

top 100 trademark firms • top 100 company trademark filers • top 50 trademark attorneys • industry summary from the editor • market movers • top 100 trademark firms • top 50 trademark attorneys • industry summary market movers • from the editor • top 100 trademark firms • industry summary • top 50 trademark attorneys



# Trademark Insider®

- » Top 200 Law Firm Trademark Filers
- » Top 100 Company Trademark Filers
- » Top 50 Attorney Trademark Filers
- » Market Movers & Industry Summary
- » Annual *Trademark Insider*® Award Winners



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## PUBLICATION INFORMATION

The *Trademark Insider*<sup>®</sup> is developed through analysis of public trademark filings data compiled by the United States Patent and Trademark Office (USPTO) and maintained in CSC's global trademark data center.

### Data Integrity

In order to ensure the integrity and accuracy of the law firm and company rankings presented herein, CSC employs the following data integrity practices:

- 1) *Collection*. As a trademark services provider, CSC collects and aggregates USPTO and other trademark filing data from around the world, which is maintained in electronic form in the Company's trademark data center.
- 2) *Normalization*. In order to create this report, data from numerous fields within the USPTO data set is normalized and parsed for detailed aggregation and analysis.
- 3) *Scrubbing*. Misspellings and other data errors are a common and significant problem throughout much of the USPTO's data. This is particularly true within the highly relevant "Applicant" and "Correspondent" fields, in which the legal representative for each trademark filing is recorded (for example, it is not uncommon to find top law firm and company names spelled in many different variations). In order to ensure an accurate count of law firm and company filings for our rankings, CSC employs significant technological and human capital to "clean-up" misspellings, transpositions and other errors in these data fields.

### Rankings Process

Law firms, attorneys and companies are ranked by the total number of new trademark applications submitted to the USPTO during the applicable time period. Each application is counted as one filing, regardless of the type of application (i.e., single class versus multiple class). Law firms, companies and individual attorneys are given credit for the trademark filing if they are identified in the correspondent field of the *initial* application. Importantly, subsequent amendments to the correspondent data are not analyzed as part of 's standard analysis but may be considered on a case by case basis as part of our pre-publication review process. We feel this bright-line approach, which gives credit to the entity actually filing the trademark application, provides the most accurate measure of trademark application activity.

In the case of company rankings, the applicant field is also evaluated. Applications submitted by related entities (for example, a parent company and subsidiary) are credited to the most identifiable corporate entity. Identification of related corporate entities is completed by cross referencing address information and performing general industry research. CSC believes that combining related corporation entities produces the most realistic and accurate company rankings possible.

## Pre-Publication Review

Upon request, CSC is happy to offer any attorney, law firm or company the opportunity to review our data prior to publication. Interested parties may submit a request for pre-publication review to the *Trademark Insider* editors at : [tminfo@cscinfo.com](mailto:tminfo@cscinfo.com).

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CORPORATION SERVICE COMPANY®

# Trademark Insider®

2008 Annual Report

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## Q4-2008: Top 100 Trademark Law Firms

The Q4-08 Top 100 Trademark Firm rankings are determined by the number of USPTO applications submitted during the fourth quarter of 2008 in which the firm is listed as the legal representative (correspondent). Each application is counted as one filing regardless of the application type.

Q4-08 Rank	Law Firm	# TMs Q4-08	2007 Rank	Q4-08 Rank	Law Firm	# TMs Q4-08	2007 Rank
1	Greenberg Traurig	432	1	52	Pryor Cashman Sherman & Flynn	92	82
2	DLA Piper Rudnick	269	2	53	Allen Dyer Doppelt Milbrath & Gilchrist	91	39
3	K & L Gates	261	28	54	Morrison & Foerster	89	57
4	Husch Blackwell Sanders	210	100	55	Patel & Alunit	88	31
4	Fross Zelnick Lehrman & Zissu	210	3	56	Sheridan Ross	87	85
6	Christensen O'Connor Johnson & Kindness	191	83	56	Greenebaum Doll & McDonald	87	145
7	Knobbe Martens Olson & Bear	187	7	58	Kilpatrick Stockton	86	N/A
8	Abelman Frayne & Schwab	179	10	59	Warner Norcross & Judd	85	N/A
9	Merchant & Gould	172	6	59	Mr. Trademark Inc.	85	160
10	Law Office Of Xavier Morales	170	34	59	McDermott Will & Emery	85	26
11	Pillsbury Winthrop Shaw Pittman	156	4	62	Morgan Lewis & Bockius	84	49
12	Arent Fox	155	9	62	Law Office of Christopher Day	84	40
13	Kenyon & Kenyon	153	8	64	Loeb & Loeb	83	90
14	Finnegan Henderson Farabow Garrett & Dunner	150	29	65	WilmerHale	81	95
15	Venable	148	20	66	Wood Herron & Evans	80	60
15	Barnes & Thornburg	148	15	66	Hovey Williams	80	70
17	Bell Boyd & Lloyd	145	21	66	Frost Brown Todd	80	170
18	Cooley Godward	141	14	66	Christie Parker & Hale	80	41
19	Jackson Walker	133	85	70	McCarter & English	79	44
20	Perkins Coie	130	11	70	Gottlieb Rackman & Reisman	79	57
21	Foley & Lardner	129	54	72	Manatt Phelps & Phillips	78	120
21	Dorsey & Whitney	129	16	72	Faegre & Benson	78	68
23	Reed Smith	123	53	74	Snell & Wilmer	77	66
24	Birch Stewart Kolasch & Birch	122	65	74	Holland & Knight	77	13
25	Lewis & Roca	119	37	74	Gardere Wynne Sewell	77	N/A
26	Womble Carlyle Sandridge & Rice	118	24	77	Woodard Emhardt Moriarty McNett & Henry	76	123
27	Katten Muchin Rosenman	117	30	77	Thompson & Gustavson	76	N/A
27	Fish & Richardson	117	18	77	Langlotz Patent Works	76	N/A
27	Eckert Seamans Cherin & Mellott	117	150	80	Locke Lord Bissell & Liddell	75	81
30	Nixon Peabody	116	22	80	Haynes & Boone	75	N/A
31	Fulbright & Jaworski	114	16	80	Egbert Law Offices	75	157
31	Fredrikson & Byron	114	67	83	Collard & Roe	74	120
33	Cowan Liebowitz & Latman	113	25	84	Akerman Senterfitt & Eidson	73	75
34	Drinker Biddle & Reath	112	36	84	Stoel Rives	73	135
35	Orrick Herrington & Sutcliffe	111	108	84	Michael Best & Friedrich	73	51
36	Ladas & Parry	110	38	84	Baker Donelson Bearman Caldwell & Berkowitz	73	71
37	Sughrue Mion	109	19	84	Eric Chan	73	153
38	Oblon Spivak McClelland Maier & Neustadt	106	27	89	Ballard Spahr Andrews & Ingersoll	72	77
39	Townsend & Townsend & Crew	105	43	89	Jones Day	72	97
40	Baker Botts	103	92	89	Furr Law Firm	72	175
40	Baker & McKenzie	103	91	92	Cozen O'Connor	71	62
42	Duane Morris	101	12	93	Troutman Sanders	70	85
42	Blank Rome	101	59	93	Ostrolenk Faber Gerb & Soffen	70	52
44	Leydig Voit & Mayer	100	89	95	Sonnenschein Nath & Rosenthal	68	73
44	Davis Wright Tremaine	100	48	96	Trademark Group, The	67	194
46	Alston & Bird	99	41	96	Fulwider Patton	67	47
47	Holland & Hart	95	45	98	Winthrop & Weinstine	66	50
47	Harness Dickey & Pierce	95	64	98	St. Onge Steward Johnston & Reens	66	141
49	Cantor Colburn	94	68	100	Wolf Greenfield & Sacks	65	116
49	Blakely Sokoloff Taylor & Zafman	94	31	100	Seed IP Law Group	65	72
49	Baker & Hostetler	94	80				



