

WTR Ranks Haynes Boone Among Nation's Best Trademark Firms in 2023

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

Calling Haynes Boone “one of the best-known names in the American trademark practice [and] well equipped to support clients from coast to coast,” the World Trademark Review ranked the firm among the nation’s top 11, “Gold-tiered” firms in the 2023 edition of the *WTR 1000*.

This is the 14th consecutive year for Haynes Boone to rank among the nation’s best in the prestigious directory.

Haynes Boone “earns plaudits from its clientele for its high-quality teamwork,” *WTR* researchers wrote, quoting a client who said: “I work with the H&B team on the full range of trademark issues, from trademark clearance, selection and adoption, to prosecution, enforcement and litigation. The H&B team works perfectly in tandem; even if multiple H&B team members are participating on a single thread, they are able to smoothly speak in one voice.”

Haynes Boone also ranked as one of only two Gold firms in Texas and among the top 20 firms in New York. “New York patrons ‘have been very pleased with the support from the whole team. They are very capable and reliable,” *WTR* researchers wrote. “They are resourceful in researching evidence to support arguments, thorough and thoughtful in drafting pleadings, think outside the box on how to address novel issues, and are always responsive.”

Additionally, the number of Haynes Boone trademark lawyers to earn individual acclaim in the directory has grown to 10: [Purvi Patel Albers](#), [Jeff Becker](#), [David Bell](#), [Theresa Conduah](#), [Tiffany Ferris](#), [Erin Hennessy](#), Rob LeBlanc, [William Nash](#), [Kenneth Parker](#), and [Richard Rochford](#).

“Our consistency in being ranked as a top trademark firm year after year is remarkable and speaks to the fact that we never grow complacent in finding the most effective ways to deliver value to our clients,” said Bell, co-chair of the firm’s Trademark and Advertising Practice Group. “I’m also thrilled that Tiffany Ferris, my practice co-chair, has joined the deep bench of Haynes Boone lawyers, from California to New York, who rank as trademark and advertising industry leaders.”

Here are the firm’s *WTR 1000* ranked lawyers:

Nationally:

Purvi Patel Albers

Ranked in the Gold Tier nationally as one of the top 12 lawyers in the U.S. in trademark “Prosecution and Strategy,” Purvi “wins accolades for being ‘an astute adviser comfortable in the full range of trademark work. Her advice is consistently geared toward practical outcomes with strong legal results,” *WTR* wrote, adding: “Purvi routinely anticipates all the consequences, and

always offers arguments designed to achieve results. Her quick thinking and thorough approach make her a trusted adviser.”

Purvi was also Gold-tiered in Texas, ranking among the top trademark lawyers in the state.

Jeff Becker

Jeff was also recognized among the leading trademark lawyers in the nation and stands out as being one of only 10 attorneys ranked nationally in both “Enforcement and Litigation” and “Prosecution and Strategy.” He was also Gold ranked in Texas. “The deeply experienced Jeffrey Becker has 30 years of brand management under his belt and knows exactly how to secure the desired result for” clients, *WTR* said. “Becker’s approach is grounded in providing comprehensive protection for his clients’ products, using every facet of IP law to secure their commercial objectives.”

Texas:

David Bell:

David earned a Gold ranking in Texas as one of the 13 best trademark lawyers in the state. He “makes it his single-minded objective to partner with businesses in order to secure their brands, with tailor-made approaches uniquely guided by their own individual objectives and goals,” *WTR* said, adding that clients describe him as “a strategic thinker whose thoughtful nature and complete lack of ego make him a pleasure to work with, in part because his approach makes him uniquely poised to consider alternate approaches to complex problems.”

Tiffany Ferris:

The co-chair of Haynes Boone’s Trademark and Advertising Practice Group, Tiffany earned praise from a client for being “a trusted adviser and skilled practitioner. Not only does she have a wealth of trademark expertise, but she also frequently brings her mastery of advertising law to bear when advising on commercial trademark issues. She frequently looks around corners and takes a practical view of risks and opportunities. I rely on her business savvy guidance to help guide the business through every stage of our brand lifecycle.”

Rob LeBlanc:

Rob “is the man clients turn to,” *WTR* said. A client added: “Rob is a subject matter expert and I trust his judgement for practical risk assessments. I rely on Rob’s breadth of experience and expertise to address complex issues. Rob is a highly skilled practitioner, and he is a pleasure to work with.”

William Nash:

Bill was described as “another well-seasoned superstar” at Haynes Boone, “who has filed more than 4,000 trademarks over his career of more than 30 years. He is a routine port of call for companies facing difficult TTAB proceedings involving their most ambitious IP objectives.”

New York:

Erin Hennessy:

A client praised Erin as “a trusted adviser” in the U.S and abroad. “I often consult with her on our global trademark matters because I value her insights. I love working with Erin because of her extensive experience both in law firms and as in-house counsel. Erin has strong business acumen, so the advice she provides always includes thoughtful business considerations and not just expert legal advice.”

Richard Rochford:

A member of the firm’s Intellectual Property Litigation Practice Group, Richard was praised by *WTR* for his in-depth experience serving “as lead counsel in more than 100 cases in federal district court and more than a dozen appeals.”

California:

Theresa Conduah:

A partner in Haynes Boone’s Orange County office, Theresa was recognized with a Bronze ranking in California in the *WTR 1000*. Her practice focuses on advising clients on trademark disputes, patent litigation and technology transactions, among other matters. She has broad-based experience helping companies protect their IP on a global scale, and she previously served as an in-house IP counsel at United Airlines, Toyota Motor North America, Inc. and, most recently, at dosist, a health and wellness company.

Kenneth Parker:

Ken, likewise, received a Bronze ranking from *WTR 1000* in the California market. A partner in the Orange County and San Francisco offices, Ken is a first-chair trial lawyer who focuses on patent, trademark, copyright, trade secrets, and business litigation. He has tried multiple types of cases to verdict in federal court, state court, and other venues, including patent, trademark, and business cases and International Trade Commission Section 337 patent litigation proceedings.