January 29, 2018

Day Pitney and Carrie Webb Olson Recognized by World Trademark Review

Day Pitney LLP is pleased to announce that it has been recognized as a leading trademark law firm in Massachusetts in the *World Trademark Review (WTR) 1000*. In addition, partner Carrie Webb Olson, chair of the firm's Trademark, Copyright and Advertising group, was selected as a leading individual in the category of prosecution and strategy. This is the fifth consecutive year that Day Pitney and Olson have been recognized in the *WTR 1000*.

According to the *WTR 1000*, Day Pitney's attorneys are "assured guardians of IP rights" and the firm's "compact IP squad 'punches well above its weight' and often teams up with the firm's general litigators to serve up stellar courtroom results." The publication also noted that online enforcement, including domain names, is a fast-growing area for the group.

The *WTR 1000* reported that Olson "captains the side with zeal" and is "a terrific practitioner who has done a great job of building out the practice." Further, it is noted that her "discerning insight into intricately detailed problems is a particular boon for patrons in sticky situations." Additionally, the publication recognized Olson's efforts to mentor more junior attorneys, creating a cohesive, highly collaborative team.

More information on the *WTR 1000* 2018 rankings, including methodology, can be found here.

Day Pitney's intellectual property group advises clients on a wide spectrum of matters, including prosecuting patents and trademarks; negotiating and drafting agreements for the license and sale of intellectual property rights; litigating intellectual property disputes in federal and state courts around the country; and advising clients on the entire array of evolving intellectual property issues facing businesses, including workplace policies relating to Internet access and use, social media and privacy.

No aspect of these advertisements have been approved by the Supreme Court of New Jersey. See Awards Methodology.

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