5 Haynes Boone Partners Recognized as 2022 Trademark Stars

By Purvi Patel Albers, Jeffrey M. Becker, David A. Bell, Erin Hennessy, Kenneth G. Parker | May 10, 2022

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Managing Intellectual Property recognized five Haynes Boone Partners as 2022 Trademark Stars: Purvi Patel Albers, Jeffrey Becker, David Bell, Erin Hennessy, and Ken Parker.

Erin is also recognized as a 2022 Copyright Star, while Ken is also recognized as a 2022 Patent Star.

The publication ranks lawyers and firms based on research and market and client feedback about a range of criteria, including practitioners' depth of experience and track records of wins and losses.

Managing IP defines an IP Star as "an experienced senior IP practitioner in private practice, typically a partner, who has been recommended by peers and/or clients or someone that is integral to the success of their firm."

Read more about Haynes Boone's 2022 Trademark Stars below:

Purvi Patel 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. *Chambers USA* stated that she brings "an amazing personality and a fantastic reputation" to her work on portfolio management and trademark enforcement for domestic and multinational companies. She also has been highlighted nationally by *World Trademark Review* for her "sophisticated brand management skills" and "incisive analysis, commercial awareness, and fast turnaround times."

Jeffrey Becker is one of only a dozen U.S. trademark attorneys who has been repeatedly, nationally recognized by World Trademark Review's WTR 1000, Globe Publishing, Ltd. (2011-2022) for having the rare combination of both trademark "Prosecution and Strategy" and "Enforcement and Litigation" skill. Additionally, Chambers USA, Chambers and Partners (2004-2021) has ranked Jeff as one of the country's top trademark lawyers for almost 20 years. Jeff is praised by clients as "a brilliant problem solver [who] has the right tolerance for risk in the context of his clients' business"

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(WTR 1000, 2022). A significant amount of Jeff's time is spent on litigating oppositions and cancellations within the U.S. Trademark Office's Trademark Trial and Appeal Board (TTAB), where Jeff has repeatedly served as lead counsel for large brand owners such as AT&T and Halliburton.

David Bell, chair of the firm's Trademark Practice Group, provides knowledgeable and creative counseling to multinational corporations and emerging companies. Recognized also by *Chambers USA* and *World Trademark Review*, David has been described as "incredibly dedicated and always prepared to go the extra mile to assist" and that his "work capacity is remarkable, and he always delivers top-quality advice and outcomes." He has extensive experience with important name launches and the complex trademark clearance searches that go along with them. He also has a robust depth of trade dress and social media knowledge. When necessary, David also relies upon his breadth of experience in trademark offices throughout the world, U.S. courts, foreign tribunals, the TTAB proceedings, and administrative domain name proceedings.

Erin Hennessy is a member of the firm's trademark practice, is a former Chief Trademark counsel for a Fortune 500 entertainment and media company and just finished her term as acting general counsel for the International Trademark Association's (INTA) board of directors. She focuses her practice on trademark law, copyright law and internet and social media issues spanning many industries including entertainment, media, publishing, technology, retail, fashion and financial services, including cryptocurrency. Erin counsels clients on all aspects of IP with an emphasis on supporting legal, business and marketing teams with branding issues facing their businesses. She has been recognized by *World Trademark Review* as "leveraging her top-level in-house experience to pitch her advice and fine-tune her services perfectly."

Ken Parker is a partner in the Orange County and San Francisco offices and is a member of the firm's Litigation Department and Intellectual Property Practice Group. Ken is a first-chair trial lawyer who focuses on patent, trademark, copyright, trade secrets, and business litigation. He has tried multiple types of cases to verdict in federal court, state court, and other venues, including patent, trademark, and business cases and International Trade Commission Section 337 patent litigation proceedings. Ken's work spans across industries, including life sciences (for example, research tools, analytical instrumentation/software, medical devices, diagnostics, biomanufacturing systems, etc.), software (encryption, predictive algorithms, AI); electronics and semiconductors, and consumer products. He handles cases in courts throughout the country.

Haynes Boone's Trademark Practice Group is honored to protect and enforce its clients' marks, which include some of the world's most famous brands. The 2019 edition of the *World Trademark Review 1000* (WTR 1000) describes the practice group as "a go to for marquee brand owners in need of sophisticated 360-degree advice on brands. The ensemble never lets up in its quest for perfection and is continually honing its expertise in all facets of trademark practice [including] advertising, marketing and labelling" continuing on to recognize the "seamless collaboration between the 30-plus members of the group makes the firm a true force to be reckoned with."

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Haynes Boone is an international corporate law firm with 18 offices, spanning 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 600 lawyers, Haynes Boone is ranked among the largest U.S.-based firms by *The National Law Journal, The American Lawyer* and *The Lawyer*. It was recognized for excellence in the BTI Consulting Group's 2021 "A-Team" report, which identifies the law firms that in-house counsel commend for providing superior client service.

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