

Identifying the world's leading trademark firms and practitioners

The World Trademark Review 1000 will present exhaustive rankings of the leading law firms, attorney firms and individual practitioners offering high-level trademark advice in more than 50 jurisdictions. In this exclusive preview, we reveal the most cited firms in terms of the number of offices and individual practitioners identified as leaders in the field across the globe

In February 2011 *World Trademark Review (WTR)* will be publishing the inaugural edition of the *World Trademark Review 1000*, a guide to the world's leading trademark practitioners. Following an in-depth research process, this will be the first guide to identify, rank and provide detailed editorial on trademark experts in more than 50 countries (see methodology). Our research team conducted telephone interviews and exchanged correspondence with hundreds of lawyers, attorneys and their clients involved with trademarks. As an exclusive preview, *WTR* can now reveal the firms that received the most citations in terms of individual offices ranked globally and those boasting the highest number of ranked individuals. Where applicable, quotes from individual interviewees are highlighted.

Allen & Overy LLP
Offices ranked: 3
Individuals ranked: 5

This international giant is best known for its wide-ranging commercial practice, though it also has significant expertise in trademarks. Its strongest practices and practitioners are found in continental Europe. In this region, the *WTR 1000* specifically recognises the firm's offices in Belgium, where Geert V Glas wins acclaim; France, where Laëtitia Bénard and Pierre Lenoir are hailed; and Luxembourg, which is home to Katia Manhaeve. In the Netherlands, Paul Reeskamp also wins recognition. The firm focuses on high-level international work across the full range of trademark issues, and maintains strong domain name and anti-counterfeiting practices across its network. It recently represented a major pharmaceutical player in a precedent-setting case over the use of its trademarks by generics manufacturers and assisted a property developer in trademark licensing issues surrounding the opening of a chain of luxury hotels.

WTR 1000 methodology

World Trademark Review (WTR) magazine has undertaken extensive research to compile exhaustive rankings of the leading law firms, attorney firms and individual practitioners offering high-level advice on issues relating to trademarks. As businesses race to enhance their global competitiveness, a strong brand is a vital prerequisite for success in the market. Lawyers and trademark attorneys in private practice play a significant role in developing and implementing brand strategies for clients in both global and local markets, as well as acting to protect their clients' trademark rights in the event of infringement. This guide puts the spotlight on those firms and individuals that are deemed outstanding in this critical area of practice.

The *WTR 1000* is the first and only standalone ranking publication to focus exclusively on trademark practices and practitioners. Our research covers more than 50 key jurisdictions and identifies the leading practitioners and their firms in both contentious and non-contentious work. Over three months, we conducted telephone interviews and exchanged correspondence with hundreds of lawyers, attorneys and their clients involved with trademarks. Individuals qualify for a ranking in the *WTR 1000* upon receiving sufficient positive feedback from market sources with knowledge of their practice and the market within which they operate. We have also identified the leading law firms and attorney firms in the market, as the depth of expertise that a firm can offer beyond and in support of its star partners is an important factor for potential clients. Firms qualify for a listing on the basis of their depth of expertise, market presence and the level of work they are typically instructed on.

Allens Arthur Robinson
Offices ranked: 1
Individuals ranked: 5

With a leading position in the Australian market, this "big hitter" has five individuals ranked in Sydney: Jim W Dwyer, Jackie O'Brien, Miriam Stiel, Philip John Kerr and Timothy John Golder. The practice covers the full range of trademark services, with expertise ranging from filing and licensing to enforcement to anti-counterfeiting. Clients include leading players in the consumer electronics, automotive, jewellery, natural resources, entertainment and sports industries.

Table 1. Top 5 law firms by offices ranked

Firm Name	Offices Ranked
Baker & McKenzie	22
Bird & Bird	13
Hogan Lovells	12
Rouse	7
DLA Piper	5

Table 2. Top 25 law firms by number of individuals ranked

Firm Name	Individuals Ranked
Baker & McKenzie	36
Bird & Bird	21
Hogan Lovells	19
Kilpatrick Townsend & Stockton LLP	14
DLA Piper	9
Rouse	8
Howrey LLP	8
Greenberg Traurig LLP	8
Gowling Lafleur Henderson LLP	8
Fross Zelnick Lehrman & Zissu PC	7
Osler Hoskin & Harcourt LLP	7
Smart & Biggar/Fetherstonhaugh	7
Hoyng Monégier LLP	6
McDermott Will & Emery	6
Fish & Richardson PC	6
Allen & Overy LLP	5
Edwards Angell Palmer & Dodge	5
Jones Day	5
Allens Arthur Robinson	5
Finnegan Henderson	5
Farabow Garrett & Dunner LLP	5
Foley & Lardner LLP	5
Fulbright & Jaworski	5
International LLP	5
ROBIC LLP	5
Schönherr Rechtsanwälte GmbH	5
Yuasa & Hara	5

