



The world's leading trademark professionals revealed by World Trademark Review

FOR IMMEDIATE RELEASE

LONDON, UK, 13 February - The leading national and international trademark practitioners from around the globe have once again been exclusively revealed with the publication of the 2020 edition of the *WTR 1000*.

As well as illustrating the depth of expertise available to brand owners as they seek to protect their brands, the guide serves as the definitive tool to locating the best trademark partners worldwide.

Following the success of the *WTR 1000* 2019, this expanded tenth edition, published in February 2020, further cements the guide's reputation as the definitive directory exclusively dedicated to identifying the world's leading trademark legal services providers. This year's publication features more than 80 country and US state-specific chapters analysing local trademark legal services markets and profiling the firms and individuals singled out as leaders in their respective fields.

Individual practitioners, law firms and trademark attorney practices qualify for inclusion in the *WTR 1000* solely on receiving sufficient positive feedback from market sources. The extensive research process was conducted over a four-month period by a team of full-time analysts and involved over 1,500 face-to-face and telephone interviews with trademark specialists across the globe. To allow for easy navigation, the results are presented in bands – gold, silver and bronze – to reflect the depth of expertise, market presence and level of work on which firms are typically instructed. The publication therefore serves as a one-stop source of reference for anyone seeking trademark legal services.

Nicholas Richardson, research editor for the *WTR 1000*, explains: "A strong brand is vital to success in today's intensely competitive and increasingly globalised market. Trademarks are key tools through which businesses can protect the goodwill and reputation inherent in their brands, and build and maintain demand for their products and services. As a result, external advisers play a crucial role in developing and implementing brand strategies for both local and international markets and in protecting these vital assets in the face of infringement. It is thus imperative to choose the best legal counsel and the *WTR 1000* serves as an essential guide in today's brand-focused economy – as well as highlighting the health of the trademark marketplace."

The *WTR 1000* is published in February 2020, with an online edition available via www.WorldTrademarkReview.com/directories/WTR1000. Research for the next edition will take place starting in March 2020. To learn more about the research process, including the schedule, interview and submissions, please visit www.WorldTrademarkReview.com/directories/WTR1000/info/research.

Notes to editors

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About the *WTR 1000*

The *WTR 1000* is the only definitive guide exclusively dedicated to identifying the world's leading trademark legal services providers. Through an extensive research process conducted by a team of highly qualified, full-time analysts, the publication identifies the leading trademark law firms and individuals in over 80 global jurisdictions and US states

About *World Trademark Review*

World Trademark Review is the only dedicated intelligence platform that provides unique insight for trademark professionals internationally. Universally acknowledged for unrivalled coverage of breaking developments and its role in supporting strategic decision making, *World Trademark Review*'s intuitive platform provides a 360-degree view on how to manage and exploit key legal and commercial assets. More information can be found at www.WorldTrademarkReview.com. *World Trademark Review* is owned by Law Business Research (www.LBResearch.com).