



Gain the Advantage in Food Labeling Matters

Food labeling litigation is on the rise—and so is the volume of electronic information that can be implicated.

You need a trusted partner on your team with both experience in food litigation issues and the expertise to navigate your electronic information. That's where we come in.

H5 helps law firms and corporate counsel find the documents that matter in litigation and investigations. Our experts combine domain knowledge and linguistic know-how with advanced technology to find the documents you want produced, withheld, or used to get admissions or prove facts at deposition or trial. Our experience supporting law firms in their defense of food manufacturers in labeling and ingredient matters is a force multiplier that gives you a substantial advantage in litigation while reducing costs.

What you get:



Ease of use.

Just tell us what you need to find. We find it.



Accuracy.

Get exactly what you need and only what you need.



Flexibility.

Change course as needed without costly re-review.



Speed.

Fast & scalable regardless of document volume.



Value.

Competitive pricing with more for the money.

H5

Doing what comes “naturally.”

Food labeling cases are about words and how they're used, and that's our expertise. H5's linguists have extensive experience in the language of federal labeling regulations and requirements as well as food science, GMO, and other common issues that play a role in labeling and ingredient matters.

We can help:

- Identify and target relevant content to accelerate early case assessment
- Find key documents using feature-based searches focused on emotional content, key relationships and dates
- Find facts relating to scientific evidence and marketing claims
- Identify documents demonstrating price premiums associated with claimed damages
- Advise in negotiating keyword search terms with the other side

How We Help

H5 leverages both human expertise and advanced technology to support legal teams in:

> **Case Preparation**

Find the evidence you need to win.

We'll help locate hot documents in your production or theirs to help you craft an outline of proof, build a chronology, identify or impeach a witness, or develop a narrative for trial.

> **Keyword and Protocol Consulting**

Be aligned with best practices.

We know our stuff. Let H5 help you develop the most effective keyword search or design a defensible review protocol you can justify to opposing counsel or the bench.

> **Early Case Assessment**

Know more sooner.

H5's linguistic experts use advanced technology early to find key documents that help you assess the merits of your case.

> **Technology-Assisted Review**

Ensure accuracy and defensibility.

Expertly managed technology-assisted first pass document review that is faster, more accurate and priced lower than alternatives.

> **E-Discovery & Hosting**

Get the support you expect and deserve.

H5's experts are well-versed in every aspect of processing and hosting. H5 uses Nuix processing and we're Relativity® certified.

Case Studies

› H5 Finds Critical Documents Early, Giving Case Team the Edge

Faced with a pressing need to get a jumpstart on a labeling litigation, a major law firm engaged H5 to cull and search a collected document population to support a fact-finding effort. As a first step, H5 helped counsel tailor a keyword list that would limit over-capture of non-relevant information and prevent under-capture of relevant information, resulting in an 85% volume reduction. Next, H5's experts conducted a content-based search using advanced technology, working with counsel to segment the topics of interest into their constituent elements. Finally, H5 conducted feature-based searches focused on emotional content, social networks, and key people, entities, and dates to ensure full coverage of the relevant topics. H5 provided seven deliveries over the course of two weeks to support custodian interviews and a jury exercise, identifying close to 500 key documents the case team deemed critical.

› H5's Expert Search Supports Food Giant in Labeling Litigation

A leading food company engaged H5 to conduct expert search for potentially relevant material in a production of approximately 100,000 of their own documents in a food labeling controversy. Over the course of three weeks, H5's expert search in this population assisted the case team in finding the facts and developing the story relating to

scientific evidence about certain health benefits of the product. H5 provided categorized results that escalated hot and otherwise highly relevant documents, with excerpts of the relevant passages made available so as to streamline counsel's review. H5's results supported witness depositions and assessment of the price premiums associated with claimed damages.

› Keyword Challenge Averted as H5's Experts Provide Validation Scenarios

Concerned that the keyword list negotiated with opposing counsel in a consumer fraud matter might be challenged as deficient due to a low hit rate, a major food manufacture engaged H5's principal scientist to provide a methodology that would determine if the results were valid. H5 developed statistical sampling scenarios that enabled testing for various levels of recall at different confidence intervals. Using these scenarios, counsel's review of the statistical sample of documents *not* hit by the keywords and the number of responsive documents identified determined that the case team could state with 95% confidence that the recall achieved was between a low bound of 87.3% and a high bound of 99.9%, with a point estimate of 97.5%—a convincing demonstration that the keywords achieved exceptionally high recall—supporting the defensibility of the search and obviating the need to re-negotiate the keywords.

Americans eat

31% more
packaged
food
than
fresh food

and they consume more packaged food per person than their counterparts in nearly all other countries.

→ Multiple law firms on the case?

Leverage the power of H5's search expertise for all firms by consolidating documents in H5's robust hosting environment.

Each firm gains the benefit of H5's expert search and e-discovery services across the entire document population, enabling involved counsel to collaborate as necessary and assess the key documents they need to evaluate risk and inform their own take on the matter.

H5 helps law firms and corporate counsel find the documents that matter in litigation and investigations.

Whether documents need to be produced, withheld, or used to get admissions or prove facts at deposition or trial, H5's mission is to help find them—quickly, easily and at a lower cost than any other alternative.



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