

Haynes Boone Maintains Gold Firm Status in WTR 1000 for 17th Straight Year

January 29, 2026 Jason Bloom, Purvi Albers, Jeffrey Becker, David Bell, Tiffany Ferris, Erin Hennessy, Richard Rochford, Michael McArthur, William Nash, Kenneth Parker

PRACTICES Intellectual Property, Trademark and Advertising, Intellectual Property Litigation

World Trademark Review has again ranked Haynes Boone's award-winning [Trademark and Advertising Practice Group](#) among the nation's top 12 "Gold-tiered" firms in its 2026 edition of the [WTR 1000](#). This is the 17th consecutive year that Haynes Boone is ranked among the nation's best in the prestigious directory.

Haynes Boone ranked as one of only two Gold firms in Texas and among the top 20 firms in New York. *World Trademark Review* described the firm's dedicated team as "nationally renowned as a top-tier firm" that "punches well above its weight in terms of clients and results." *World Trademark Review* continued its praise, noting that Haynes Boone "houses outstanding lawyers who tend to be more practical and easier to work with than you often see in global firms."

Additionally, [Jason Bloom](#), chair of the firm's IP Litigation Group, and [Joe Lawlor](#) both debuted in this year's WTR 1000 rankings.

In the national rankings, [Purvi Patel Albers](#) was again recognized as a Highly Recommended attorney in Prosecution and Strategy, ranking among the top 12 attorneys nationally in the category. [Jeff Becker](#), praised as "a ride-or-die trademark attorney" continues to be recommended nationally in both Enforcement and Litigation and Prosecution and Strategy, standing out as one of only 17 attorneys to earn national recognition in both categories.

[David Bell](#) was newly recommended nationally in Enforcement and Litigation, marking his first appearance in the category, and [Tiffany Ferris](#) earned her first national recommendation in Prosecution and Strategy. Bell and Ferris joined Albers and Becker in earning Gold status in Texas, contributing to Haynes Boone being recognized as one of only two firms with four attorneys ranked Gold in Texas.

[Erin Hennessy](#) and [Richard Rochford](#) (New York), [Mike McArthur](#) and [William Nash](#) (Texas) and [Kenneth Parker](#) (California) were also recognized by *World Trademark Review* among the nation's leading trademark and advertising practitioners. Highlighting the firm's national platform, WTR 1000 noted that "with a deep bench of cross-office experts, the team delivers custom-made brand protection strategies across time zones and industries, safeguarding some of the world's most valuable creative and commercial assets."

"This recognition from *World Trademark Review* reflects the depth of our trademark platform and the way our team works together across prosecution, strategy and litigation," said Ferris, chair of the Trademark and Advertising Practice Group. "The recognition of Jason Bloom in the national rankings underscores the strength of our bench and our team's ability to provide clients with a seamless, full-service approach at every stage of brand protection."

Haynes Boone's [Trademark and Advertising Practice Group](#) protects and enforces its clients' marks, which include some of the world's most famous brands. The group is particularly distinguished by its experience in high-impact matters such as international clearance and enforcement of marks, global trademark prosecution and protection programs, oppositions and cancellations, advertising review, trademark and unfair competition litigation, domain name disputes and social media counseling.