

## TRADEMARK PROSECUTION

Practice

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### PRIMARY CONTACTS

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Haynes and Boone prosecutes and registers trademarks with the U.S. Patent and Trademark Office and assists with registration in every foreign jurisdiction. Due to the complex foreign and domestic trademark issues we handle every day, our trademark lawyers have the experience and knowledge to anticipate, and thus minimize, potential problems when advising our clients about the selection of new marks and the filing of trademark applications. This experience results in fewer challenges to, and rejections of, our clients' filings, reducing the overall cost of establishing and protecting new brands.

The trademark group at Haynes and Boone has recently been listed as one of only fourteen elite groups by this year's *World Trademark Review (WTR) 1000*. WTR attributes this ranking to the "cost-conscious, internationally acclaimed" group's "astounding expertise and a commitment to top-level, flexible customer service." Multiple Haynes and Boone attorneys have also been recognized by the WTR as leading individual practitioners, including [Purvi Patel Albers](#), [David Bell](#), [Jeff Becker](#), [Richard Rochford](#), and [Ken Parker](#).

Our lawyers are highly active in the trademark community. Purvi Patel Albers has served on the Board of Directors of the International Trademark Association (INTA) and co-chaired an INTA Annual Meeting, and a dozen additional members of the Haynes and Boone team are active members of and have served in leadership roles with INTA.