	THE CIRCULAR LABEL ON THE RIGHT OR OUTER SIDE OF THE SNEAKER		
1150043	1	2			CONVERSE	HIGH TOPS JUST LOOK LIKE THEM		
1150044	1	1,8,12,18			CONVERSE	CIRCLE, RUBBER SIDE, TOE, OVERALL DESIGN		
1150045	2	12,18			VANS	THE DESIGN, THE FLAT BOTTOM		
1150046	1	1,12,14,18			Converse	The round white lable on the side and on the back of the shoe. also the over all style and stitch work.		

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	Q1	Q2	Q3	Q4				
1150048	1	2,18			converse	the old school high top the Boston Celtics used to wear		
1150050	1	1			converse,chuck Taylor	circle on the inside of shoe		
1150058	1	12,13,14			CONVERSE	THE SOLE AND THE STITCHING OF THE SHOE AND THE WAY ITS DESIGNED		
1150059	1	3			converse	the colors		
1150063	1	1			chuck taylors	the side sticker where the star is		
1150064	3	12			air walks	because i had a pair that look just like it		
1150066	DK		DK					
1150073	1	1,4,7,11,12			Converse	The circle on the side. The shape and the size even the texture on the toes.		
1150076	1	12			converse	the low profile		
1150077	1	1,12			CONVERSE	STYLE, CIRCLE ON SIDE		
1150078	1	1,2,11,12			CONVERSE	THE CIRCLE ON THE RIGHT SIDE OF THE SHOE THAT USUALLY HAS THE CONVERSE SYMBOL, THE HIGH TOP AND LONG/SKINNY LOOK OF THE SHOE		
1150080	2	2			Vans	Because there high tops.		
1150081	1	12			Converse Chucks	This is their classic Chucks		
1150082	1	12			converse	kuz the way theyre made		
1150083	2	2,12			VANS	LOOKS LIKE A CLASSICAL VANS HIGH TOP		
1150084	1	1,2			CONVERSE	BECAUSE OF THE CIRCLE ON THEM AND THEY'RE HIGH TOPS		
1150086	3	19			REBOK	RUNNING		
1150087	1	2			CONVERSE	HI TOPS		
1150094	1	2			cONVERSE	THE FACT THAT IT IS HIGH TOP		

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	Q1	Q2	Q3	Q4				
1150096	1	13			CONVERSE	THE SOLE		
1150097	2	12,14			vans	just the way the stitching is and the whole shoe design		
1150099	1	9,12			converse	becasue of the laces and the shoe design		
1160001	3	12,14,15			KEDS	Very close design I think to Vans, but slight difference, but still have canvas material with stitching shown.		
1160002	1	1			CONVERSE	THE CIRCLE ON THE SHOE		
1160004	1	13			CONVERSE	THE SOLES		
1160006	2,3	12			vans or airwalk	Because i've seen many vans and airwalk shoes that look like the one shown		
1160008	DK		DK					
1160009	1	10,13			CONVERSE	THE EYELETS ON THE SIDE AND THE SOLE		
1160011	3	12			Keds	This sneaker features a flat bottom and the look reminds me to Keds.		
1160012	1	1,11,12			Converse	The white circle is the main giveaway. The style/shape as well.		
1160013	1	2,18			converse	simple easy hightop		
1160014	1	1,6			CONVERSE	THE RUBBER TIP AT THE END THE EMPTY SPACE WHRERE CONVESE STAR SHOULD BE		
1160015	DK		DK					
1160016	2	3,9			Vans	they are black and have laces		
1160019	1	18			CONVERSE	BECAUSE I HAVE A COUPLE PAIRS.		
1160020	DK		DK					
1160021	2	13			VANS	THE SOLES		
1160022	1	1			convers	the circle on the side of the sneaker		
1160024	1	1			CONVERSE	THE LARGE CIRCLE		
1160025	1	13			chuck taylor / converse	it was the sole of the shoe		
1160026	1	12,13			CONVERSE	THE SOLES AND THE GENERAL STYLE LOOK LIKE CONVERSE		
1160027	DK		DK					