## Year End 2008: Top 200 Trademark Law Firms

The Year End 2008 Top 200 Trademark Firm rankings are determined by the number of USPTO applications submitted during the calendar year 2008 in which the firm is listed as the legal representative (correspondent). Each application is counted as one filing regardless of the application type.

YE 08 Rank	Law Firm	#TMs YE 08	2007 Rank	YE 08 Rank	Law Firm	#TMs YE 08	2007 Rank
1	Greenberg Traurig	1,832	1	51	Kilpatrick Stockton	398	N/A
2	Fross Zelnick Lehrman & Zissu	1,018	3	52	Christensen O'Connor Johnson & Kindness	394	83
3	K & L Gates	1,003	28	53	Arturo Perez-Guerrero	390	99
4	DLA Piper Rudnick	976	2	54	Reed Smith	388	53
5	Merchant & Gould	942	6	54	Patel & Alunit	388	31
6	Abelman Frayne & Schwab	844	10	56	Morrison & Foerster	387	57
7	Arent Fox	801	9	57	Allen Dyer Doppelt Milbrath & Gilchrist	386	39
8	Knobbe Martens Olson & Bear	797	7	57	Drinker Biddle & Reath	386	36
9	Pillsbury Winthrop Shaw Pittman	789	4	59	Wood Herron & Evans	384	60
10	Law Office Of Xavier Morales	735	34	59	Sonnenschein Nath & Rosenthal	384	73
11	Barnes & Thornburg	717	15	61	Hovey Williams	383	70
12	Perkins Coie	692	11	61	Cantor Colburn	383	68
13	Duane Morris	674	12	63	McCarter & English	380	44
14	Kenyon & Kenyon	653	8	64	Snell & Wilmer	379	66
15	Bell Boyd & Lloyd	639	21	64	Alston & Bird	379	41
16	Cooley Godward	636	14	66	Gottlieb Rackman & Reisman	373	57
17	Venable	620	20	67	Bryan Cave	368	55
18	Finnegan Henderson Farabow Garrett & Dunner	602	29	68	Eckert Seamans Cherin & Mellott	367	150
19	Lewis & Roca	590	37	69	Workman Nydegger & Seeley	366	128
20	Katten Muchin Rosenman	578	30	69	Pryor Cashman Sherman & Flynn	366	82
21	Sughrue Mion	576	19	71	Michael Best & Friedrich	364	51
22	Dorsey & Whitney	571	16	72	Ostrolenk Faber Gerb & Soffen	360	52
23	Husch Blackwell Sanders	549	100	73	Baker Donelson Bearman Caldwell & Berkowitz	359	71
24	Holland & Knight	548	13	74	Wolf Greenfield & Sacks	358	116
25	Fish & Richardson	544	18	75	Leydig Voit & Mayer	357	89
26	Nixon Peabody	537	22	76	Harness Dickey & Pierce	355	64
27	Blakely Sokoloff Taylor & Zafman	525	31	77	Troutman Sanders	350	85
28	Cowan Liebowitz & Latman	514	25	78	Sheridan Ross	348	85
29	Mayer Brown Rowe & Maw	513	33	79	Jackson Walker	346	85
30	Fulbright & Jaworski	509	16	80	Fulwider Patton	344	47
31	Holland & Hart	498	45	81	Fenwick & West	343	23
32	McDermott Will & Emery	484	26	82	Baker Botts	341	92
33	Foley & Lardner	482	54	83	Lackebach Siegel	336	88
33	Christie Parker & Hale	482	41	84	Malloy & Malloy	334	119
35	Baker & McKenzie	475	91	85	Allmark Trademark Service	323	74
36	Womble Carlyle Sandridge & Rice	469	24	85	Faegre & Benson	323	68
37	Townsend & Townsend & Crew	466	43	87	Cozen O'Connor	321	62
38	Fredrikson & Byron	460	67	88	Cannolly Bove Lodge & Hutz	317	92
39	Morgan Lewis & Bockius	457	49	89	St. Onge Steward Johnston & Reens	311	141
40	Akerman Senterfitt & Eidson	445	75	89	Richard L. Morris, Jr., Esq.	311	56
41	Manatt Phelps & Phillips	439	120	91	Lerner David Littenberg Krumholz & Mentlik	310	129
42	Birch Stewart Kolasch & Birch	437	65	92	Amster Rothstein & Ebenstein	309	125
43	Davis Wright Tremaine	436	48	93	Locke Lord Bissell & Liddell	308	81
44	Law Office of Christopher Day	432	40	94	Jones Day	306	97
45	Orrick Herrington & Sutcliffe	429	108	95	Nixon & Vanderhye	301	105
46	Buchanan Ingersoll	427	46	96	Webb Law Firm, The	300	111
47	Ladas & Parry	423	38	98	Eric Chan	296	153
48	Oblon Spivak McClelland Maier & Neustadt	416	27	99	Smith Gambrell & Russell	293	110
49	Blank Rome	411	59	100	Pattishall McAuliffe Newbury Hilliard & Geraldson	291	118
50	Baker & Hostetler	408	80	100	Law Offices Of Sepehr Daghighian	291	N/A



