February 13, 2025

Day Pitney Trademark Team Continues Streak in the 2025 World Trademark Review's WTR 1000 List

For the twelfth consecutive year, the Intellectual Property practice at Day Pitney LLP was included in the *WTR 1000* list for Massachusetts by World Trademark Review. A hallmark in the global trademark community, World Trademark Review is a trusted source of news, analysis and data on legal trademark services. *WTR 1000* identifies the leading trademark professionals and law firms that it deems as leaders at obtaining, protecting, managing, enforcing, and monetising trademarks in key jurisdictions around the globe. The firm is ranked Silver this year, rising from Bronze.

"Our consistent ranking in WTR 1000 is a testament to the depth and breadth of our trademark team's experience and our steadfast dedication to client service," said Alex P. Garens, head of Day Pitney's Trademark, Copyright and Advertising practice group. "At Day Pitney, we understand that trademark advising is not legal advising in the abstract; it's about understanding client goals for brands and developing practical strategies to build and safeguard brand equity for the long term. We are committed to staying at the forefront of trademark law, partnering closely with our clients to provide them with the highest level of service, and taking an innovative and practical approach to trademark portfolio management to help achieve objectives for the brand and the business."

Based on feedback from clients and peers, the WTR 1000's sources described Day Pitney's trademark practice as one that "excels in the strategic management of global portfolios thanks to its team of sharp attorneys working closely with clients at each stage of the trademark life cycle. They always seek to add value and are committed to the long-term sustainability of brand protection."

The *WTR 1000*'s sources highlight Boston Partners Carrie Webb Olson (Individual, Silver), chair of the firm's Intellectual Property and Technology practice, and Garens (Individual, Bronze), who consistently "highlight the outfit's commitment to top-tier counsel on large portfolios." Sources noted that Olson "curates innovative ways to protect and maintain protection for her clients' marks. She is an innovative and holistic thinker who strives to align IP strategy with overall business goals." Garens was noted for having a "solid reputation in the industry. He is appreciated for his pragmatic and business-savvy counsel on large portfolios."

The *WTR 1000* remains the only standalone publication to recommend individual practitioners and their firms exclusively in the trademark field and identifies the leading players in over 80 key jurisdictions globally. More information about the WTR 1000, and its methodology, can be found here.

The Day Pitney Intellectual Property and Trademark, Copyright and Advertising groups offer a full range of services, from patent and trademark prosecution to litigation and transactional work. The firm emphasizes aligning IP strategy with client business objectives, working with companies of all sizes to acquire, secure, manage, and enforce their intellectual property rights. This includes handling matters related to licensing, sales, and emerging issues such as social media and privacy. Day Pitney's approach involves collaboration among its legal teams to provide comprehensive IP counsel.

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