

Resolution Research & Marketing, Inc.®

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PRESS RELEASE

FOR IMMEDIATE RELEASE

RESOLUTION RESEARCH® FORCES TWO COMPETITORS TO CHANGE THEIR NAMES

Trademarked Name Triumphs

Denver, CO (May 4, 2006) – **RESOLUTION RESEARCH & MARKETING, INC.®**, (www.ResolutionResearch.com) announces two successful settlements of trademark actions taken against competitors whose names were confusingly similar to Resolution Research®. "We took legal action because, we, like many companies place great importance and value in our name. In both cases, the infringing name and logotype were so similar that Resolution Research® actually received calls and correspondence demonstrating public confusion between the two entities. "As our firm's promotion of the company's name and identity have involved significant investment, it is only logical to protect these valuable assets," said Nina Nichols, president & CEO of Resolution Research®. Nichols went on to say that protecting a company's identity can at times be frustrating in terms of red tape, time investment, and legal costs. "However, in these instances, the cases were particularly gratifying because they resulted in the both competitors changing their names. This was due in large part to the fact that the name Resolution Research® is a Federally Registered Trademark with the U.S. Patent and Trademark Office."

About Resolution Research®

Resolution Research® is a 15-year old full-service market research company located in Denver, Colorado, providing quantitative & qualitative research via its in-house call center through the following methodologies: computer assisted telephone interviews (CATI), web surveys, recruitment, telewebs, in-depth interviews, mock juries, and focus groups. Other full service offerings include survey design, data collection, secondary research, analysis, and reporting. *Resolution's* services are offered nationwide & internationally performing both business-to-business surveys and consumer & public studies. Though its clients represent all industries, a considerable focus has emerged in technology, medical, pharma, legal, education, retail, and consumer products, along with conducting studies for the market research industry itself.

Resolution Research® holds certification from the Women Business Enterprise National Counsel (WBENC), is a certified small business located in an Enterprise Zone, and a member of the following organizations: CASRO, Marketing Research Association, American Marketing Association, National Association of Women Business Owners, and the Better Business Bureau. For more information visit our website at www.ResolutionResearch.com or call 800-800-0905.