February 20, 2020

Day Pitney's Trademark Team, Led by Partner Carrie Webb Olson, Ranked in World Trademark Review 1000 for Seventh Consecutive Year

Day Pitney LLP is pleased to announce that the firm has been selected as a leading trademark law firm in Massachusetts and Carrie Webb Olson, chair of the firm's Trademark, Copyright and Advertising group, was selected as a top trademark professional in the 2020 edition of the *World Trademark Review (WTR) 1000 – The World's Leading Trademark Professionals**. This is the seventh consecutive year that Day Pitney and Olson have been recognized in the *WTR 1000*.

"Growth was the central thread in Day Pitney's 2019 narrative," according to the *WTR 1000*, which cites the firm's addition of new lawyers and clients as well as an increased presence handling licensing, co-branding, sponsorship and due diligence in M&A and other transactions. The publication also notes that "[t]he attraction for hires and brand owners include the set's quick and nimble approach to enforcement and, in prosecution, a nuanced understanding of what assets must be protected to best serve clients' business objectives."

Based on feedback from clients and peers, the *WTR 1000* states "Carrie [Olson] is fantastic being not only extremely knowledgeable about trademark law but also incredibly easy to work with. As a counsellor she has an excellent bedside manner." The publication adds that Olson is "a relationship lawyer who cares deeply about the people she represents and their trademarks," working to "help brands tell their stories in the most impactful way."

Day Pitney's Trademark, Copyright and Advertising group represents clients of all sizes, including some of the world's most highly respected and successful brand owners. The Trademark team work collaboratively across practices, including corporate and litigation, and the firm's 13 offices to meet the needs of their IP clients both in the U.S. and internationally. Click here for more information on the Day Pitney's services in this area.

**WTR 1000 results are issued by World Trademark Review. A description of the WTR 1000 methodology can be viewed here. No aspect of this advertisement has been approved by the highest court of any state. Attorney advertising. Prior results do not guarantee a similar outcome.*

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