

## About Us

Jurinex leads the nation in successful and innovative litigation consulting.

Our trial experience, array of services, talented personnel, and graphics production set us apart from other firms. This enables us to tailor our research to include issues that we know are most important to our clients.

We assist clients through the entire litigation process, from designing and analyzing mock trial and focus group research to conducting post-trial interviews. Jurinex then uses this knowledge to advise clients on issues such as case strategy, appropriate demonstrative exhibits, and tactics for jury selection.

Jurinex is the most advanced firm in the country at using technology to help attorneys learn from past research. We are at the forefront in the industry in exhibit design and demonstrative graphic construction. Jurinex maintains an extensive medical malpractice archive. We are using technology to build a searchable archive of pretrial research, graphics, trial observations, and post trial interviews.

Jurinex has extensive experience with complex software and intellectual property issues. We use our communications technology to explain complex technology concepts in terms that jurors can understand.

We also use our communication knowledge to assist with witness preparation for deposition and trial; conduct advocacy training courses develop new technology currently used in the field.

Our professional team also sets us apart as they are among the top in the litigation consulting industry. Our senior consultants have all attained doctorate degrees and have significant experience with all aspects of trial consulting. The Jurinex team has more than twelve years of experience assisting clients with complex multi-party suits. Together, they've assisted in a wide range of litigation with a focus on medical malpractice, products liability, corporate securities and information technology defense. Their studies of juror decision making and research have been recognized as a valuable contribution to the field of trial consulting.

A decision to partner with Jurinex means access to an archive of past experience, an advantage before entering the court room, valuable tools to use during trial and a team of professionals dedicated to giving you the tools you need for success.

We look forward to applying our experience, success and innovation to all of your litigation needs.

MORE ABOUT JURINEX

Historically, humans have learned and influenced others by telling stories. Over 100 years of psychological and communication research support the conclusion that jurors mentally arrange facts and events in a “story” format and make judgments and decisions based upon the story constructed. The story they construct is affected by their personal attitudes, experiences, observations, and expectations. To be convincing, the best story teller understands these factors and adapts their story to the needs of the listener. The bottom line is; “He who tells the best story – wins”.

This is where the Jurinex comes in. Our consultants are specialists in developing the most effective method of presenting case facts. They bring a competitive advantage to the trial team with knowledge of proven communication techniques and experience gained from a multitude of previous trials. The Jurinex Team provides a complete range of litigation support services to assist the attorney in presenting the case story in such a manner that it will be best received and remembered by the jury. The most effective, and therefore the best remembered case story is the one the juror will advocate in deliberations.