WTR Names 4 Haynes Boone Trademark Partners as 2026 Global Leaders

June 11, 2026

RELATED PRACTICES Trademark and Advertising, Intellectual Property

Haynes Boone Trademark Partners **Purvi Patel Albers**, **Jeff Becker**, **David Bell** and **Tiffany Ferris** have achieved 2026 Global Leader status from *World Trademark Review* (WTR). Ferris earned the distinction for the first time this year, while Albers, Becker and Bell were each recognized for the eighth consecutive year.

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

"On behalf of all of us who have had the privilege of being included among the WTR Global Leaders for many years, I am thrilled to welcome Tiffany to the 2026 list and to celebrate this recognition alongside Jeff and David," said Albers. "Having four Haynes Boone partners included among the world’s top trademark lawyers this year truly speaks to the strength and depth of our team."

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.”

Becker is one of only 12 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 “a ride-or-die trademark attorney.”

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 "always quick to respond to questions and has deep knowledge about the topics at hand" and "highly recommended for anyone needing to file trademark applications or seeking reliable guidance on trademark matters." Clients turn to Bell to build and enforce trademark applications and other intangible assets worldwide.

Ferris serves as chair of Haynes Boone's Trademark and Advertising Practice Group and advises clients on trademark clearance, prosecution, portfolio management, enforcement and brand

© 2026 Haynes and Boone, LLP

protection strategies. Recommended as a “world-class attorney” by the *WTR* 1000, Ferris works with clients ranging from emerging companies to global brands across a variety of industries. Ferris is ranked by *Chambers USA* in Intellectual Property: Trademark, Copyright & Trade Secrets and added recognition in Advertising: NAD Proceedings for the first time this year.

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 particularly 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.

© 2026 Haynes and Boone, LLP