

World Trademark Review: Haynes and Boone's Trademark Practice a 'Force to be Reckoned With'

February 4, 2019 Purvi Albers, Jeffrey Becker, David Bell, William Nash, Richard Rochford

PRACTICES Intellectual Property Litigation, Trademark and Advertising, Trademark Litigation, Trademark Prosecution, Intellectual Property

The 2019 edition of the *World Trademark Review 1000 (WTR 1000)* directory of leading trademark professionals extolls Haynes Boone as a top 20 firm nationally, one of the leading firms in California, and the top full-service firm in Texas.

“With a tremendous national and international reputation, Haynes Boone is 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 Seamless collaboration between the 30-plus members of the group makes the firm a true force to be reckoned with.”

Nine lawyers across six of the firm’s offices — Dallas, New York, Orange County, Palo Alto, San Antonio and Washington, D.C. — were recognized individually as top practitioners.

“We are honored that our clients ranked us among the nation’s leading trademark firms and expressed appreciation for the nationwide scope of our practice and the breadth of services we offer,” said Partner David Bell, Chair of Haynes Boone’s Trademark Practice Group. “I am particularly pleased that clients complimented us for operating cohesively, across offices, to solve their complex branding issues.”

Texas:

[Purvi Patel Albers](#): Albers was accorded gold status in Texas as one of the state’s top 10 lawyers and was silver-ranked nationally as a top 25 lawyer for “Prosecution and Strategy.” Albers is “*strategic, responsive and highly commercial and an authority in the e-commerce field.*”

[Jeffrey Becker](#): Becker also received gold status in Texas, in addition to a silver ranking nationally in two categories: Enforcement and Litigation plus Prosecution and Strategy. “*Becker is praised by clients as ‘an invaluable resource who handles routine and out-of-the-ordinary matters adeptly. He has a world of experience and gives practical advice while being flexible on costs.’*”

[David Bell](#): Recognized as one of the top 10, gold-ranked lawyers in Texas, Bell is an “*award-winning trademark all-rounder*” and “*a reliable source of trademark wisdom who is responsive to the ever-changing requirements of his clients.*”

[William Nash](#): Ranked among the leading lawyers in Texas, Nash received praise for his experience and skill. “*A protean professional, he has clients covered on all fronts.*”

California:

Jennifer Lantz: Highly ranked in California in Prosecution and Strategy, Lantz was recognized for having “*a sweeping practice, managing the global portfolios*” of several large corporations.

Kenneth Parker: Parker was ranked among the leading lawyers in California in Enforcement and Litigation and “*pulls out all the stops to ensure that his clients are well protected. He truly shines in competitor litigation.*”

New York:

[Richard Rochford](#): Chair of the Intellectual Property Litigation Practice Group, Rochford is silver-ranked in New York as one the state’s top lawyers in Enforcement and Litigation. Hailed by clients as “*a fantastic trial lawyer.*”

Adam Siegartel: Ranked in Enforcement and Litigation as well in New York, Siegartel was praised as “*another seasoned lead advocate.*”

Washington, D.C.:

Philip Hampton: A former USPTO assistant commissioner, Hampton was silver-ranked in Enforcement and Litigation in the D.C. market, as he “*often pushes boundaries by thinking creatively.*”

This was the ninth consecutive year for the firm to place among the U.S. leaders in the *WTR 1000* (Globe Business Media Group), which is based on interviews with clients and trademark practitioners. A guide to the world’s leading trademark legal service providers, the *WTR 1000* identifies the leading players in 70 key jurisdictions globally. Guide researchers spent four months conducting telephone and face-to-face interviews with hundreds of trademark specialists across the globe to create the list. Law firms and practitioners qualify for inclusion upon receiving sufficient positive feedback from market sources.

To read the full rankings, click [here](#).