

## Haynes and Boone Wins Gold National Ranking as Leading Trademark Firm, with Three of its Lawyers Dubbed Global Leaders

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February 19, 2020 Purvi Albers, Jeffrey Becker, David Bell, William Nash, Richard Rochford

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**PRACTICES** Trademark and Advertising, Trademark Cancellations and Oppositions, Trademark Litigation, Trademark Prosecution, Intellectual Property

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The 2020 edition of the *World Trademark Review 1000* directory of leading trademark professionals awarded Haynes Boone a gold ranking as one of the top 11 firms in the U.S.

Haynes Boone lawyers were ranked among the top trademark attorneys in Texas, California and New York. Underscoring the broad reach of Haynes Boone's Trademark Practice, *WTR 1000* researchers commended the firm's "robust national platform."

*"A rare full-service firm with a broad and deep specialisation in trademarks – as well as adjacent areas such as advertising and marketing – Haynes Boone enjoys a reputation for excellence among brand owners worldwide. . . .A collaborative culture enables Haynes Boone to fully capitalise on its deep national IP bench to provide a seamless and comprehensive trademark service to industry leaders. . . .no matter what clients bring up, the outfit swiftly gets the right subject matter expert on the case."*

In Texas, where Haynes Boone ranks as one of the top five full-service firms and boasts three of the state's top 11 trademark lawyers, *WTR* highlighted the firm's "extensive knowledge of advertising, marketing and labelling law. . . .Testament to the quality of the team, Purvi Patel Albers, Jeffrey Becker and David Bell all feature in the *WTR 1000* gold tier" in Texas.

The 2020 directory also commended lawyers by name in Haynes Boone's New York, Orange County and Palo Alto offices.

"The *WTR 1000* perfectly captures the qualities that make our firm's trademark practice so well regarded nationally: the breadth of our experience and knowledge and our commitment to tackling our clients' issues," said Partner David Bell, Chair of Haynes Boone's Trademark Practice Group.

### **Texas:**

[Purvi Patel Albers](#): "Albers has a passion for trademark law and brands and brings energy, enthusiasm and commitment to every engagement; the global prosecution and enforcement ace has the dexterity to resolve long-running and seemingly intractable disputes." The high marks correspond with Albers' gold ranking as one of Texas' top 11 trademark lawyers and silver ranking nationally as one of the country's top "prosecution and strategy" lawyers.

[Jeffrey Becker](#): Garnered a gold ranking as well in Texas and a silver ranking as a nationwide leader in both "prosecution and strategy" and "enforcement and litigation." Quoting a client who said Becker is "uniquely responsive, incredibly thorough and gives well-reasoned advice," *WTR* reviewers said: "as a trademark maestro and registered patent attorney Becker is ideally placed to

counsel clients on overarching IP strategy. A leader for TTAB proceedings, he handles a mountain of work for [clients] without ever dropping the ball.”

[David Bell](#): As Chair of the Trademark Practice, “Bell sets the tone of excellence,” *WTR* said, according him a gold status as one of the top 11 lawyers in Texas. *WTR* added that Bell “is a noted authority on social media matters.”

[William Nash](#): Praised as a “mainstay of the firm’s patent and trademark litigation practice [and] the lawyer to call on when major infringement issues loom; he is an excellent prosecutor too, given his nuanced knowledge of what makes trademark rights enforceable.”

### California:

Haynes Boone ranked among the top 25 firms in California in both the “enforcement and litigation” and “prosecution and strategy” categories.

Jennifer Lantz: Ranked among the state’s leaders in prosecution and strategy, while also noting she stays busy with litigation, Lantz “delivers crisp results whether securing trademark protections, enforcing rights or negotiating deals.”

Kenneth Parker: Rated as of California’s best in enforcement and litigation by virtue of his “knack for zeroing in on the matters that are important to or sensitive for clients thanks to his in-house background.” *WTR* noted that his litigation strategies are “always effective.”

### New York:

Rounding out its coast-to-coast recognition, Haynes Boone was ranked among New York’s leading firms in enforcement and litigation. “A reasonably priced firm with exceptional trademark and IP resources, Haynes Boone is advantageously situated in the market,” *WTR* said, adding, “its expansion and momentum in the Big Apple have not gone unnoticed.”

[Richard Rochford](#): Chair of the Intellectual Property Litigation Practice Group, Rochford received a silver ranking as one the leading New York lawyers in enforcement and litigation. He “litigates across the IP spectrum with confidence and poise. This year, on the trademark front, he had a significant jury trial win for a skincare company affirmed on appeal and handled a competitor-on-competitor suit for Mattress Firm against Sleepy’s.”

Adam Siegartel: Garnered a silver ranking, as well, in enforcement and litigation. “As an experienced first-chair litigator, Siegartel knows how things go down in litigation, which he uses to his advantage in prosecution. Covering both of these, his versatility is invaluable to the practice. Personable, accessible, substantively excellent and a candid adviser, he engenders great trust in his clients.”

This was the 10th 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 more than 80 jurisdictions globally. The rankings are based on a rigorous selection process, with researchers spending four months to conduct more than 1,500 face-to-face and telephone interviews with trademark specialists across the globe.

In a separate honor announced this year, *World Trademark Review* named Purvi Patel Albers, Jeffrey Becker, David Bell to its 2019 *WTR Global Leaders* list. *WTR Global Leaders* is a new

publication that draws on the *WTR 1000* and *WTR 300* to identify the best of the best in trademark practice. To qualify for inclusion in *WTR Global Leaders*, individuals must be ranked in the gold tier of the *WTR 1000*.

To read more about the firm's *WTR* rankings, click [here](#).

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 more than 575 lawyers, Haynes Boone is ranked among the largest U.S.-based firms by *The National Law Journal*, *The American Lawyer* and *The Lawyer*. It also ranks among the nation's most recommended law firms by general counsel, according to BTI Consulting Group's "Most Recommended Law Firms 2019" report.