World Trademark Review Ranks Haynes Boone Among Best Firms in 2024

By Purvi Patel Albers, Jeffrey M. Becker, David A. Bell, Tiffany Ferris, Erin Hennessy, Michael A. McArthur, William B. Nash, Kenneth G. Parker, Richard D. Rochford | February 7, 2024

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In its annual rankings, *World Trademark Review* (WTR) ranked Haynes Boone among the nation's top 12 "Gold-tiered" firms for the 2024 edition of the WTR 1000. This is the 15th consecutive year for Haynes Boone to rank 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. With the largest Intellectual Property group in the southwest, WTR's rankings described the firm as "dynamic and diverse, providing multiple, egoless viewpoints all while imparting advice that is commercially sound."

"We are thrilled to once again be recognized by the *World Trademark Review* as one of the nation's top trademark firms," said Tiffany Ferris, Chair of the Trademark and Advertising Practice Group. "This achievement spotlights our ongoing commitment to delivering exceptional service and counsel to our clients and serves as a testament to the hard work and dedication of this team."

In the rankings, Purvi Patel Albers was once again ranked in the Gold Tier nationally as one of the top 11 lawyers in the U.S. in trademark "Prosecution and Strategy," and Jeff Becker stands out as being one of only 13 attorneys ranked nationally in both "Enforcement and Litigation" and "Prosecution and Strategy."

Mike McArthur made his first appearance in the rankings this year, earning superb recognition for his management of major brands' trademarks. One client said, "Mike is the exact type of practitioner a brand owner would want to shepherd their portfolios. He combines the perfect balance of confidence and affability to provide practical, business-focused advice, calibrated to the unique risk tolerances of his clients' businesses. He takes the time to understand what those risk tolerances are and executes accordingly."

World Trademark Review listed ten individuals from the Haynes Boone Trademark and Advertising Practice Group's Texas, New York, and California offices in their rankings this year: Purvi Patel Albers, Jeff Becker, David Bell, Tiffany Ferris, Erin Hennessy, Rob LeBlanc, Mike McArthur, William Nash, Kenneth Parker and Richard Rochford.

Boasting a significant national footprint with offices in Mexico, the United Kingdom and China, *World Trademark Review* highlighted Haynes Boone's international presence, aiding it in ranking as one of the top U.S. firms across the 40 legal practices it provides.

About Haynes Boone

Founded in 1970, Haynes Boone provides a full spectrum of legal services across multiple sectors, including energy, financial services, private equity and technology. The firm's nearly 700 lawyers practice in 19 offices in California, Colorado, Illinois, New York, North Carolina, Texas, Virginia and Washington, D.C., as well as London, Mexico City and Shanghai. Haynes Boone was recognized in

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the 2022 BTI Consulting Group's A-Team report, which identified firms commended by in-house counsel for superior client service, and it was ranked 21st in The American Lawyer's 2023 Diversity Scorecard, which evaluated 228 participating firms by the diversity of their attorney populations. For more information, visit haynesboone.com.

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