

WTR Names 3 Haynes Boone Trademark Partners as 2025 Global Leaders

June 30, 2025 Purvi Albers, Jeffrey Becker, David Bell, Tiffany Ferris

PRACTICES Trademark and Advertising

Haynes Boone Trademark Partners [Purvi Patel Albers](#), [Jeff Becker](#) and [David Bell](#) have achieved 2025 Global Leader status from *World Trademark Review* (WTR) for the seventh time each.

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.

Albers, Becker and Bell are among the 14 lawyers ranked as Global Leaders in the Texas market.

"It is so gratifying to see the continued recognition of these three partners among the 2025 *WTR* Global Leaders," said Trademark Practice Group Chair [Tiffany Ferris](#). "Their dedication, strategic insight, and commitment to client service exemplify the values that define our team. This recognition is a testament to the exceptional talent we are fortunate to have at Haynes Boone."

Read more about them below.

Albers 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." This month, *Managing IP* named her among the Top 250 Women in IP for the eighth year.

Becker is one of only 11 U.S. trademark attorneys who has been repeatedly nationally recognized by the *WTR* 1000 for his experience in trademark law and for having the rare combination of both "Prosecution and Strategy" and "Enforcement and Litigation." Additionally, *Chambers USA*, has ranked him as one of the country's top trademark lawyers for over 20 years. Becker is praised by clients to *WTR* as "an invaluable resource who handles routine and out-of-the-ordinary matters adeptly."

Bell advises multinational corporations and emerging companies, providing knowledgeable and creative counsel and protection for their brands. *WTR* 1000 spoke to his clients, who tout him as "uniquely poised to consider alternate approaches to complex problems" and "a reliable source of trademark wisdom who is responsive to the ever-changing requirements of his clients." Clients turn to Bell to build and enforce trademark applications and other intangible assets worldwide.