Haynes and Boone's Growing Trademark Practice Again Awarded Top National Ranking in Prestigious 2021 WTR 1000

By Erin Hennessy, Richard D. Rochford, Purvi Patel Albers, Jeffrey M. Becker, David A. Bell, William B. Nash | February 15, 2021

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Haynes Boone's Trademark Practice Group has again been honored as one of the top 11 "National Gold Tier" trademark practices in the country in the 2021 edition of the *World Trademark Review 1000* directory of leading trademark professionals. This is the 11th consecutive year for the firm to place among the U.S. leaders in the *WTR 1000*, which is based on interviews with clients and trademark practitioners.

In addition to the national ranking, the Haynes Boone's trademark practices in its New York and Texas offices were specifically highlighted as leading groups in both states. Its New York practice was ranked in the state in both "Enforcement and Litigation" and "Prosecution and Strategy," and its Texas practice was ranked as one of the only two "Gold Tier" level practices in Texas.

Notably, all seven of the firm's trademark partners in its New York and Texas offices were individually ranked – Purvi Patel Albers, Jeff Becker, David Bell, Erin Hennessy, Rob LeBlanc, William Nash, and Richard Rochford. Two of them, Purvi Patel Albers and Jeff Becker, were nationally ranked, as well, with Albers as "National Gold Tier" in "Prosecution and Strategy" and Becker as "National Silver Tier" in both "Enforcement and Litigation" and "Prosecution and Strategy."

WTR said the following about the firm:

> "A trademark heavyweight in the Southwest with a coast-to-coast presence, Haynes Boone is a reference in the United States when it comes to the business of brands. The crossover between the firm's trademark and advertising, marketing and promotional law groups ensures it can give appropriate coverage to clients on the complete range of brand matters – an ability enhanced by a supportive, collaborative internal culture."

"The 2021 *WTR 1000* ranking confirms that we have one of the deepest trademark benches in the country, with recognized practitioners coast-to-coast," said David Bell, partner and chair of the firm's Trademark Practice Group. "Our group is continuing to expand our capabilities and national footprint as evidenced by the recent lateral hires of experienced trademark lawyers Erin Hennessy and Annie Allison in New York and Theresa Conduah in California."

Partner Theresa Conduah, the most recent addition to the team, was previously in-house and honored by *WTR* last year in its *WTR 300* rankings of the world's leading in-house trademark attorneys.

The *WTR 1000* identifies the leading players in more than 80 jurisdictions globally. The rankings are based on a rigorous selection process, with researchers spending four months conducting more

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than 1,500 face-to-face and telephone interviews with trademark specialists and their clients across the globe.

Here are the firm's *WTR 1000* individually ranked lawyers:

New York:

Erin Hennessy:

Hennessy, who joined Haynes Boone in 2020, received a silver ranking in the Prosecution and Strategy category in New York. *WTR 1000* also mentions Hennessy's current role as acting counsel of the INTA Board.

Richard Rochford:

Rochford, the chair of Haynes Boone's IP Litigation Practice Group, is ranked in the silver tier for Enforcement and Litigation. He is noted for his work in making New York an "important location in the firm's expansive network." Described as "amazing at oral argument," the directory mentions his work attaining a dismissal in a trademark and contract rights infringement claims case.

Texas:

Purvi Patel Albers:

Ranked Gold nationally and in Texas, Albers is described as having "encyclopedic substantive knowledge as well as commercial acumen." Albers was also noted for her work in growing the firm's media and entertainment practice.

Jeff Becker:

Ranked both nationally and in Texas, Becker is known for being "exceptionally responsive." As described by a client, Becker is a "trusted adviser who does a wonderful job, making you feel like his only client," while also being "extremely cost-effective."

David Bell:

As the chair of Haynes Boone's Trademark Practice Group, Bell receives gold tier recognition from *WTR 1000* for his "invaluable perspective along with options and action plans." The directory applauds his understanding of his "clients' products, business philosophies and go-to-market strategies."

Rob LeBlanc:

In his debut in the *WTR 1000* rankings, LeBlanc was noted for his skills in all aspects of trademark law. Researchers commend his "practical advice that is easy to use in-house" and for being "particularly adept at diffusing potential conflicts: with a well-placed call, he can frequently smooth over issues and bring about amicable solutions."

William Nash:

With more than three decades of experience in intellectual property law, Nash is lauded as a "seasoned and savvy counsellor." In addition to his "vibrant" work on trademark and patent

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infringement cases, the directory describes him as an “anchor on the litigation side.”

To read more about the firm’s *WTR* rankings, click here for its National listing, here for its New York listing, and here for its Texas listing.

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

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