David Bell is Sole Winner of Client Award for Texas Trademarks Counsel

By David A. Bell | February 24, 2017

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Haynes Boone congratulates Partner David Bell for being the exclusive winner of the 2017 International Law Office (ILO) and Lexology Client Choice Award in Texas in the Intellectual Property: Trademarks category.

Established in 2005, the Client Choice Award recognizes law firms and partners around the world that provide excellent client care and add real value to their clients' businesses, above and beyond the other players in the market. Uniquely, law firms and partners can be nominated for the award only by corporate counsel.

“I pride myself on trying to provide each client with the best service possible,” said Bell, who represents a broad range of clients, from emerging companies to multinational corporations. “It's truly humbling and meaningful to receive this recognition from clients because this profession is ultimately about client service.”

As the head of Haynes Boone’s Trademark Practice Group, Bell procures, manages, and enforces clients’ trademarks worldwide. He clears and protects designs for products, packaging, and service businesses, including for footwear, apparel, foods and beverages, cosmetics, and restaurants. Bell also investigates and prosecutes fraud online, including spam emails and fraudulent gift card offers, and addresses online and social media scams.

In addition, Bell chairs the firm's Social Media Practice Group, counseling and training companies on legal trends in social networking, preparing social media policies, and providing thorough branding advice.

The Client Choice Award marks the latest professional recognition for Bell, who was also ranked from 2012-2017 among the state’s top trademark lawyers in *World Trademark Review (WTR) 1000*, Globe Business Publishing Ltd. According to *WTR*, David’s clients described him as being "incredibly dedicated and always prepared to go the extra mile to assist." *WTR* has further reported: “Few do a better job at counseling clients on technology and branding issues, or on customer service orientation.” Bell also is the prior winner of a Client Choice Award, garnering exclusive Texas recognition in 2013 in the Designs and Trade Secret category.

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