

# JURYScope™

## CARRIE MASON

Senior Trial Consultant Carrie Mason has 20 years of experience in a broad range of cases, with particular expertise in:

Intellectual Property  
Securities  
Contract Disputes

Insurance Coverage  
Class Actions  
Employer Liability

Products Liability  
Antitrust  
White Collar Crime

Ms. Mason has worked on hundreds of cases, including landmark civil and high profile criminal cases such as *UC v. Genentech*, *US v. Martha Stewart*, *People of California v. Scott Peterson* and *People of California v. Knoller and Noel* (the dog mauling case). Her experience extends to all aspects of trial consulting: case analysis, theme development, mock trial and focus group research facilitation and analysis, conceptualization of trial graphics, witness preparation, juror questionnaire development and evaluation, jury selection and post-verdict juror interviews. Ms. Mason has interviewed thousands of mock jurors and hundreds of actual jurors about their decision making, so has true insight into how jurors react to evidence, themes and witnesses, and how they reach verdict.

Since joining JuryScope some of the cases on which Ms. Mason has assisted clients to victory include: *WARF v. Apple*; *JDS Uniphase Securities Litigation*; *Rambus v. Micron and Hynix*; *US v. William Ruehle*; *Rosen Capital Partners v. Merrill Lynch*, a FINRA arbitration; *Ayyad v. Sprint*; *Cordance v. Amazon*; *Linear Technology Corp. v. Novellus Systems Inc.*; and *St. Jude v. Access Closure Inc.*

Ms. Mason has spoken on panels for the American Business Trial Lawyers, West Legal Education Center and the Practising Law Institute, and teaches continuing legal education programs at law firms. She is a member of the American Society of Trial Consultants.

Ms. Mason graduated from the University of California at Davis with a degree in English Literature, and studied English Literature and Composition at the graduate level. Before entering trial consulting, she taught college English and was a food and music critic.

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