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	Q1	Q2	Q3	Q4				
1160028	1	9,12,18			Converse	The bottom portion reminds me of a Converse design, the ties are designed with the same structure, the upper portion is designed as a Converse top.		
1160029	2	12,14			vans	the stitching and style		
1160030	1	12,18			CONVERSE	THE WAY IT LOOKS, THE DESIGN, AND THE TOUNGE OF THE SHOE		
1160031	1	3,13			Converse	The colors having black and white and the shape of the sole		
1160033	2	12			UMMMM I THINK THESE ARE SEEM FAMILER AS THE BRAND VANS...	BECAUSE IVE SEEN TEENAGERS WEAR THSES SHOES AND IVE BEEN TO A VANS STORE AND SEEM SOME SHOES LIKE THSES THERE....		
1160035	2	4,13			VANS	THE FLATNESS OF THE SOUL AND ROUNDNESS OF THE TOE PART		
1160038	3	18			OP	BECAUSE OF THE FRONT SHAPES		
1160041	1	1,15			converse	the circle on the side and the material		
1160042	DK		DK					
1160044	2	2			vans	hightop vans		
1160045	1	1			CANVAS CONVERSE	CAUSE THEY HAVE THE CIRCLE ON THE SIDE OF THEM		
1170016	1	13,18			the type of shoes are chuck taylors	because the sole of the shoe is unique there not many shoes that i have worn that are like this type of shoes. and the other reason is because i own a couple of shoes like this.they are my favorite brand of shoes to wear.		
1170017	2	12			VANS	THE WAY THEY ARE MADE		
1170018	1	1,18			THE SHOES ABOVE ARE CONVERSE.	THE SIGNATURE CIRCLE ON THE SIDE OF THE SHOE, RESEMBLES CONVERSE'S.		
1170019	1	12			THESE IS CHUCK TALYLOR ALL STAR BRAND	BECAUSE I HAD THEM AND THEY LOOK FAMILIAR.		

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	Q1	Q2	Q3	Q4				
1170020	3	12			NIKE	BECAUSE THEY HAVE THE SAME STYLE, SAME KIND OF SHOE		
1170021	2	12			VANS	BECAUSE THEY LOOK SO COMFORTABLE. BECAUSE THEY LOOK LIKE VANS		
1170023	1	1,12			CONVERSE	BECAUSE I AM LOOKING AT THE CIRCLE AND THE WAY THE SHOE IS MADE AND IT LOOKS LIKE A CONVERSE TO ME		
1170026	1	1,12,15			i believe this brand its convers all star.	i think its convers because of the circle on the shoe and because of the tecture of the shoe and how it looks.		
1170027	2	11,12,16,17			VANS	BECAUSE THE SQUARE BOX ON THE BACK IS SOMETHING I ALWAYS SEE ON VANS. AND THE SHAPE OF THE SHOE, AND THE TAG ON THE FRONT FRONT OF THE TONGUE, AND JUST THE DESIGN, THOSE ARE DEFINITELY VANS		
1170028	DK		DK					
1170075	1	1			convers	Because of the big circle on the side of the shoe.		
1170076	2	2			VANS	I THINK THEY ARE VANS BECAUSE VANS MAKE SHOES WITH THE THIN ANKALSUPPORT		
1170077	1	2			The brand name is Converse All-Stars.	Because they are high-tops.		
1170078	1	9,13			converse	The way the shoelaces are made and the inner sole resembles a converse brand.		
1170080	1	12			CHUKS	THE STLY		
1170081	2	12,18			I believe that the brand of shoe is vans.	I've purchased a brand of vans high top sneakers and they look the same. The design of the shoe is similar		
1170082	1	15,18			CONVERS	THE METAL SOE LACE HOLE AND WHAT IT LOOKS LIKE ITS MADE OF		
1170083	1	18,21			CHUCKS	THERE CHUCKS BECASE TH YHICK LINE ARCROSS THE SHOE.I KNOW THERE CHUCKS BECASE I HAVE A PAIR.		

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	Q1	Q2	Q3	Q4				
1170084	2	12,18			vans	because they have a classic vans style. thats the style of shoe i wear.		
1170085	1	1,3,12			CONVERSE	BECAUSE THEY HAVE THE STAR CIRCLE AND THE WAY THEY LOOK THE WAY CONVERSE MAKE THERE SHOES GENERALY HAVE A BLACK AND WHITE DESIGN		
1170086	1	1			converse	the circle		
1170087	2	12,18			they are vans	because how they look the style of the shoe is just like the ones i owne.		
1170088	1	12			all star	the shoes look like my all star shoes that i have at home		
1170089	2	16			i think it would be vans due to the little square on the back.	i think it would be vans just because of the sqare on the back bottom of the soul		
1170090	DK		DK					
1170092	2	12			Vans	Because they were styled by vans		
1170094	1	10,13,20			these shoes are converse	the sews arent that thick and the two holes on the sides and the black strip on the bottom		
1170095	2	14,12			it looks like Vans would sell these shoes.	I have seen alot of simple designs like these at the Vans store. It looks simple and it looks like what skateboarders would wear. The white thread that outlines the shoe looks like Vans quality.		
1170096	2	11			THESE ARE HIGH TOP VANS.	THE REASON I SAY THAT THEY ARE VANS IS BECAUSE THE WAY THERE SHAPED AN FORMED.		
1170097	1	13,18			Converse, Chuck Taylors	the front of sneaker, and the sole		
1170102	1	1,18			converse	the reason i think these are converse is because of the white circle on the side and i want a pair		
1170103	3	19			NIKE	I DO NOT KNOW IT JUST CAME TO MIND		
1170104	1	1,10,12			Converse	the construction of the footwear also the eyelids the circle		