Baker & McKenzie

Offices ranked: 22
Individuals ranked: 36

This global behemoth has more offices and more individuals ranked in the *WTR 1000* than any other firm. Its dominance results from its focus on trademarks across its impressive network of offices, giving it an imposing presence in many markets. Key areas of practice are prosecution, commercialisation of trademarks and anti-counterfeiting, although all of the firm's offices provide advice and representation across the full range of trademark issues. It is recognised in the Americas, Europe and East Asia, making particularly strong plays in developing regions such as Latin America, Central Eastern Europe and China. Overall, the firm is acclaimed by clients for its "responsiveness, thoroughness and solutions-focused approach".

Bird & Bird

Offices ranked: 13
Individuals ranked: 21

This "top firm", a "major competitor" and "well-established player", is second only to Baker & McKenzie on both tables presented in this preview, with 13 offices and 21 individuals ranked in the *WTR 1000*. It remains "a firm you think of straight away" for trademark work, noted one interviewee. Its stronghold is Europe, where it wins commendations in Belgium, the Czech Republic, Finland, France,

Germany, Hungary, the Netherlands, Spain, Sweden and the United Kingdom. Its network also extends into Asia, where the Hong Kong and Singapore offices are recognised. As one of the world's leading IP practices, Bird & Bird is relied upon by international brand owners for its expertise in prosecution, portfolio management, anti-counterfeiting, domain name disputes and general trademark litigation. It works with some of the world's leaders in the IT, cosmetics, insurance, food and beverages, telecommunications, sports and many other sectors.

DLA Piper

Offices ranked: 5
Individuals ranked: 9

This far-reaching international firm is ranked in the United Kingdom (with Simon Levine and Sian Croxon singled out for praise), Italy (where Roberto Valenti is ranked) and the Netherlands (where Niels Mulder wins plaudits). Krystyna Szczepanowska is recognised as a partner in Poland, while across the Atlantic, we rank its Chicago and Palo Alto offices and practitioners Mark Feldman, Christina Martini, Keith Medansky and Allyn Taylor. Feted for the international scope of its practice, the firm represents clients in infringement and anti-counterfeiting matters, while also providing first-class prosecution and portfolio management services. Its size leads to instructions from a wide range of clients, including those in the high-tech, life sciences and e-commerce fields.

Edwards Angell Palmer & Dodge

Offices ranked: 3
Individuals ranked: 5

This firm's Boston and New York offices are included in the *WTR 1000* rankings, while in the United Kingdom the London office wins acclaim; across the network, it enjoys a "strong reputation". Its growing practice continues to gather momentum with the appointment of leading individuals: top-tier player John Olsen recently joined the team in London. Clients include household names in the IT, life sciences, entertainment, e-commerce and clothing sectors, among many others.

Finnegan Henderson Farabow Garrett & Dunner LLP

Offices ranked: 1
Individuals ranked: 5

This is an industry leader in Washington DC, where David M Kelly, Mark S Sommers, Brett Heavner, Julia Anne Matheson and Linda K McLeod are all based. Its "strong, deep" practice brings a wide breadth of trademarks expertise to the table. Recent work includes a worldwide audit of trademark applications and registrations for Caterpillar, taking in more than 7,000 registrations and 3,500 applications in more than 185 countries.

Fish & Richardson PC

Offices ranked: 3
Individuals ranked: 6

This national IP boutique tops the market in Massachusetts and also boasts a strong presence in California and Texas. It has two practitioners ranked in each of those states, alongside Boston-based Cynthia Walden. The market has "a lot of respect" for this "extremely strong" firm. It provides the full range of trademark advice and representation. Recent work highlights saw the firm successfully

represent Bose in its appeal of a Trademark Trial and Appeal Board decision finding fraud and ordering the cancellation of the Bose WAVE trademark registration. Other clients include 3M, Callaway Golf, Calvin Klein, Honda Motor Company, Porsche and Tesla Motors.

Foley & Lardner LLP

Offices ranked: 1

Individuals ranked: 5

Foley & Lardner's expanding IP practice was boosted in 2008 with the addition of a number of partners from Darby & Darby. Jonathan E Moskin, Robert Weisbein, Andrew Baum and Jeffrey H Greene are featured in the *WTR 1000's* New York rankings, while Los Angeles-based Miriam Claire Beezy is also recognised. All "impress with the high quality of their work" and are members of an "increasingly deep" team.

