

Purvi Patel Albers, Jeff Becker, David Bell: 2022 World Trademark Review Global Leaders

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PRACTICES International, Intellectual Property, Copyright, Advertising, Marketing and Promotional Law, Social Media, AI and Technology, Trademark Prosecution, Trademark and Advertising, Trademark Cancellations and Oppositions, Streaming Media

Haynes Boone Partners [Purvi Patel Albers](#), [Jeff Becker](#) and [David Bell](#) are featured as 2022 *World Trademark Review (WTR)* Global Leaders.

To qualify as one of the *WTR* Global Leaders, individuals must be ranked in the top “gold tier” of the *WTR 1000* directory of leading trademark professionals globally, making the Global Leaders the “best of the best” in trademark practice. The *WTR 1000* is compiled through a rigorous annual selection process involving face-to-face and telephone interviews and exchanged correspondence over a four-month period with hundreds of lawyers, attorneys and clients.

Purvi, Jeff and David are among the 14 lawyers ranked as Global Leaders in the Texas market. Read more about the lawyers below.

Purvi Patel Albers

Purvi is a member of the firm’s board of directors and serves as trusted adviser and counsel to Fortune 500 companies and high-growth ventures on the management of their valuable brand investments. She has been highlighted by *WTR* for her “sophisticated brand management skills” and “incisive analysis, commercial awareness, and fast turnaround times.” *Managing IP* recently named Purvi among the Top 250 Women in IP in 2022. *Managing IP* also ranked her as an IP Star (Trademark) in 2022 and shortlisted her as one of the nation’s leading Trademark Prosecution practitioners in 2022. Most recently, the Minority Corporate Counsel Association (MCCA) named Purvi a recipient of its 2022 Rainmakers Award.

Jeff Becker

Jeff has been ranked among the top trademark lawyers in Texas by *WTR 1000* from 2011 to 2022. *WTR* noted his experience in trademark law and his rare combination of “Prosecution and Strategy” and “Enforcement and Litigation” skills. *WTR* quoted clients who describe him as “an invaluable resource who handles routine and out-of-the-ordinary matters adeptly” and “extremely cost-effective.” Jeff was recognized as Lawyer of the Year in Technology Law in Dallas/Fort Worth in the 2022 *Best Lawyers in America* directory and a “Trademark Star” by *Managing IP* in 2022.

David Bell

David has humbly chaired the firm’s Trademark Practice Group for nearly a decade. He has been ranked among the top trademark lawyers in Texas by *WTR 1000* from 2012 to 2022. *WTR* has quoted clients who have described him as “a reliable source of trademark wisdom who is responsive to the ever-changing requirements of his clients” and “incredibly dedicated and always prepared to go the extra mile to assist.” They noted his “work capacity is remarkable, and he

always delivers top-quality advice and outcomes.” David was also recognized as a "Trademark Star" by *Managing IP* in 2022.

All three partners were also just recognized (individually) in the 2022 edition of *Chambers USA*: Purvi for Intellectual Property: Trademark, Copyright, and Trade Secrets (Texas); Jeff for Intellectual Property: Trademark, Copyright, and Trade Secrets (Texas); and David for Intellectual Property: Trademark and Copyright (Texas).

Haynes Boone's Trademark Practice Group protects and enforces its clients' marks, which include some of the world's most famous brands. *Managing IP* recognized the group as one of the nation's Top 11 Trademark Prosecution firms in its 2022 *IP STARS* directory of the leading IP firms worldwide. Additionally, the 2022 edition of the *WTR 1000* directory ranks Haynes Boone as one of the nation's Top 12, "Gold-Tiered" trademark firms. *WTR* describes the practice as "a corporate outfit with an uncommonly strong Southwest regional, national and international brands practice [that] is always at or near the top of the list for marquee companies selecting trademark counsel. The firm has many persuasive selling points, including a high degree of [experience] in all aspects of trademark practice (extending to advertising, marketing and promotional law); an outstanding overseas network – cultivated in part through frontline involvement in INTA – and a deep bench of accomplished and dynamic partners."

Haynes Boone is an international corporate law firm with 18 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 600 lawyers, Haynes Boone is ranked among the largest U.S.-based firms by *The National Law Journal*, *The American Lawyer* and *The Lawyer*. It was recognized in the BTI Consulting Group's 2022 "A-Team" report, which identifies the law firms that in-house counsel commend for providing superior client service.