## Year End 2008: Top 200 Trademark Law Firms - Continued

YE 08 Rank	Law Firm	#TMs YE 08	2007 Rank	YE 08 Rank	Law Firm	#TMs YE 08	2007 Rank
100	Kelly Lowry & Kelley	291	180	151	Brooks & Kushman	219	120
103	Winthrop & Weinstine	289	50	153	Latham & Watkins	218	176
104	Frost Brown Todd	286	170	154	Millen White Zelano & Branigan	216	144
105	Woodard Emhardt Moriarty McNett & Henry	285	123	155	Dykema Gossett	213	N/A
105	Stites & Harbison	285	126	156	Owen Wickersham & Erickson	211	124
105	Loeb & Loeb	285	90	157	Hahn Loeser & Parks	210	N/A
108	Muskin & Cusick	284	95	158	Hogan & Hartson	209	178
109	Edwards Angell Palmer & Dodge	283	111	159	Thomas Kayden Horstemeyer & Risley	206	166
110	King & Spalding	280	142	159	Kirschstein Ottinger Israel & Schiffmiller	206	171
111	Jacobson Holman	279	94	161	Whitelaw Legal Group	203	N/A
111	Fay Sharpe Fagan Minnich & McKee	279	114	162	Warner Norcross & Judd	201	N/A
113	Wilson Sonsini Goodrich & Rosati	278	132	162	Price Heneveld Cooper DeWitt & Litton	201	N/A
113	Stoel Rives	278	135	164	Erik M. Pelton & Associates	200	114
115	Rader Fishman & Grauer	276	77	165	Vedder Price	198	N/A
115	Collard & Roe	276	120	165	Hunton & Williams	198	132
117	Greenebaum Doll & McDonald	275	145	167	Thompson Hine	197	196
117	Dinsmore & Shohl	275	135	167	Squire Sanders & Dempsey	197	149
119	Furr Law Firm	270	175	169	Moore & Van Allen	196	197
120	Paul Hastings Janofsky & Walker	269	84	170	Pearne & Gordon	195	173
120	Lathrop & Gage	269	105	170	McNees Wallace & Nurick	195	N/A
122	Hughes Hubbard & Reed	265	116	170	Haynes & Boone	195	N/A
122	Brinks Hofer Gilson & Lione	265	113	173	Mr. Trademark Inc.	194	160
124	McGuireWoods	264	161	174	Young & Thompson	193	N/A
124	Frankfurt Kurnit Klein & Selz, PC	264	108	174	Thorpe North & Western	193	N/A
124	Fox Rothschild LLP	264	N/A	176	Thompson Coburn	192	199
127	WilmerHale	263	95	177	Ropes & Gray	191	N/A
127	Seyfarth Shaw	263	102	177	Donovan & Yee	191	N/A
127	Seed IP Law Group	263	72	179	Howard & Howard	190	N/A
130	Holme Roberts & Owen	261	N/A	179	Dickinson Wright	190	178
130	Gifford Krass Sprinkle Anderson & Citkowski	261	134	181	Steptoe & Johnson	188	N/A
132	McKee Voorhees & Sease	259	150	181	Robinson Bradshaw & Hinson	188	N/A
132	Gardere Wynne Sewell	259	N/A	183	Hoffman Wasson & Gitler	187	N/A
134	Ballard Spahr Andrews & Ingersoll	254	77	183	Fitzpatrick Cella Harper & Scinto	187	N/A
135	Epstein Drangel Bazerman & James	249	98	185	Miller & Martin	186	N/A
135	Darby & Darby	249	77	186	Cohen Pontani Lieberman & Pavane	185	N/A
137	Egbert Law Offices	245	157	187	Barlow Josephs & Holmes	183	N/A
138	Klarquist Sparkman	244	138	188	Collen IP	181	180
139	Baker & Rannels	242	100	189	Wolf Block Schorr and Solis-Cohen	180	156
140	Procopio Cory Hargreaves & Savitch	237	139	189	Dickenson Peatman & Fogarty	180	164
141	Davis & Gilbert	236	135	191	Stinson Morrison Hecker	179	155
142	Stetina Brunda Garred & Brucker	234	127	191	Patton Boggs	179	N/A
143	Mintz Levin Cohn Ferris Glovsky and Popeo	231	163	191	Davis McGrath	179	159
143	Baker & Daniels	231	176	194	Sutherland Asbill & Brennan	178	182
145	Bernstein Shur Sawyer & Nelson	230	N/A	194	Neal Gerber & Eisenberg	178	186
146	Pepper Hamilton	227	192	196	Westman Champlin & Kelly	177	N/A
147	Morse Barnes-Brown & Pendleton	223	104	197	Goodwin Procter	175	142
148	Quarles & Brady	222	146	198	Nelson Mullins Riley & Scarborough	174	130
148	Flaster Greenberg	222	169	198	Much Shelist	174	185
150	Banner Witcoff	220	154	200	Rozsa Law Group	173	N/A
151	Akin Gump Strauss Hauer & Feld	219	35	200	McAndrews Held & Malloy	173	N/A



## Q4 - 2008: Top 100 Companies

The Q4-08 Top 100 Companies are determined by the number of USPTO applications submitted during the fourth quarter of 2008 in which the company (or a related entity) is listed as the applicant and/or legal representative (correspondent). Each application is counted as one filing regardless of the application type.

