

## World Trademark Review Again Ranks Haynes and Boone Trademark Practice Among Nation's Best

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January 19, 2017 Purvi Albers, Jeffrey Becker, David Bell, William Nash, Richard Rochford

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*World Trademark Review 1000 (WTR 1000)*, an esteemed guide to the world's leading trademark professionals, has ranked Haynes Boone as one of the leading U.S. trademark firms for the seventh consecutive year since the inaugural rankings in 2011.

Haynes Boone earned a ranking among the top 16 firms in the country in the just-released *WTR 1000* rankings, which are based on extensive research and interviews with clients and other trademark practitioners. In a testament to the depth and reach of the group's bench, eight Haynes Boone lawyers from six offices coast-to-coast (New York, Washington, D.C., Dallas, San Antonio, Palo Alto, and Orange County) were individually ranked as leading trademark practitioners.

In Texas, the firm received the publication's highest gold band ranking. *WTR 1000* called the firm's Texas trademark team an "elite ensemble [that] draws on a large reservoir of expertise to resolve commercial issues as quickly as it identifies them."

*WTR 1000* ranked Dallas-based [Purvi Patel Albers](#) and [Jeff Becker](#) among the nation's top 20 lawyers in trademark prosecution and strategy. Albers was recognized for her work "managing and enforcing marquee brands, both domestically and internationally," quoting a source who said: Purvi is "extremely personable and clients really love her." Becker, praised as the "statesman of intellectual property," was also ranked among the top enforcement and litigation attorneys in the United States.

Trademark Group co-leader [David Bell](#) received a silver ranking in the Texas market. As clients and peers complimented him, he "identifies legal risk through the eyes of a business owner" and "doesn't put up brick walls – if you tell him that there is a problem, he'll just come back with a solution."

San Antonio partner [Bill Nash](#) was described by *WTR 1000* as a "gem" who is frequently consulted for his "wealth of knowledge" in "all aspects of trademark law — especially in cross-border matters."

*WTR 1000* also complimented the firm's "notable presence in California." In the Orange County office, Ken Parker, chair of the firm's [IP Litigation Practice Group](#), was described as a "courtroom doyen" who is "extremely sharp" and can "identify arguments and strategy very quickly." Jennifer Lantz in the firm's Palo Alto office received high praise for a broad-based skill set that includes both counseling and enforcement in the courts — a combination that "makes her strategic advice litigation-proof." *WTR 1000* further noted that she is "familiar with how best to utilize the International Trade Commission (ITC) as a platform for settling trademark disputes – a rare ability in a trademark practitioner."

In New York, silver-ranked [Trademark Group](#) co-leader [Rich Rochford](#) was described as a "leading trademark professional" who "is especially successful and efficient in complex litigation." And in the

firm's Washington, D.C. office, Phil Hampton was celebrated as someone who “counsels and litigates with aplomb” and “makes the most noise for his adroit performances before the TTAB.”

The *WTR 1000* is a guide to the world's leading trademark legal service providers and identifies the leading players in 90 key jurisdictions globally. Guide researchers spent four months conducting telephone and face-to-face interviews with trademark specialists across the globe to create the list. Law firms and practitioners qualify for inclusion in the *WTR 1000* upon receiving sufficient positive feedback from market sources.