Fross Zelnick Lehrman & Zissu PC

Offices ranked: 1

Individuals ranked: 7

This elite New York team has seven ranked individuals in the *WTR 1000*, including Roger L Zissu and Susan Upton Douglass. Highly competitive in the market, it specialises in non-patent IP work. The emphasis of its trademark practice is perceived to fall upon non-contentious matters, although it also has impressive litigation

capabilities. Clients extol the firm's virtues, proclaiming that "the overall level of service is extremely high, taking into account substantive advice, timeliness and cost". One concluded: "The firm's greatest strength is its depth of knowledge, combined with an understanding of what the client does and does not need."

Fulbright & Jaworski International LLP

Offices ranked: 1

Individuals ranked: 5

Fulbright & Jaworski has a nationally integrated practice, with Washington DC's J Paul Williamson singled out for praise, along with Mark N Mutterperl in New York, Timothy Michael Kenny in Minneapolis and Richard John Groos and Linda M Merritt in Texas, where Fulbright has its headquarters and is also ranked. It is strong across a broad range of trademark issues, though is best known overall for its contentious work.

Gowling Lafleur Henderson LLP

Offices: 2

Individuals: 8

Six individuals from Gowling Lafleur Henderson Canada offices are included in the *WTR 1000*, confirming the firm's place at the top level of trademark practice in the country. The "excellent-quality, very well-rounded" team is experienced in both contentious and

Bird & Bird & managing your brand

Brand management team – key country contacts

Belgium

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Beijing & Bratislava & Brussels & Budapest & Düsseldorf & Frankfurt & The Hague & Helsinki & Hong Kong & London & Lyon & Madrid & Milan & Munich & Paris & Prague & Rome & Shanghai & Singapore & Stockholm & Warsaw

non-contentious matters. Listed individuals include top litigator Arthur Renaud and Robert Macdonald, whom peers acknowledge as “one of the best in Canada”. The firm’s Russian IP practice has been enhanced further by the recent arrival of renowned IP litigator Julianna Tabastajewa.

Greenberg Traurig LLP

Offices ranked: 3

Individuals ranked: 8

This firm is ranked in three jurisdictions and provides the *WTR 1000* with eight listed practitioners. Its profile “has expanded incredibly in recent years and continues to do so”, according to market sources. Already enjoying a strong reputation in non-contentious matters, the team is also increasingly a force to be reckoned with in trademark litigation. Leading New York trademark attorney Scott Thompson features in the rankings, as do California licensing expert Susan Heller and experienced Washington DC litigator Steven Wadyka.

Hogan Lovells

Offices ranked: 12

Individuals ranked: 19

This “expert” firm vies with rival Bird & Bird for European dominance, with an army of high-quality experts practising across the continent. Jewels in the Hogan Lovells crown include the market-

leading practice in Germany, where Andreas Bothe and Leopold Von Gerlach receive strong notices; and its Spanish offices in Madrid and Alicante, where Burkhard Goebel directs the global practice. It is also recognised in the Netherlands, Italy, France, Russia and the United Kingdom. Outside of its European strongholds, the firm has an extensive Asian network, with offices in Shanghai, Hong Kong, Tokyo and Ho Chi Minh City recognised in the *WTR 1000*. Its practice covers the full range of matters, from filing to litigation.

Howrey LLP

Offices ranked: 4

Individuals ranked: 8

Despite the recent departure of practitioners in the Netherlands, France, Spain and Belgium to form Hoyng Monégier, Howrey remains a “highly active and significant” force in the market. It maintains notable presences in Germany, Washington DC, California and Texas, all of which are recognised in the *WTR 1000*. Its practice runs the gamut of trademarks, from prosecution and portfolio management to domain name-related work and trademark litigation.

Hoyng Monégier LLP

Offices ranked: 4

Individuals ranked: 6

This newly minted practice has leapt to the vanguard of the

intangible assets, maximized value

Gowlings is consistently recognized as a leader in all aspects of IP law. Our understanding of our clients’ industries helps us strategically protect and enforce their intellectual property, worldwide.

- A leader in all aspects of trade-mark, copyright and patent law for 14 consecutive years - *MIP World IP Survey*
- Ranked 9th IP law firm overall with 8 lawyers listed - *WTR 1000*
- 700+ legal professionals across 9 offices worldwide



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European trademark scene, with offices in Belgium, France, the Netherlands and Spain. Its practitioners migrated *en masse* from Howrey European operation, taking their considerable skills, expertise and clients with them. Ranked in the *WTR 1000* are Denis Monégier du Sorbier, Willem A Hoyng, Joris Van Manen, Frank Eijsvogels, Laura Alonso and Carl De Meyer.

