January 30, 2026

Day Pitney Trademark Team Expands, Included in the 2026 World Trademark Review's WTR 1000 List

For the thirteenth consecutive year, the Intellectual Property & Technology Practice at Day Pitney LLP was included in the *WTR 1000* list for Massachusetts by World Trademark Review. As a hallmark of the global trademark community, World Trademark Review is a trusted source of news, analysis, and data on legal trademark services, and identifies the leading trademark professionals and firms globally. The firm received a Silver ranking for the second year in a row.

“Our continued recognition in the *WTR 1000* reflects the depth of our trademark bench and our unwavering commitment to client service,” said Alex P. Garens, head of Day Pitney's Trademark, Copyright, and Advertising practice group. “At Day Pitney, trademark counseling is never abstract; it begins with a deep understanding of each client's brand objectives and results in strategic, proactive solutions designed to build, protect, and strengthen brand equity over the long term.”

Based on feedback from clients and peers, the *WTR 1000's* sources described Day Pitney's Trademark, Copyright and Advertising practice group as one that “goes above and beyond to service its clients. The team are invaluable partners, providing exceptional legal counsel across a wide range of IP matters. They provide business-friendly, practical legal advice and are responsive, thorough, and lovely to work with. Their keen understanding of IP law, combined with a strategic and proactive approach, has ensured trademark portfolios remain well-rounded and fully protected.”

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.

This year, the *WTR 1000* includes Boston Partner and chair of the firm's Intellectual Property and Technology Practice, Carrie Webb Olson (Individual, Prosecution and Strategy, Silver), Garens (Individual, Prosecution and Strategy, Bronze), and Senior Associates Brandon McCool and Quincy Kayton (Next Generation), who are new to the list. Sources noted Olson “leads by example and earns glowing praise for her unmatched client service, meticulous attention to detail, and responsiveness.” Garens was noted for “operating at the intersection of IP and technology, and expertly guiding clients through the entire brand lifecycle.”

The Day Pitney Trademark, Copyright and Advertising practice group comprises 13 dedicated trademark attorneys and five trademark paralegals, offering a full range of global brand management services, from prosecution to litigation and transactional work. The firm emphasizes aligning IP strategy with clients' business objectives and 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.

No aspect of this advertisement has been approved by the highest court of any state. Prior results do not guarantee a similar outcome.

Key Contacts



Carrie Webb Olson
Partner

Boston, MA | (617) 345-4767

colson@daypitney.com



Alex P. Garens
Partner

Boston, MA | (617) 345-4872

agarens@daypitney.com



Brandon McCool
Senior Associate

Boston, MA | (617) 345-4756

bmccool@daypitney.com



Quincy Kayton
Senior Associate

Boston, MA | (617) 345-4709

qkayton@daypitney.com