February 16, 2024

Day Pitney's Trademark Team Recognized in 2024 World Trademark Review 1000 for the Eleventh Consecutive Year

Day Pitney LLP was included in *World Trademark Review's* "WTR 1000" list for Massachusetts for the eleventh consecutive year. WTR 1000 is a unique guide that identifies the top trademark professionals in key jurisdictions around the globe. The WTR 1000 focuses exclusively on trademark practice and is a 'go-to' resource for those seeking legal trademark services.

Based on feedback from clients and peers, the WTR 1000's sources described Day Pitney's trademark practice as one that balances "the legal issues with understanding the business concerns and provide[s] pragmatic and practical advice to their clients."

The WTR 1000's sources highlight Boston Partners Carrie Webb Olson, chair of the firm's Intellectual Property and Technology practice, and Alex P. Garens, head of the firm's Trademark, Copyright and Advertising practice group, as the two attorneys that always receive accolades. Sources noted that Olson "is a steady presence with a deep bench of Day Pitney colleagues that she is able to draw on where needed in certain cases. The result is that Carrie and her team have become our one-stop shop for IP support. Thorough, crisp, responsive and practical, Carrie has gone above and beyond traditional outside counsel IP work." Garens and his team of intellectual property and technology transaction attorneys were applauded by a client for getting "up to speed quickly and have now become an integral and crucial extension of our in-house data-licensing capabilities."

The "*World Trademark Review 1000: The World's Leading Trademark Professionals*," provides a "WTR 1000" research directory annually. Now in its fourteenth year, the WTR 1000 shines a spotlight on the firms and individuals that are deemed outstanding in this critical area of practice. 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.

To research the market, *World Trademark Review* conducted 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; they also gathered a record number of written submissions from firms detailing their recent activity in the field. Individuals qualify for inclusion in the WTR 1000 upon receiving sufficient positive feedback from market sources with knowledge of their practice and the market in which they operate. *World Trademark Review* has also identified the leading law firms and agencies in the market, as the depth of expertise that a firm can offer beyond—and in support of—its star partners is an important factor for potential clients. Firms qualify for a listing on the basis of their depth of expertise, market presence and the level of work on which they are typically instructed. More information about the WTR 1000 can be found here.

Day Pitney's Trademark, Copyright and Advertising practice 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.

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