Jones Day

Offices ranked: 2
Individuals ranked: 5

Jones Day undertakes a broad array of work spanning the contentious and non-contentious sides of trademark practice. In the United States, Mark Finkelstein is recognised in Irvine, California, while Emmanuel Baud emerges as a leader in Paris. Asian leading lights include Peggy Cheung and Chiang Ling Li in Hong Kong, and Benjamin Bai in Shanghai.

Kilpatrick Townsend & Stockton LLP

Offices ranked: 2
Individuals ranked: 14

While this firm's Washington DC and New York offices feature in the *WTR 1000*, its true centre of gravity is in Atlanta, Georgia. Here the firm has a quite extraordinary team, with eight individuals forming what is described as "probably one of the best groups in the country". Luminaries include Jerre B Swann, Miles J Alexander and William H Brewster.

McDermott Will & Emery

Offices ranked: 4
Individuals ranked: 6

This firm's strength in trademark matters is evidenced by its appearance in three major US jurisdictions, with the London practice also winning recognition. Commentators observe that it is "appearing increasingly often in trademark litigation", supplementing the team's strong reputation in IP-related transactional work. The six listed practitioners include the highly regarded Joanne Ludovici-Lint on the non-contentious side and seasoned litigators Robert W Zelnick and John J Dabney.

Osler Hoskin & Harcourt LLP

Offices ranked: 1
Individuals ranked: 7

"A big player in the trademark sphere" with a "history of excellent service and good advice", this Canadian firm offers a comprehensive range of trademark services, from initial filing and prosecution through to licensing, transactions and litigation. The firm boasts seven individuals ranked in the *WTR 1000*, including dual-qualified lawyer and trademark agent Donna White and "knowledgeable and versatile litigator" Glen Bloom. John Cotter and Diane E Cornish also feature.

ROBIC LLP

Offices ranked: 1
Individuals ranked: 5

A leading firm in Quebec and among the top-tier firms in Canada as a whole, this IP boutique is home to renowned "top-notch litigator" François Grenier, as well as four other distinguished practitioners who feature in our rankings: Laurent Carrière, Barry Gamache,

Hugues G Richard and Robert H Sotiriadis. The firm handles the full spectrum of trademark services for its international clientele.

Rouse

Offices ranked: 7
Individuals ranked: 8

Rouse enjoys a truly global reputation in trademarks and an effective presence throughout the Far East, in addition to offices in the United Kingdom and the United Arab Emirates, and "really uses its international footprint to the advantage of clients". Together with its network of associated local firms, it is particularly recognised for its anti-counterfeiting strength and serves clients across the gamut of contentious and non-contentious trademark-related matters. London-based consultant Tony Willoughby is a reputed authority on trademarks and is among eight individuals from the firm who feature in our rankings.

Schönherr Rechtsanwälte GmbH

Offices ranked: 1
Individuals ranked: 5

"Standing out in a very competitive market", this full-service firm is among the leaders in the Austrian trademark sphere. Commentators attribute this to its strength and depth: a total of five practitioners are listed in the *WTR 1000*, including top-ranked lawyers Christian Hauer and Guido Kucsko. The firm proffers the full complement of trademark services, both contentious and non-contentious.

Smart & Biggar/Fetherstonhaugh

Offices ranked: 1
Individuals ranked: 7

This outfit is one of Canada's best-known IP boutiques, with established practices in both the contentious and non-contentious trademark spheres. The combined firms benefit from the aggregation of both lawyers and filing agents under one roof. "Truly excellent" litigator Francis Guay appears in our rankings, along with "hard-working, responsive and dedicated" trademark specialist Mark K Evans and a further five practitioners from the team.

Yuasa & Hara

Offices ranked: 1
Individuals ranked: 5

Domestic and international market sources agree that this "established and high-quality" firm is among the leading trademarks practices in Japan. A total of five practitioners feature in the *WTR 1000*, reflecting the full complement of contentious and non-contentious services that Yuasa & Hara offers to clients. Those ranked include respected trademark prosecutors Hiromichi Aoki and Yukio Yagyū. [WTR](#)

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The *WTR 1000* will be published in Spring 2011 and will be distributed to all *WTR* subscribers and available to delegates at key trademark conferences throughout the year. A fully searchable edition of the publication will also be available online, free to view, via www.worldtrademarkreview.com.