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Day Pitney's Trademark Team, Led By Carrie Webb Olson, Ranked In 2022 World Trademark Review 1000 for Ninth Consecutive Year

Day Pitney LLP announced that the firm was included in *World Trademark Review's* "WTR 1000" as a leading trademark law firm in Massachusetts for the ninth consecutive year. Recommended by top brands and emerging companies alike, WTR 1000 describes "the firm's collaborative working style sees trademark and other lawyers share insights and strategies, which lends itself tremendously to complex problem solving."

Based on feedback from clients and peers, the WTR 1000's sources lauded that Carrie Webb Olson, chair of the firm's Intellectual Property and Technology practice and Trademark Copyright and Advertising group, "provides inspiring leadership to the trademark, copyright and advertising group." Sources commended Olson for her "delightful personality" and highlighted that she is "'incredibly smart' on all aspects of worldwide trademark protection. She has worked wonders in developing the talented individuals around her, including recently promoted partner Alex Garens, a 'diligent and experienced' practitioner with well-rounded brands know-how and a strong commercial sense."

The "*World Trademark Review 1000: The World's Leading Trademark Professionals,"* provides a "WTR 1000" research directory annually, which focuses exclusively on trademark practice and has firmly established itself as the definitive 'go-to' resource for those seeking world-class legal trademark expertise. Now in its twelfth 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 they deem outstanding in the Trademark area of practice. Factors such as depth of experience, 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.

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 clients both in the United States and internationally. For more information on these services, click here.

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