Q4-08 Rank	Company	#TMs Q4-08	2007 Rank	Q4 -08 Rank	Company	#TMs Q4-08	2007 Rank
1	Mattel, Inc.	244	2	52	Hasbro, Inc.	25	23
2	Walt Disney Company	167	3	52	General Motors Corporation	25	45
3	PepsiCo	132	10	56	Toronto-Dominion Bank	24	N/A
4	Nintendo Co., Ltd.	127	N/A	56	NR2B Research Inc.	24	N/A
5	Johnson & Johnson	116	9	56	Monsanto Company	24	N/A
6	Time Warner	99	1	59	Sears, Roebuck and Co.	23	N/A
7	L'Oreal	90	8	59	General Dynamics	23	N/A
7	GlaxoSmithKline	90	4	59	Eddie Bauer, Inc.	23	N/A
9	Tyler Candle Company	75	N/A	59	DaimlerChrysler Corporation	23	N/A
10	AOL Time Warner	70	N/A	63	Video Gaming Technologies, Inc.	22	N/A
11	Novartis	69	14	63	Scripps Networks, Inc.	22	28
12	IGT	65	16	63	Samsung	22	95
13	SBE Entertainment Group	63	N/A	63	Qwest Communications International Inc.	22	N/A
14	Harvey Ball Smile Limited	57	N/A	63	Payless ShoeSource	22	N/A
15	Limited Brands, Inc.	54	15	63	LF, LLC	22	N/A
16	Sony Corporation	51	25	69	Viacom International Inc.	21	6
16	Deutsche Telekom AG	51	5	69	Margaritaville Enterprises Llc	21	N/A
18	Abbott Laboratories	49	68	69	International Data Group, Inc.	21	N/A
19	General Electric Company	45	21	69	Forest Laboratories, Inc.	21	N/A
20	Altria Group	44	27	69	Computing Technology Industry Association, Inc.	21	N/A
21	LG Electronics Inc.	43	49	69	Boise State University	21	N/A
21	Boehringer Ingelheim	43	87	75	Siemens	20	41
23	Pfizer Inc.	42	31	75	Pacifica, Inc.	20	N/A
23	Bristol-Myers Squibb Company	42	13	75	Jekyll Island State Park Authority	20	N/A
25	Jakks Pacific, Inc.	41	40	75	ING Groep	20	N/A
26	S. C. Johnson	39	95	75	General Mills, Inc.	20	N/A
27	Build-A-Bear Workshop, Inc.	38	N/A	75	Callaway Golf Company	20	70
28	Turf Alliance Llc	36	N/A	81	Wyeth	19	N/A
28	Pabst Brewing Company	36	N/A	81	Unilever	19	26
28	Cadbury Schweppes	36	58	81	Roche Diagnostics Corporation	19	N/A
31	Conair Corporation	35	N/A	81	American Express Company	19	52
32	Target Brands, Inc.	34	N/A	81	McGraw-Hill Companies	19	N/A
32	Estee Lauder Inc.	34	18	81	Aldi Inc.	19	N/A
34	Procter & Gamble Company, The	33	7	81	AIG	19	24
34	Bally Gaming International, Inc.	33	84	81	Blue Sky Inspirations	19	N/A
36	World Wrestling Entertainment, Inc.	32	35	89	Under Armour, Inc.	18	N/A
37	National Collegiate Athletic Association	31	N/A	89	Reckitt Benckiser Inc.	18	43
38	Virtual Hold Technology	30	N/A	89	News Corporation	18	22
38	Aristocrat Technologies Australia Pty Ltd	30	73	89	Moshe Inc.	18	N/A
40	Mohawk Carpet Corporation	29	N/A	89	Department of the Army	18	N/A
40	Lidl Stiftung & Co. KG	29	N/A	89	Dean Foods Company	18	N/A
40	Electrolux Inc.	29	N/A	89	C Lazy U Ranch Holdings	18	N/A
40	Coca-Cola Company, The	29	54	89	Brilliant Learning Inc.	18	N/A
44	Nestle	28	46	97	Blistex Inc.	17	N/A
44	ITC Holdings Corp.	28	N/A	97	Delaware Capital Formation, Inc	17	N/A
44	Henkel Group	28	85	97	Imagination Holdings Pty Ltd	17	N/A
47	Ainsworth Game Technology Limited	27	N/A	97	Kyle Busch	17	N/A
48	Hearst Corporation	26	N/A	97	Land O' Lakes, Inc.	17	N/A
48	Hallmark Cards, Inc.	26	49	97	Marriott International, Inc.	17	67
48	Gunhide Properties	26	N/A	97	Microsoft Corporation	17	80
48	Bayer Corporation	26	77	97	NBA Properties, Inc.	17	52
52	Schering-Plough Corporation	25	42	97	Paradigm Sciences Ltd.	17	N/A
52	Miss Matched, Inc.	25	N/A	97	Precious Moments, Inc.	17	N/A



## Year End 2008: Top 100 Companies

The Year End 2008 Top 100 Companies are ranked by the number of USPTO applications submitted during the calendar year 2008 in which the company (or a related entity) is listed as the applicant and/or legal representative (correspondent).

