

Haynes Boone Ranked Among Nation's Top Trademark Firms for 13th Consecutive Year

March 2, 2022 Purvi Albers, Jeffrey Becker, David Bell, Erin Hennessy, William Nash, Kenneth Parker, Richard Rochford

PRACTICES Trademark and Advertising, Trademark Cancellations and Oppositions, Trademark Litigation, Trademark Prosecution

Haynes Boone has been honored as one of the nation's Top 12, "Gold-Tiered" trademark firms in the 2022 edition of the *World Trademark Review 1000* directory. Additionally, the firm was ranked as one of two Gold-tiered firms in Texas and as a Top 20 trademark firm in New York.

Gold ranked firms are the "crème de la crème," *WTR* said, lavishing Haynes Boone's Trademark Practice Group with praise: "A corporate outfit with an uncommonly strong Southwest regional, national and international brands practice, Haynes Boone is always at or near the top of the list for marquee companies selecting trademark counsel. The firm has many persuasive selling points, including a high degree of specialisation in all aspects of trademark practice (extending to advertising, marketing and promotional law); an outstanding overseas network – cultivated in part through frontline involvement in INTA – and a deep bench of accomplished and dynamic partners."

This is the 13th consecutive year for Haynes Boone to place among the U.S. leaders in the *WTR 1000*, which is based on interviews with clients and trademark practitioners.

Further demonstrating the firm's depth and breadth, nine of the firm's trademark partners, who are based in the firm's Texas, New York, and California offices, were individually ranked as leaders in their markets: [Purvi Patel Albers](#), [Jeff Becker](#), [David Bell](#), [Theresa Conduah](#), [Erin Hennessy](#), [Rob LeBlanc](#), [William Nash](#), [Kenneth Parker](#), and [Richard Rochford](#). Two of the lawyers, Purvi Patel Albers and Jeff Becker, were additionally ranked among the best trademark lawyers in the nation in their respective fields.

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 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* ranked lawyers:

Nationally:

Purvi Patel Albers

Albers was ranked in the “Gold Tier” nationally as one of the Top 12 lawyers in the U.S. in Trademark Prosecution and Strategy. She also achieved Gold status in the Texas market.

“Purvi is extremely bright and as knowledgeable as any practitioner – she’s a top portfolio manager in Texas, period,” *WTR* said. “On a personal level, she has magnetism and charisma that are hard to match.”

Jeff Becker

Becker was also recognized among the leading trademark lawyers in the nation, earning a “Silver” ranking nationally in both “Enforcement and Litigation” and “Prosecution and Strategy.” He was Gold ranked in Texas.

As described by a client, “Jeff is just fantastic and can answer any query without having to look anything up. He is a brilliant problem solver and has the right tolerance for risk in the context of his clients’ business.”

Texas:

David Bell:

As the chair of Haynes Boone’s Trademark Practice Group, Bell ranked in the Gold tier in Texas and “drew special praise” from market sources, according to *WTR*, which stated: “David is very thoughtful in his cost-benefit analyses and makes recommendations on strategy that are well reasoned – and very effective in helping avoid litigation.”

Rob LeBlanc:

Bronze-ranked in Texas, LeBlanc was commended by *WTR* researchers: He “provides great support on prosecution and enforcement, and is thorough and client-centric. You never have to read his emails twice – he gets straight to the point and provides exactly the right amount of detail. When you need him to go deep on a subject, he can, while still adhering to deadlines and often shipping work product ahead of schedule. He’s kind, polite, curious and respectful.”

William Nash:

With a bronze ranking, Nash was lauded as “integral to the group’s success as a polished litigator and one of the most experienced partners in the fold.”

New York:

Haynes Boone was Silver ranked as one of The 20 firms in Trademark Enforcement and Litigation in New York, and it received a Bronze ranking in New York for Prosecution and Strategy. *WTR* took special notice of the firm’s geographic reach. “The quality of its specialists across its various offices is consistent and extremely high,” the publication said. “Take, for example, Erin Hennessy and Richard Rochford in New York, both of whom are strongly endorsed.

Erin Hennessy:

Hennessy received a Silver ranking in the Prosecution and Strategy category in New York. One *WTR* source said: “Erin has broad expertise with regard to trademark law and is particularly knowledgeable in the entertainment field. She handles prosecution matters, enforcement issues and domain name disputes with great skill and produces great outcomes.” Another source commented: “With Erin, we have a perfect track record in securing infringing domain names.” *WTR* added that “she leverages top-level in-house experience to pitch her advice and fine-tune her services perfectly.”

Richard Rochford:

Rochford, the chair of Haynes Boone’s IP Litigation Practice Group, is ranked in the Silver tier for Enforcement and Litigation. A *WTR* source commended him, stating, “He always strikes the right tone in complex and nuanced situations and is a consummate professional. He stands out for his technical knowledge, tactical approach, creativity, efficiency and communication skills.”

California:

Theresa Conduah:

Conduah was recognized with a Bronze ranking in *WTR 1000*, which described her as “an incredibly smart lawyer who possess unique insight thanks to vast in-house experience. Having previously worked at United Airlines, Toyota and dosist, the Haynes Boone Orange County partner has no problem syncing up with her clients.”

Kenneth Parker:

Parker, likewise, received a Bronze ranking from *WTR 1000* in the California market. *WTR* praised Parker as “another valuable contact at Haynes Boone [and] a decisive trial lawyer with abundant first-chair experience.”

Haynes Boone’s 30+ member Trademark Practice Group protects and enforces its clients’ marks, which include some of the world’s most famous brands. This team provides clients with a full range of services, on a global scale, relating to trademarks, including clearance searches, registration and prosecution, trademark protection programs, oppositions and cancellations, trademark litigation, domain name disputes, and advertising counseling and litigation.

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 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.