

Purvi Patel Albers, Jeff Becker, David Bell Recognized as 2020 WTR Global Leaders

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PRACTICES Intellectual Property, Trademark and Advertising

Haynes Boone Partners [Purvi Patel Albers](#), [Jeff Becker](#) and [David Bell](#) are featured as 2020 *World Trademark Review (WTR) Global Leaders*. Haynes Boone is pleased to have the most ranked Texas lawyers of any full-service firm.

To qualify as one of the *WTR Global Leaders*, individuals must be ranked in the top “gold tier” of the *WTR 1000* directory of leading trademark professionals globally, making the *Global Leaders* the “best of the best” in trademark practice. The *WTR 1000* is compiled through a rigorous annual selection process involving face-to-face and telephone interviews and exchanged correspondence over a four-month period with hundreds of lawyers, attorneys and clients.

The 2020 edition of the *WTR 1000* directory not only ranked Albers, Becker and Bell as gold tier lawyers, but awarded Haynes Boone’s overall national trademark practice its coveted gold ranking as one of the top trademark practices in the country due to the experience of the firm’s trademark lawyers in its Texas, New York and California offices.

Read more about the Haynes Boone partners recognized as *WTR Global Leaders* below:

Purvi Patel Albers

Albers is a member of the firm’s board of directors and serves as trusted adviser and counsel to Fortune 500 companies and high-growth ventures on the management of their valuable brand investments. Her primary practice focus includes: U.S. and foreign trademark clearance, protection and enforcement strategy; U.S. and foreign trademark and internet enforcement, including oppositions, cancellations and Uniform Dispute Resolution Proceedings (UDRP) disputes; social media counseling and enforcement; copyright, trade dress, non-traditional trademark and customs counseling and enforcement.

Jeff Becker

Becker is one of only 10 U.S. trademark attorneys who has been repeatedly, nationally recognized by WTR 1000 (2011-2020) for his experience in trademark law and for having the rare combination of both “Prosecution and Strategy” and “Enforcement and Litigation” skill. A significant amount of Becker’s time is spent on litigating oppositions and cancellations within the U.S. Trademark Office’s Trademark Trial and Appeal Board (TTAB), where he has repeatedly served as lead counsel for some of the country’s largest brand owners.

David Bell

The chair of Haynes Boone’s Trademark Practice Group, Bell builds and enforces trademark rights and other intangible assets worldwide. This includes through TTAB proceedings, foreign legal proceedings, and UDRP proceedings. Calling on his robust depth of trade dress knowledge, Bell

protects designs for products, packaging, and service businesses. He also provides social media guidance and founded the firm's Social Media Practice Group.

Haynes Boone's 30+ member Trademark Practice Group protects and enforces its clients' marks, which include some of the world's most famous brands.

Haynes Boone is an international corporate law firm with offices in Texas, New York, California, Charlotte, Chicago, Denver, Washington, D.C., London, Mexico City and Shanghai, providing a full spectrum of legal services in energy, technology, financial services and private equity. With more than 575 lawyers, Haynes Boone is ranked among the largest U.S.-based firms by *The National Law Journal*, *The American Lawyer* and *The Lawyer*. *It also was recognized across the board for excellence in the BTI Consulting Group's 2020 "A-Team" report, which identifies the law firms that in-house counsel commend as providing superior client service.*