YE 08 Rank	Company	#TMs YE 08	2007 Rank	YE 08 Rank	Company	#TMs YE 08	2007 Rank
1	Mattel, Inc.	724	2	51	philosophy, inc.	99	34
2	GlaxoSmithKline	591	4	51	Spin Master Toys	98	N/A
3	Time Warner	525	1	51	Jakks Pacific, Inc.	98	40
4	Deutsche Telekom AG	507	5	55	QUALCOMM Incorporated	95	59
5	Walt Disney Company	443	3	55	Conair Corporation	95	N/A
6	Johnson & Johnson	379	9	55	Columbia Insurance Company	95	N/A
7	PepsiCo	333	10	58	LG Electronics Inc.	93	49
8	L'Oreal	295	8	58	Eli Lilly and Company	93	43
9	Procter & Gamble Company, The	280	7	58	Aristocrat Technologies Australia Pty Ltd	93	73
10	IGT	265	16	61	Ford Motor Company	91	64
11	Novartis	251	14	62	Build-A-Bear Workshop, Inc.	88	N/A
12	General Electric Company	213	21	63	General Motors Corporation	86	45
13	News Corporation	202	22	63	Dart Industries Inc.	86	N/A
14	Viacom International Inc.	200	6	63	Boehringer Ingelheim	86	87
15	Sony Corporation	192	25	66	Bridgestone	85	87
16	Estee Lauder Inc.	182	18	67	Konami Corporation	84	N/A
17	Limited Brands, Inc.	178	15	68	Illinois Tool Works Inc.	83	79
18	Altria Group	176	27	69	Land O' Lakes, Inc.	82	N/A
19	Bristol-Myers Squibb Company	170	13	69	Constellation Brands, Inc	82	N/A
20	AIG	169	24	71	Callaway Golf Company	81	70
21	AstraZeneca AB	168	N/A	72	Scripps Networks, Inc.	79	28
22	Las Vegas Sands Corp.	164	17	72	Marriott International, Inc.	79	67
22	HEB Grocery Company, LP	164	56	74	J.W. Childs Associates, LLP	78	46
24	Henkel Group	160	85	75	Tyler Candle Company	77	N/A
25	CBS Corporation	154	20	76	Reckitt Benckiser Inc.	76	43
26	Hasbro, Inc.	151	23	77	OMS Investments, Inc.	75	99
27	Pfizer Inc.	144	31	77	ND Rights LLC	75	19
28	Nintendo Co., Ltd.	140	N/A	79	LF, LLC	74	N/A
29	NBA Properties, Inc.	137	52	80	Mana Products, Inc.	73	N/A
29	Hearst Corporation	137	N/A	80	DEJ Holdings	73	N/A
31	Target Brands, Inc.	129	N/A	82	Sears Holdings Corp.	72	57
32	Abbott Laboratories	128	68	82	Bosch	72	73
33	Ultraconcurrent, Inc.	126	11	84	Moshe Inc.	71	N/A
34	Bally Gaming International, Inc.	125	84	84	Hershey Company, The	71	80
35	Nestle	124	46	84	Coca-Cola Company, The	71	54
35	Masco Corporation	124	38	87	VF Corporation	70	30
37	SBE Entertainment Group	118	N/A	87	AOL Time Warner	70	N/A
38	Mars, Incorporated	114	39	89	True Value Company	69	N/A
39	SAMSUNG	110	95	89	MGM Mirage	69	N/A
40	Vital Pharmaceuticals, Inc.	107	48	89	Marvel Enterprises, Inc.	69	N/A
40	Harvey Ball Smile Limited	107	N/A	89	L.C. Licensing, Inc.	69	61
40	Diageo, PLC	107	29	89	Colgate-Palmolive Company	69	N/A
43	S. C. Johnson	106	95	94	Ainsworth Game Technology Limited	68	N/A
43	Payless ShoeSource	106	N/A	94	CMP Media Inc.	68	N/A
43	Cadbury Schweppes	106	58	96	World Wrestling Entertainment, Inc.	67	35
46	Schering-Plough Corporation	105	42	96	Lidl Stiftung & Co. KG	67	N/A
46	Bayer Corporation	105	77	96	Georgia-Pacific Corporation	67	N/A
48	Cargill, Incorporated	103	54	99	Rodale Inc.	66	N/A
49	Unilever	102	26	99	Reed Elsevier Inc.	66	62
50	Herbalscience Group	101	N/A	99	American Express Company	66	52
51	Siemens	99	41				



## Q4-2008: Top 50 Trademark Attorneys

The Q4-08 Top 50 Trademark Attorneys are determined by calculating the total number of times an individual attorney is listed in the correspondent field of all USPTO applications submitted during the fourth quarter of 2008.

