



The world's leading trademark professionals revealed

The leading national and international trademark practitioners from around the globe have been revealed with the publication of the *WTR 1000 2016*. As well as illustrating the depth of expertise available to brand owners as they seek to protect their brands, the guide serves as the definitive tool to locating the best trademark partners worldwide

Following the success of the *WTR 1000 2015*, this expanded sixth edition, published in January 2016, further cements the guide's reputation as the definitive directory exclusively dedicated to identifying the world's leading trademark legal services providers. This year's publication features more than 80 country and US state-specific chapters analysing local trademark legal services markets and profiling the firms and individuals singled out as leaders in their respective fields.

Individual practitioners, law firms and trademark attorney practices qualify for inclusion in the *WTR 1000* on receiving sufficient positive feedback from market sources. The extensive research process was conducted over a four-month period by a team of full-time analysts and involved nearly 1,500 face-to-face and telephone interviews with trademark specialists across the globe. To allow for easy navigation, the results are presented in bands – gold, silver and bronze – to reflect the depth of expertise, market presence and level of work on which firms are typically instructed. The publication therefore serves as a one-stop source of reference for anyone seeking trademark legal services.

Nicholas Richardson, research editor for the *WTR 1000*, explains: “A strong brand is vital to success in today's intensely competitive and increasingly globalised market. Trademarks are key tools through which businesses can protect the goodwill and reputation inherent in their brands, and build and maintain demand for their products and services. As a result, external advisers play a crucial role in developing and implementing brand strategies for both local and international markets and in protecting these vital assets in the face of infringement. It is thus imperative to choose the best legal counsel and the *WTR 1000* serves as an essential guide in today's brand-focused economy – as well as highlighting the health of the trademark marketplace.”

The *WTR 1000* is published in January 2016, with an online edition available via www.WTR1000.com. Research for the next edition will take place starting in March 2016. To learn more about the research process, including the schedule, interview and submissions, please visit www.worldtrademarkreview.com/wtr1000/research.aspx

Notes to editors

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About the *WTR 1000*

The *WTR 1000* is the only definitive guide exclusively dedicated to identifying the world's leading trademark legal services providers. Through an extensive research process conducted by a team of highly qualified, full-time analysts, the publication identifies the leading trademark law firms and individuals in over 70 global jurisdictions.

About *World Trademark Review*

World Trademark Review is the world's only independent daily news and information service dedicated exclusively to reporting on trademark issues for in-house and private practitioners internationally. The *World Trademark Review* platform includes a subscription magazine, regular outbound supplements and the unique *WTR Daily* email newsletter, which includes a free and often controversial trademark news blog and legal updates written by a panel of experts in key jurisdictions. More information can be found at www.WorldTrademarkReview.com. *World Trademark Review* is published by Globe Business Media Group (www.globebmg.com).