February 22, 2021

Day Pitney's Trademark Team, Led by Carrie Webb Olson, Ranked in 2021 World Trademark Review 1000 for Eighth Consecutive Year

Day Pitney LLP is pleased to announce that the firm was included in the *World Trademark Review*'s 2021 "WTR 1000" for the eighth consecutive year as a leading trademark law firm in Massachusetts. Recommended by both U.S. and international sources, WTR 1000 describes Day Pitney as an "eminent East Coast full-service firm [with] a sterling reputation for proficiency in intellectual property." The "*World Trademark Review 1000: The World's Leading Trademark Professionals*," provides a "WTR 1000" research directory annually, which focuses exclusively on trademark practices and practitioners, and has firmly established itself as the definitive "go-to" resource for those seeking world-class legal trademark expertise. Now in its eleventh year, the WTR 1000 remains the only standalone publication to recommend individual practitioners and their firms exclusively in the trademark field. World Trademark Review undertook an exhaustive qualitative research project to identify the firms and individuals that are deemed outstanding in the Trademark area of practice. Factors such as depth of expertise, market presence and the level of work on which they are typically instructed were all taken into account when identifying the leading firms. Positive peer and client feedback is an equally significant factor in this decision. To research the market, the World Trademark Review conducts face-to-face and telephone interviews and exchanged correspondence over a four-month period with hundreds of lawyers, attorneys and their clients involved with trademarks. Based on feedback from clients and peers, the WTR 1000 states, "a phenomenally skilled, technically adept lawyer and one of the best legal writers there is," Carrie Webb Olson has "built a superb prosecution practice" and files the firm's flag high in the trademark, copyright and advertising arenas. Sources observe that 'she has a great group around her," and give special acknowledgement to partner Alex Garens and associate Chris Hoolehan, who are really starting to make their mark. 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 works collaboratively across practices, including corporate and litigation, and the firm's 13 offices to meet the needs of their IP clients both in the United States and internationally. For more information on these services, click here.

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About Day Pitney

Day Pitney LLP is a full-service law firm with more than 300 attorneys in Boston, Connecticut, Florida, New Jersey, New York and Washington, DC. The firm offers clients strong corporate and litigation practices, with experience on behalf of large national and international corporations as well as emerging and middle-market companies. With one of the largest individual clients practices on the East Coast, the firm also has extensive experience assisting individuals and their families, fiduciaries and tax-exempt entities plan for the future.

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