

**CURRICULUM VITAE OF
LUCAS CARDEN, PHD**

Managing Partner
FocusMark LLC
Los Angeles, CA

(323) 508 – 9055
lucas.carden@focusmark.com
www.focusmark.com

Dr. Lucas Carden is an expert in survey research with more than a decade of experience designing, executing, and evaluating surveys in litigation, corporate market research, and academic settings. He has been retained as a survey expert in U.S. District Court matters and has worked on disputes involving likelihood of confusion, secondary meaning, genericness, fame, materiality, and false and deceptive advertising. His experience spans disputes before federal and state courts, the Trademark Trial and Appeal Board, and the National Advertising Division. Beyond litigation, Dr. Carden has conducted consumer survey research for Fortune 500 companies such as Procter & Gamble, Johnson & Johnson, and Intel, and has held academic appointments at the USC Marshall School of Business and Occidental College.

Education

Postdoctoral Scholar Marshall School of Business, University of Southern California	2019 – 2020
Doctor of Philosophy (PhD) in Psychology Concentration: Social and Consumer Psychology University of Southern California	2014 – 2019
Master of Science (MS) in Human Behavior University of Southern California	2011 – 2013
Bachelor of Arts (BA) in Psychology, <i>summa cum laude</i> University of Kentucky	2007 – 2010

Professional Experience

Managing Partner FocusMark LLC <ul style="list-style-type: none">▪ Conduct and evaluate survey research for intellectual property and advertising litigation and market research.	2025 – Present
Vice President, Litigation Surveys & Consumer Science IMS Legal Strategies/MMR Strategy Group <ul style="list-style-type: none">▪ Conducted survey research for litigation matters involving intellectual property and advertising disputes, and supported survey experts in survey design, execution, and evaluation.	2024 – 2025

Survey Scientist and Consumer Researcher

2019 – 2023

Catalyst Behavioral Sciences LLC

- Supported survey expert in the design, execution, and evaluation of litigation surveys for intellectual property and advertising disputes.
- Conducted corporate market research for Fortune 500 companies.

Academic Appointments and Teaching Experience

Visiting Assistant Professor of Psychology

2020 – 2022

Occidental College

- Taught undergraduate courses in Social and Developmental Psychology, which included material on survey research, experimental research methods, and data analysis.

Invited Visiting Researcher

Spring 2018

INSEAD Business School, Marketing Department

Invited Presentations and Research Projects on Survey Methodology

- Invited guest lecture on “Litigation Surveys” for “Advertising Law” course, Loyola Law School, Loyola Marymount University, Los Angeles, CA, 2025.
- Led research support for David T. Neal, “Psychological Considerations in Designing Trademark and False Advertising Survey Questionnaires.” *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, 2nd ed., edited by Shari Seidman Diamond and Jerre B. Swann, ABA Publishing, 2022, pp. 273-290.
- Workshop on survey design and innovative research methods for evaluating new products, delivered (online) to research and sales professionals at Abbott Laboratories, 2021.

Invited Academic Presentations

- Presentation on “Psychology of Hedonic Adaptation and Market Research Methods,” Master of Science in Applied Psychology Program, University of Southern California, Los Angeles, CA, 2023.
- Presentation on “Getting in the Way of Habits,” Society of Personality and Social Psychology Conference, San Antonio Symposium: On the Yin and Yang of Habits, 2017.
- Presentation on “Psychology of Transformative Experiences,” UNC-ND Collaborative Workshop on Transformative and Religious Experience, Chicago, IL, 2015.

Peer-Reviewed Publications

- **Lucas Carden** and Wendy Wood. “Habit Formation and Change.” *Current Opinion in Behavioral Sciences*, vol. 20, 2018, pp. 117–122.
- **Lucas Carden**, Wendy Wood, David T. Neal, and Anthony Pascoe. “Incentives Activate a Control Mind-Set: Good for Deliberate Behaviors, Bad for Habit Performance.” *Journal of the Association for Consumer Research*, vol. 2, no. 3, 2017, pp. 279–290.
- Wendy Wood and **Lucas Carden**. “Elusiveness of Menstrual Cycle Effects on Mate Preferences: Comment on Gildersleeve, Haselton, and Fales.” *Psychological Bulletin*, vol. 140, no. 5, 2014, pp. 1265–1271.

Research Grant Funding

- \$120,000 – The Experience Project. Development and Validation of a Text-Based Approach to Studying Transformative Experience. Templeton Foundation. Jesse Graham (Principal Investigator); **Lucas Carden**; John Monterosso; Morteza Dehghani; Pete Meindl; John Doris (Co-PIs), 2015 – 2017.