

World Trademark Review Ranks Haynes and Boone in U.S. Top 20

By Purvi Patel Albers, Jeffrey M. Becker, David A. Bell, Richard D. Rochford, William B. Nash | January 30, 2018

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The *World Trademark Review 1000 (WTR 1000)*, a directory of the world's leading trademark professionals, has again ranked Haynes Boone among the top 20 trademark practices in the nation and as the preeminent large firm in Texas.

The directory praised the firm for “an exceptionally deep bench of trademark practitioners” that “makes waves” from coast to coast and said that “its business-minded lawyers offer a boutique-style level of care and knowledge, and can deal with any matter thrown at them with finesse.”

It stated further: “Haynes Boone does exemplary work and has a stunning client base that echoes the depth of its expertise. It consistently demonstrates — through its work, writing and speaking — that it is an authority in this space and can operate at the highest level of brand management.”

Haynes Boone is the only full-service firm ranked in the gold tier — the top level — for Texas, with Jeff Becker, Purvi Patel Albers and David Bell listed among the state's top 10 trademark lawyers.

Eight partners across six of the firm's offices — Dallas, San Antonio, New York, Washington, D.C., Palo Alto and Costa Mesa — were recognized individually and ranked as top practitioners. The following is a sampling of comments from the directory, including quotes from clients and other practitioners:

[Purvi Patel Albers](#) (Dallas): Silver-ranked nationally for Prosecution and Strategy; gold-ranked in Texas, “she is fantastic — always at the forefront of the latest issues and highly reliable, she loves her work and should be the first person to see when you have a problem.” As one leading brand owner enthuses: “She is, by far, my absolute favorite counsel — and I don't say that lightly.”

[Jeff Becker](#) (Dallas): Silver-ranked nationally in two categories: Enforcement and Litigation, Prosecution and Strategy, and gold-ranked in Texas, Becker “is an excellent attorney both on the litigation and transactional fronts; he is extremely experienced, reasonable and smart.” “He is a cornerstone of the firm, and his all-round practice makes him an effective consultant.”

[David Bell](#) (Dallas), co-chair of the Trademark Practice Group: Gold-ranked in Texas, “Bell's work capacity is remarkable, and he always delivers top-quality advice and outcomes.” “His varied talents have been put to good use over the last year in a number of momentous disputes and transactions; he also excels at navigating rights holders through the minefield of social media.”

Kenneth Parker (Orange County), chair of the Intellectual Property Litigation Practice Group: “With a profound reservoir of IP litigation know-how backing him up, he brings a level head to heated disputes. His rich trial experience makes his arguments particularly cogent and allows him to deal with a trademark conflict at all levels.”

Jennifer Lantz(Palo Alto): “She is also a fierce advocate who forges winning arguments on behalf of world-leading brand names. Her hybrid practice and mastery of the law mean that rights holders are always safeguarded from all angles. She has been busy of late handling a plethora of challenging overseas enforcement issues” for a major restaurant chain, “an endeavor to which Kenneth Parker has made a significant contribution.”

[Richard Rochford](#) (New York), co-chair of the Trademark Practice Group: “Rochford is one of Haynes Boone’s secret weapons in complicated and vital disputes. As a testament to his striking capabilities, he recently secured a very favorable judgment for Galderma Laboratories in a high-stakes trademark infringement suit: the opponent’s injunction was denied, while the awarded damages only amounted to \$58,000 in spite of the other side seeking \$68 million.”

Philip Hampton (Washington, D.C.): He “completely understands trademark and patent strategy, as well as how the USPTO thinks. He is a huge asset and his strategic counsel is particularly helpful. His technical background also means that he has a superb grasp of complex design and patent issues, especially when related to medical devices.”

[William Nash](#) (San Antonio): He is “a leading light of the trademark market in San Antonio.” “Of late, much of his time has been spent catering to the global ambitions of Nerium Biotechnology, a rapidly growing business that has been filing and enforcing its rights in dozens of countries around the world.”

This was the eighth consecutive year for the firm to place among the U.S. leaders in the *WTR 1000*, which is based on interviews with clients and trademark practitioners. A guide to the world’s leading trademark legal service providers, the *WTR 1000* identifies the leading players in 90 key jurisdictions globally. Guide researchers spent four months conducting telephone and face-to-face interviews with trademark specialists across the globe to create the list. Law firms and practitioners qualify for inclusion upon receiving sufficient positive feedback from market sources.

For the full rankings, click [here](#).