

## World Trademark Review Honors Seven Haynes and Boone Lawyers, Praises International Reach

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**PRACTICES** Intellectual Property Litigation, Patent Litigation, Trademark and Advertising, Trade Secret Litigation, Intellectual Property

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Haynes Boone has again been ranked as one of the nation's leading trademark firms according to the just-released World Trademark Review 1000 (WTR 1000), with seven lawyers individually ranked and applauded from five cities coast to coast.

In the publication reserved for the world's leading trademark professionals, the firm earned a national silver band ranking, receiving praise as a "first port of call for brand owners with global operations." Client feedback also highlighted the group's significant international expertise.

In Texas, the firm received the highest gold band ranking, with a practice WTR 1000 describes as "one of the Lone Star State's pre-eminent trademark outfits," which "has great bench strength" and a "superb" collection of practitioners that "truly act as a team and complement each other's skills very well."

Seven firm lawyers in offices across the country received individual rankings for their varied skill sets. [Purvi Patel Albers](#), lauded for her "brilliance," received national notice for her prosecution and strategy work and a gold band ranking in Texas. [Jeff Becker](#) received national rankings in both prosecution and strategy and enforcement and litigation along with a gold band ranking in Texas for his "rock-solid" handling of trademark matters. Trademark group co-leader [David Bell](#) was praised for his "superior trade dress expertise in defending three-dimensional and other unusual marks."

In the Orange County office, Ken Parker, chair of the firm's IP Litigation Practice Group, was recognized for enforcement and litigation in California and was "hailed as a 'top litigator'" who is "phenomenal in front of a jury." Jennifer Lantz in the firm's Palo Alto office was recognized for prosecution and strategy, with WTR 1000 noting that she "moves with the times while retaining a solid base of hardware customers." In New York, trademark group co-leader [Rich Rochford](#) was ranked for his enforcement and litigation work, with WTR 1000 recognizing that Rochford is a "pillar" of Haynes Boone's trademark litigation practice and a "go-to guy for sophisticated matters." And in the firm's Washington, D.C. office, Phil Hampton is known for his "unequaled knowledge of trademark law and procedure" for the D.C. Metro Area's enforcement and litigation practice.

The WTR 1000 is a guide to the world's leading trademark legal service providers and identifies the leading players in 70 key jurisdictions globally. Guide researchers spent months conducting telephone interviews and exchanging correspondence with lawyers and clients involved with trademarks to create the list. Law firms and practitioners qualify for inclusion in the WTR 1000 upon receiving sufficient positive feedback from market sources.