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	Q1	Q2	Q3	Q4				
1170106	1	9,14,21			THE NAME BRAND ARE CONVERS ALL STARS	THE TYPE OF SHOES HOWE THE PLAT FORM ARE MADE HOWE THE SHOE LASE IS THIN AND HOW THE STICHING IS		
1170107	2	12			VANS	BECAUSE OF THE WAY IS THE SNICKERS ARE MADE		
1170108	1	1,2,14			convers ro chuck taylors	because of the ball the high top also the sew pattern		
1170111	1	19			CONVERSE ALL STAR	JOSE		
1170114	DK		1	18			convese	they look like converse
1180001	DK		1	15			converse	canvas material
1180003	2	8,18			vans	the bottom of the shoes look like converse but they dont have the bill on the toes of the shoes		
1180004	1	3,18			CONVERSE	The colorc and the lining of the shoes.		
1180005	1,2,3	12			Chucks.vans.keds	caual, skate		
1180006	1	1			COVERS	THE CIRCEL		
1180008	2	13			vans	the sols		
1180009	1	1,2			convers	the circle on the inside of the shoe and how thier high tops		
1180010	1	12			Converse	They look different than other shoes		
1180012	1	1			converse	the circle on the side		
1180013	1	12			converse	the way it looks		
1180014	2	19			vans	dont know		
1180015	1	1,2			convers all stars	The high top style of the shoe and also the circle on the ankle		
1180016	DK		DK					
1180017	1	9,14,15,2 1			Converse	black canvas, thick white sole, white stitching, white laces		

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1180018	DK		1	12			Converse	the style
1180019	1	10,13			converse	Because the sole is the same and they have the 2 holes		
1180024	DK		1	2			Converse	high top
1180026	DK		DK					
1180027	1	1,5,15			Converse	The circle on the ankle part of the shoe. Also they are canvas with with a white toe		
1180029	1	3,12,14			converse	colors, stitching, style		
1180030	1	2			converse	high top		
1180031	1	12,13,15			Converse	The style of the shoe and the low sole, the material of the shoe.		
1180037	2	3,15			Van's	Canvas fabric and color		
1180038	DK		DK					
1180039	1	12			cONVERSE	tHE TYPE OF SHOE IT IS		
1180040	DK		DK					
1180045	1	2,13,15,20			Converse	The high-top canvas style, as well as the white rubber sole with black rim lead me to think they are a derivation of the All-Star shoe by Converse.		
1180047	1	3			chuck taylor converse	color		
1180049	DK		DK					
1190001	3	14,18			sketchers	the ridged achilles and stitching		
1190003	2	18			VANS	FLAT		
1190004	1	1,18,20			Converse	The logo on the side the star and the pin stripe on the side		
1190005	1	12			Converse	it looks like converse all star.		
1190008	DK		DK					

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1190009	1	19			converse	converse chuck taylor all stars		
1190010	2	13			vans	the whites sole		
1190013	1	12,18			converse	The classic design of the show means that they were converse and plus i have the soes so i know what they look like.		
1190014	1	12			converse	the way the shoe look and is designed		
1190015	1,2	21			converse/vans	the white layer on the bottum of the shoe		
1190016	1	1,12			converse	the white circle, the style		
1190017	2	12			vans	they look like vans		
1190018	3	14			Coach	The Sticking		
1190020	1	1,12			converse	the circle on the side of the shoe remarks that it is converse style to me		
1190022	1	15			converse	canvas material		
1190023	2	13,16			Vans	The white tag on the back and the wide white sole		
1190025	1	12			converse	couse has all the characteristics of the desinger		
1190026	1,2	19			converse, vans	I don't like these shoes		
1190027	1	12,18			Converse	The style and where the converse logo would be		
1190028	2	12			vans	the stlye of them		
1190029	1	1,6,20			converse	The white circle on the side of the shoe and the white rubber on the front with black black stripe around the bottom.		
1190031	1	3,9,12			chuck	the style resembles chucks. from laces to the colors		
1190032	DK		4	15			canvas	Well i think it is because canvas is the most widely popular used name in general for shoes like this.

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1190033	1	1			Converse	the circle but they forgot to put the converse		
1190034	1	2,12			converse	i think these are converse because of the high top look and the look in general is converse		
1190035	DK		DK					
1190036	DK		DK					
1190037	1	2			converse	high top		
1190038	3	14			nike	the stitching		
1190040	4	12			con	i think they look like a shoe know as convers		
1190041	2	13,16			vans high tops	the soles & the tag on the back end of the shoe.		
1190045	1	12			Converse	the style		
1190046	2	18			vans	side walls		