

# Using Persuasion Techniques to Achieve Litigation Success: Part Two

Fitch, Even, Tabin & Flannery LLP will present a free webinar, "Using Persuasion Techniques to Achieve Litigation Success: Part Two," featuring Fitch Even partners Karl R. Fink, Nikki Little, and Timothy P. Maloney.

The webinar will take place on Thursday, April 22, 2021, at 9:00 am PDT / 10:00 am MDT / 11:00 am CDT / 12 noon EDT. **Register.**

During this webinar, we continue our discussion of how the persuasion techniques ethos, pathos, and logos can be effectively used during intellectual property litigation. In Part One, we explored how these persuasion concepts can be applied when developing case themes, building a litigation team, and selecting and preparing fact witnesses.

In Part Two, we'll explore compelling ways to leverage the concepts of ethos, pathos, and logos in other aspects of litigation, including these:

- Expert witness selection and reports
- Written and oral communications with the court
- Trial

CLE credit has been approved for California, Illinois, and Nebraska. Other states may also award CLE credit upon attendee request.

Following the live event, a recording of the webinar will be available to view for one year at [www.fitcheven.com](http://www.fitcheven.com).