

Haynes Boone's Trademark Partners Awarded Top National Ranking in 2023 WTR Global Leaders

July 24, 2023

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

Haynes Boone Partners [Purvi Patel Albers](#), [Jeff Becker](#) and [David Bell](#) are featured as [2023 World Trademark Review \(WTR\) Global Leaders](#).

To qualify, individuals must be ranked in the 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 interviews and correspondence over a four-month period with hundreds of lawyers and clients.

Purvi, Jeff and David are among the 13 lawyers ranked as [Global Leaders](#) in the Texas market. This is the fifth year that the three of them are ranked. Read more about them 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 *World Trademark Review* for her "sophisticated brand management skills" and "incisive analysis, commercial awareness, and fast turnaround times," and has been included in the *WTR* Trademark Elite Panel for four years. In 2023, for the fifth consecutive year, *Managing IP* named her among the [Top 250 Women in IP](#).

Jeff Becker

Jeff is one of only 11 U.S. trademark attorneys who has been repeatedly nationally recognized by [World Trademark Review’s WTR 1000](#), Globe Publishing, Ltd. (2011-2023) for his experience in trademark law and for having the rare combination of both “Prosecution and Strategy” and “Enforcement and Litigation.” Jeff is praised by clients as “an invaluable resource who handles routine and out-of-the-ordinary matters adeptly,” (*WTR 1000*, 2019).

David Bell

David is a co-chair of the firm’s Trademark and Advertising Practice Group and advises multinational corporations and emerging companies, providing knowledgeable and creative counseling and protection for their brands. *WTR 1000* spoke to David's clients, who tout him as "uniquely poised to consider alternate approaches to complex problems" (2023) and "a reliable source of trademark wisdom who is responsive to the ever-changing requirements of his clients" (2019). Clients also describe David as being "incredibly dedicated and always prepared to go the extra mile to assist" (2017) and note his "work capacity is remarkable, and he always delivers top-quality advice and outcomes" (2018).

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 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. With decades of experience, the team is dedicated to protecting their clients' brands and advertising initiatives.

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 more than 650 lawyers practice 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 the 2022 BTI Consulting Group's "A-Team" report, which identified firms commended by in-house counsel for superior client service, and was ranked 14th 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.