Q4-08 Rank	Attorney	Law Firm	#TMs Q4-08
1	Xavier Morales	Law Office Of Xavier Morales	170
2	Lawrence E. Abelman	Abelman Frayne & Schwab	160
3	Jerald E. Nagae	Christensen O'Connor Johnson & Kindness	140
4	John Alunit	Patel & Alunit	88
5	Joe Strahl	Mr. Trademark Inc.	85
6	Christopher J. Day	Law Office of Christopher Day	84
7	Sana Hakim	Bell Boyd & Lloyd	80
8	Daniel V. Thompson	Thompson & Gustavson	76
8	Bennet K. Langlotz	Langlotz Patent Works	76
10	John S. Egbert	Egbert Law Offices	75
11	Yh Chan	Eric Chan	73
11	James M. Slattery	Birch Stewart Kolasch & Birch	73
13	Jeffrey M. Furr	Furr Law Firm	72
14	Marnie Wright Barnhorst	Trademark Group, The	67
15	Mark B. Harrison	Venable	66
16	Mark R. Kendrick	Pillsbury Winthrop Shaw Pittman	64
16	Howard N. Aronson	Lackenbach Siegel	64
18	Arturo Perez-Guerrero	Arturo Perez-Guerrero	62
18	Allyn Taylor	DLA Piper Rudnick	62
20	William H. Brewster	Kilpatrick Stockton	61
20	Michael J. Bevilacqua	WilmerHale	61
20	George A. Pelletier, Jr.	Cantor Colburn	61
23	Susan Upton Douglass	Fross Zelnick Lehrman & Zissu	56
24	Susan L. Heller	Greenberg Traurig	55
24	Karen K. Hammond	Porter Wright Morris & Arthur	55
26	Robert A. Rosenbloum	Greenberg Traurig	54
26	Maury M. Tepper Iii	Womble Carlyle Sandridge & Rice	54
26	Edward H. Rosenthal	Frankfurt Kurnit Klein & Selz, PC	54
29	Jess M. Collen	Collen IP	53
29	Erik M. Pelton	Erik M. Pelton & Associates	53
31	Thomas H. Zellerbach	Orrick Herrington & Sutcliffe	52
31	Miriam D. Trudell	Sheridan Ross	52
33	Richard L. Morris, Jr.	Richard L. Morris, Jr., Esq.	51
33	Allen J. Baden	K & L Gates	51
35	Kathryn M. Wheble	K & L Gates	50
35	David V. Radack	Eckert Seamans Cherin & Mellott	50
37	Stewart J. Bellus	Collard & Roe	49
37	Larry B. Miller	Feder Kaszovitz Isaacson Weber Skala & Bass	49
39	David L. Sigalow	Allen Dyer Doppelt Milbrath & Gilchrist	48
39	Ann K. Ford	DLA Piper Rudnick	48
41	Mark I. Feldman	DLA Piper Rudnick	47
41	Jordan A. LaVine	Flaster Greenberg	47
41	James F. Keenan, Jr.	Bernstein Shur Sawyer & Nelson	47
41	Eric J. Goodman	Burkhalter Kessler Goodman & George	47
41	Andrew S. Ehard	Merchant & Gould	47
46	Mark Lebow	Young & Thompson	45
46	Laurel V. Dineff	Dineff Trademark Law	45
46	Gary D. Krugman	Sughrue Mion	45
49	Robert J. Kenney	Birch Stewart Kolasch & Birch	44
49	R. Scott Keller	Warner Norcross & Judd	44
49	Jill M. Pietrini	Manatt Phelps & Phillips	44



## Year End 2008: Top 50 Trademark Attorneys

The Year End 2008 Top 50 Trademark Attorneys are determined by calculating the total number of times an individual attorney is listed in the correspondent field of all USPTO applications submitted during the calendar year 2008.

YE 08 Rank	Attorney	Law Firm	#TMs YE 08
1	Lawrence E. Abelman	Abelman Frayne & Schwab	790
2	Xavier Morales	Law Office Of Xavier Morales	735
3	Christopher J. Day	Law Office of Christopher Day	432
4	Arturo Perez-Guerrero	Arturo Perez-Guerrero	390
5	John Alunit	Patel & Alunit	386
6	Michael D. Adams	Mayer Brown Rowe & Maw	380
7	Sana Hakim	Bell Boyd & Lloyd	346
8	Howard N. Aronson	Lackenbach Siegel	336
9	Richard L. Morris, Jr.	Richard L. Morris, Jr., Esq.	311
10	Sepehr Daghighian	Law Offices Of Sepehr Daghighian	291
11	William H. Brewster	Kilpatrick Stockton	279
12	James M. Slattery	Birch Stewart Kolasch & Birch	273
13	Jeffrey M. Furr	Furr Law Firm	270
14	Susan Upton Douglass	Fross Zelnick Lehrman & Zissu	265
14	Perla M. Kuhn	Hughes Hubbard & Reed	265
16	Edward H. Rosenthal	Frankfurt Kurnit Klein & Selz, PC	263
17	Patrick J. Jennings	Pillsbury Winthrop Shaw Pittman	261
18	Mark B. Harrison	Venable	254
18	Kathryn M. Wheble	K & L Gates	254
20	Susan Okin Goldsmith	Duane Morris	250
21	John S. Egbert	Egbert Law Offices	245
22	Mark I. Peroff	K & L Gates Hiscock & Barclay	177 61
23	Yh Chan	Eric Chan	236
24	Susan L. Heller	Greenberg Traurig	233
25	James F. Keenan, Jr.	Bernstein Shur Sawyer & Nelson	230
26	Douglas R. Wolf	Wolf Greenfield & Sacks	227
27	Stephen L. Baker	Baker & Rannells	226
27	Michael J. Mccue	Lewis & Roca	226
29	Susan E. Hollander	Manatt Phelps & Phillips	222
30	Stewart J. Bellus	Collard & Roe	218
31	Jill M. Pietrini	Manatt Phelps & Phillips	217
32	Michael J. Bevilacqua	WilmerHale	216
33	Jordan A. LaVine	Flaster Greenberg	215
34	Manuel R. Valcarcel	Greenberg Traurig	214
35	Scott W. Kelley	KELLY LOWRY & KELLEY	213
36	Thomas F. Dunn	Morse Barnes-Brown & Pendleton	212
37	Jennifer L. Whitelaw	Whitelaw Legal Group	203
38	David L. Sigalow	Allen Dyer Doppelt Milbrath & Gilchrist	202
39	Robert A. Rosenbloum	Greenberg Traurig	200
39	Erik M. Pelton	Erik M. Pelton & Associates	200
41	George A. Pelletier, Jr.	Cantor Colburn	195
41	Andrew S. Ehard	Merchant & Gould	195
43	Joe Strahl	Mr. Trademark Inc.	194
44	James E. Rosini	Kenyon & Kenyon	193
45	Lawrence E. Apolzon	Fross Zelnick Lehrman & Zissu	189
45	John E. Russell	Allmark Trademark Service	189
47	Mark Lebow	Young & Thompson	188
47	John Pickerill	Fredrikson & Byron	188
49	Bennet K. Langlotz	Langlotz Patent Works	186
50	Jess M. Collen	Collen IP	181
50	Jerald E. Nagae	Christensen O'Connor Johnson & Kindness	181



## Year End 2008: Market Movers

This section displays the companies and law firms which made the most dramatic gains in the CSC Trademark Insider rankings from 2007 to 2008. The most prominent additions to the company and firm rankings in 2008 are also presented.

