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Day Pitney's Trademark Team, Led by Carrie Webb Olson, Ranked in 2023 World Trademark Review 1000 for Tenth Consecutive Year

Day Pitney LLP was included in *World Trademark Review's* "WTR 1000" as a leading trademark law firm in Massachusetts for the tenth consecutive year.

Based on feedback from clients and peers, the WTR 1000's sources described Day Pitney Trademark group as one that "works very effectively as a team. They are responsive, with a high attention to detail and a deep knowledge of trademark law. They have finely tuned their process when assessing trademark issues, and they are extremely efficient."

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 commended Olson for being "super responsive" and added, "We can always count on her to provide business-savvy advice. She has incredible institutional knowledge of our industry, which results in her advice being very practical and consistent." Garens was lauded for being "an excellent negotiator" and "he and his team have become an integral and crucial extension of our in-house data-licensing capabilities." Olson and Garens were recognized for "working hand-in-hand with [our] branding and marketing team[s], and are viewed as great partners not only of the legal team, but of the business generally. Carrie and Alex are both very responsive, ready to help even when timelines are tight, and are just a pleasure to work with."

The "*World Trademark Review 1000: The World's Leading Trademark Professionals*," provides a "WTR 1000" research directory annually. Now in its thirteenth 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.

No aspect of this advertisement has been approved by the highest court of any state. Prior results do not guarantee a similar outcome.

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