



WTR 1000 2013 - The world's leading trademark practitioners revealed

Following the success of the *WTR 1000* 2012 this third edition, published in January 2013, further cements the guide's reputation as the definitive directory exclusively dedicated to identifying the world's leading trademark legal services providers. The extensive research process was conducted over several months by a team of full-time analysts and involved nearly 1,500 face-to-face and telephone interviews with trademark specialists across the globe. Individual practitioners, law firms and trademark attorney practices qualify for inclusion in the *WTR 1000* upon receiving sufficient positive feedback from market sources.

The *WTR 1000* features over 70 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. 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, head of research on the *WTR 1000*, explains: “Brand owners face ever-increasing pressure to instruct trademark professionals who not only offer exemplary service and results, but always place clients' individual business and economic needs at the crux of their advice. In the most comprehensive edition of the *WTR 1000* to date, we reveal the firms and individuals that comprise the upper echelons of global trademark practice. Our exhaustive research into the markets of over 70 jurisdictions and US states is reflected in detailed tables and editorial, ensuring that the *WTR 1000* is the definitive tool to locating the best trademark partners worldwide.”

The *WTR 1000* is published in January 2013, with an online edition available via www.WTR1000.com. Research for the next edition will take place between March 2013 and June 2013. To learn more about the research process, including the schedule, interview and submissions, please consult <http://www.theipmediagroup.com/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 50 global jurisdictions.

About *World Trademark Review*

World Trademark Review (WTR) is the world's only independent multimedia publication dedicated to reporting on trademark issues for trademark lawyers internationally. The *WTR* platform includes a subscription magazine, regular outbound supplements and the unique *WTR* Daily email newsletter, which includes a free and often controversial trademark news blog and legal updates written by a panel of experts in key jurisdictions. More information can be found at www.worldtrademarkreview.com. *WTR* is part of The IP Media Group (www.theipmediagroup.com).