### TOP 10 LAW FIRM ADVANCES

	Law Firm	2008 Rank	2007 Rank	Increase in Rank
1	Eckert Seamans Cherin & Mellott	68	150	+82
2	Kelly Lowry & Kelley	100	180	+80
3	Manatt Phelps & Phillips	41	120	+79
4	Husch Blackwell Sanders	23	100	+77
5	Frost Brown Todd	104	170	+66
6	Orrick Herrington & Sutcliffe	45	108	+63
7	Workman Nydegger & Seeley	69	128	+59
8	Baker & McKenzie	35	91	+56
8	Furr Law Firm	119	175	+56
10	Eric Chan	98	153	+55

### TOP 10 COMPANY ADVANCES

	Company	2008 Rank	2007 Rank	Increase in Rank
1	Henkel Group	24	85	+61
2	Samsung	39	95	+56
3	S. C. Johnson	43	95	+52
4	Bally Gaming International, Inc.	34	84	+50
5	Abbott Laboratories	32	68	+36
6	HEB Grocery Company, LP	22	56	+34
7	Bayer Corporation	46	77	+31
8	Boehringer Ingelheim	63	87	+24
9	NBA Properties, Inc.	29	52	+23
10	OMS Investments, Inc.	77	99	+22

### TOP 5 LAW FIRM DEBUTS

	Law Firm	2008 Rank
1	Kilpatrick Stockton	51
2	Law Offices Of Sepehr Daghighian	100
3	Fox Rothschild LLP	124
4	Holme Roberts & Owen	130
5	Gardere Wynne Sewell	132

### TOP 5 COMPANY DEBUTS

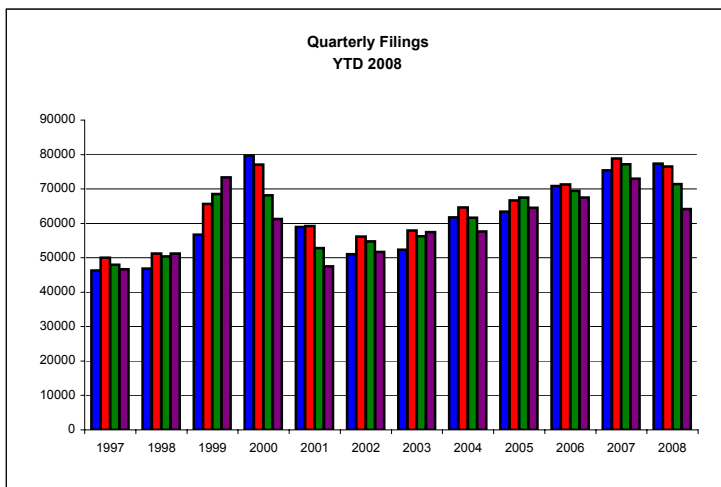
	Company	2008 Rank
1	AstraZeneca AB	21
2	Nintendo Co., Ltd.	28
3	Hearst Corporation	29
4	Target Brands, Inc.	31
5	SBE Entertainment Group	37



## Year End 2008: Industry Summary

This section provides a ranking of the top U.S. Trademark markets as well as a quarterly break-out of aggregate trademark filings since 1997. The Top 50 Market rankings are determined by analysis of Zip Code information contained in the correspondent section of USPTO applications.

Rank	Market	#TMS YE-08	Rank	Market	#TMS YE-08
1	New York, NY	37,423	26	Fort Lauderdale, FL	2,270
2	Los Angeles, CA	20,140	27	Tampa, FL	2,161
3	Washington, DC	19,521	28	Orlando, FL	2,094
4	Chicago, IL	14,211	29	Indianapolis, IN	2,092
5	Philadelphia, PA	6,990	30	Austin, TX	2,042
6	Minneapolis / St. Paul, MN	6,748	31	Baltimore, MD	1,861
7	Irvine, CA (Orange County)	6,483	31	Kansas City, MO	1,861
8	Atlanta, GA	6,310	33	Columbus, OH	1,826
9	San Francisco, CA	6,185	34	Pittsburgh, PA	1,804
10	Boston, MA	6,041	35	Cincinnati, OH	1,707
11	San Diego, CA	5,343	36	Charlotte, NC	1,689
12	Dallas, TX	4,936	37	West Palm Beach, FL	1,648
13	Phoenix, AZ	4,538	38	Raleigh, NC	1,636
14	Seattle, WA	4,423	39	Milwaukee, WI	1,546
15	Houston, TX	4,118	40	San Bernardino, CA	1,532
16	Denver, CO	3,800	41	Stamford, CT	1,469
17	San Jose, CA	3,668	42	Nashville, TN	1,464
18	Miami, FL	3,407	43	San Antonio, TX	1,216
19	Detroit, MI	3,282	44	Grand Rapids, MI	1,079
20	Portland, OR	2,737	45	Hartford, CT	1,072
21	Las Vegas, NV	2,684	46	Sacramento, CA	1,058
22	Saint Louis, MO	2,563	47	Ventura, CA	1,023
23	Oakland, CA	2,502	48	Wilmington, DE	986
24	Cleveland, OH	2,421	49	Richmond, VA	982
25	Salt Lake City, UT	2,342	50	Providence, RI	889



Year	Q1	Q2	Q3	Q4	Annual
1997	46,257	50,041	48,004	46,685	190,987
1998	46,878	51,218	50,365	51,183	199,644
1999	56,683	65,645	68,549	73,400	264,277
2000	79,689	77,083	68,181	61,253	286,206
2001	58,990	59,183	52,852	47,484	218,509
2002	51,084	56,120	54,723	51,649	213,576
2003	52,364	57,894	56,245	57,473	223,976
2004	61,746	64,582	61,689	57,647	245,664
2005	63,423	66,686	67,486	64,507	262,102
2006	70,860	71,354	69,458	67,460	279,132
2007	75,439	78,818	77,150	73,000	304,407
2008	77,351	76,540	71,401	64,138	289,430



## 2008 Trademark Insider® Awards

This edition of the *Trademark Insider* includes a set of annual awards designed to give more formal recognition to the leading trademark law firms and individual trademark attorneys at work in the U.S. today. These awards build off of the annual Law Firm rankings set forth on *pages 4 and 5* of this report. In addition to awarding the top law firms on a national basis, the *Trademark Insider* Awards are also granted to the top law firms in selected major-market cities across the United States. In order to provide recognition to the individuals at work in these firms, we also give Awards to the top 25 individual trademark attorneys.

CSC proudly presents the *Trademark Insider* Awards and salutes this year's award recipients for their substantial achievements in the trademark industry in the year 2008.

### Methodology

*Trademark Insider* Awards are determined by calculating the number of times an individual law firm and/or attorney is listed in the Correspondent field of all USPTO applications submitted during calendar year 2008. Each application is counted as one filing, regardless of the type of application (i.e., single class versus multiple class, word mark versus composite mark, etc.). Regional Law Firm Awards were determined in the same fashion, analyzing the actual law firm address information listed in the application Correspondent field. For more information, please see the Report Methodology and Disclaimer set forth on the insider cover of this Report.

### 2008 TRADEMARK INSIDER AWARD CATEGORIES

#### ATTORNEY AWARDS

*Top U.S. Individual Trademark Filers*

#### NATIONAL LAW FIRM AWARDS

*Top U.S. Trademark Law Firms*

#### REGIONAL LAW FIRM AWARDS

*Top Regional Trademark Law Firms*

**CSC proudly presents the *Trademark Insider*® Awards and salutes this year's award recipients for their substantial achievements in the trademark industry.**

### Trademark Insider Award



Photo of *Trademark Insider*® Award



Continued from previous page

## ATTORNEY AWARDS

	Name
1	Lawrence E. Abelman <i>Abelman Frayne &amp; Schwab</i>
2	Xavier Morales <i>Law Office Of Xavier Morales</i>
3	Christopher J. Day <i>Law Office of Christopher Day</i>
4	Arturo Perez-Guerrero <i>Arturo Perez-Guerrero</i>
5	John Alunit <i>Patel &amp; Alunit</i>
6	Michael D. Adams <i>Mayer Brown Rowe &amp; Maw</i>
7	Sana Hakim <i>Bell Boyd &amp; Lloyd</i>
8	Howard N. Aronson <i>Lackenbach Siegel</i>
9	Richard L. Morris, Jr. <i>Richard L. Morris, Jr., Esq.</i>
10	Sepehr Daghighian <i>Law Offices Of Sepehr Daghighian</i>
11	William H. Brewster <i>Kilpatrick Stockton</i>
12	James M. Slattery <i>Birch Stewart Kolasch &amp; Birch</i>
13	Jeffrey M. Furr <i>Furr Law Firm</i>
14	Susan Upton Douglass <i>Fross Zelnick Lehrman &amp; Zissu</i>
14	Perla M. Kuhn <i>Hughes Hubbard &amp; Reed</i>
16	Edward H. Rosenthal <i>Frankfurt Kurnit Klein &amp; Selz, PC</i>
17	Patrick J. Jennings <i>Pillsbury Winthrop Shaw Pittman</i>
18	Mark B. Harrison <i>Venable</i>
18	Kathryn M. Wheble <i>K &amp; L Gates</i>
20	Susan Okin Goldsmith <i>Duane Morris</i>
21	John S. Egbert <i>Egbert Law Offices</i>
22	Mark I. Peroff <i>Hiscock &amp; Barclay</i>
23	Yh Chan <i>Eric Chan</i>
24	Susan L. Heller <i>Greenberg Traurig</i>
25	James F. Keenan, Jr. <i>Bernstein Shur Sawyer &amp; Nelson</i>

## NATIONAL LAW FIRM AWARDS

	Name
1	Greenberg Traurig
2	Fross Zelnick Lehrman & Zissu
3	K & L Gates
4	DLA Piper Rudnick
5	Merchant & Gould
6	Abelman Frayne & Schwab
7	Arent Fox
8	Knobbe Martens Olson & Bear
9	Pillsbury Winthrop Shaw Pittman
10	Law Office Of Xavier Morales
11	Barnes & Thornburg
12	Perkins Coie
13	Duane Morris
14	Kenyon & Kenyon
15	Bell Boyd & Lloyd
16	Cooley Godward
17	Venable
18	Finnegan Henderson Farabow Garrett & Dunner
19	Lewis & Roca
20	Katten Muchin Rosenman
21	Sughrue Mion
22	Dorsey & Whitney
23	Husch Blackwell Sanders
24	Holland & Knight
25	Fish & Richardson

## REGIONAL FIRM AWARDS

Name	Distinction
Troutman Sanders	#1 Atlanta Law Firm
Wolf Greenfield & Sacks	#1 Boston Law Firm
Bell Boyd & Lloyd	#1 Chicago Law Firm
Gardere Wynne Sewell	#1 Dallas Law Firm
Blakely Sokoloff Taylor & Zafman	#1 Los Angeles Law Firm
Malloy & Malloy	#1 Miami Law Firm
Merchant & Gould	#1 Minneapolis Law Firm
Fross Zelnick Lehrman & Zissu	#1 New York Law Firm
Knobbe Martens Olson & Bear	#1 Orange County Law Firm
Cozen O'Connor	#1 Philadelphia Law Firm
Law Office of Christopher Day	#1 Phoenix Law Firm
Procopio Cory Hargreaves & Savitch	#1 San Diego Law Firm
Townsend & Townsend & Crew	#1 San Francisco Law Firm
Perkins Coie	#1 Seattle Law Firm
MacCord Mason	#1 Washington DC Law Firm



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