

Q1 & Q2 – 2010

Trademark Insider®

- » Top 100 Law Firm Trademark Filers
- » Top 100 Company Trademark Filers
- » Top 50 Attorney Trademark Filers
- » Industry Summary



CORPORATION SERVICE COMPANY®

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PUBLICATION INFORMATION

The *Trademark Insider*® 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.

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CSC makes every effort to ensure the accuracy of the data provided within this report. However, for various reasons including the potential for incomplete or inaccurate data supplied by the United States Patent and Trademark Office, we cannot warrant that this report or the information contained herein is error free. CSC will not be liable for any reliance upon the data, analysis, opinions or other information presented within this report.

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Q1 - 2010: Top 100 Trademark Law Firms

The Top 100 Trademark Firms – Q1-10 are ranked by the number of USPTO applications submitted during the first quarter of 2010 in which the firm is listed as the legal representative (correspondent). Each application is counted as one filing regardless of the type of application.

Q1-10 Rank	Law Firm	# TMs Q1-10	2009 Rank	Q1-10 Rank	Law Firm	# TMs Q1-10	2009 Rank
1	Raj Abhyanker LLP	831	91	51	Arturo Perez-Guerrero	98	30
2	Greenberg Traurig	495	1	53	Morgan Lewis & Bockius	96	69
3	K & L Gates	322	2	54	Stetina Brunda Garred & Brucker	95	N/A
4	DLA Piper Rudnick	290	3	54	Nixon Peabody	95	31
5	Trademark Company, The	244	87	56	Drinker Biddle & Reath	93	37
6	Fross Zelnick Lehrman & Zissu	232	4	57	Oblon Spivak McClelland Maier & Neustadt	91	81
7	Barnes & Thornburg	174	13	58	Wolf Greenfield & Sacks	90	79
8	Merchant & Gould	173	8	59	McNees Wallace & Nurick	89	N/A
9	Perkins Coie	163	29	59	Harness Dickey & Pierce	89	54
10	Orrick Herrington & Sutcliffe	161	53	61	Fulbright & Jaworski	88	55
11	Ladas & Parry	158	19	62	Bryan Cave	87	55
12	Husch Blackwell Sanders	156	7	62	Blakely Sokoloff Taylor & Zafman	87	47
13	Foley & Lardner	155	17	64	Sheridan Ross	86	76
14	Law Office Of Xavier Morales	152	5	64	Procopio Cory Hargreaves & Savitch	86	N/A
15	Knobbe Martens Olson & Bear	148	6	64	Fredrikson & Byron	86	51
15	Abelman Frayne & Schwab	148	10	67	Richard L. Morris, Jr., Esq.	85	73
17	Arent Fox	144	11	67	Katten Muchin Rosenman	85	22
18	Gerben Law Firm	143	27	67	Hovey Williams	85	58
19	Allen Dyer Doppelt Milbrath & Gilchrist	141	45	67	Erik M. Pelton & Associates	85	N/A
20	Cooley Godward	139	25	71	Sonnenschein Nath & Rosenthal	83	74
21	Baker & Hostetler	137	24	71	Kleinberg & Lerner	83	N/A
22	Finnegan Henderson Farabow Garrett & Dunner	131	41	73	Rader Fishman & Grauer	82	92
23	Venable	129	9	73	Nixon & Vanderhye	82	75
24	Kenyon & Kenyon	125	40	73	McGuireWoods	82	92
25	Wood Herron & Evans	124	78	76	Workman Nydegger & Seeley	80	52
25	Townsend & Townsend & Crew	124	49	76	Brooks & Kushman	80	63
25	Birch Stewart Kolasch & Birch	124	21	78	Connolly Bove Lodge & Hutz	79	58
28	Pillsbury Winthrop Shaw Pittman	122	14	79	Stites & Harbison	78	90
29	Woodard Emhardt Moriarty McNett & Henry	120	79	79	McCarter & English	78	65
30	Fish & Richardson	118	12	79	Christie Parker & Hale	78	70
30	Duane Morris	118	15	82	Patel & Alunit	77	57
32	McDermott Will & Emery	116	16	82	Fenwick & West	77	N/A
33	Pryor Cashman Sherman & Flynn	113	19	82	Davis & Gilbert	77	N/A
34	Dorsey & Whitney	112	17	85	Winthrop & Weinstine	76	N/A
35	Eckert Seamans Cherin & Mellott	111	68	86	Troutman Sanders	75	99
35	Cowan Liebowitz & Latman	111	35	86	Seed IP Law Group	75	N/A
37	Cozen O'Connor	110	38	86	Fay Sharpe Fagan Minnich & McKee	75	N/A
38	Kilpatrick Stockton	108	32	89	Pattishall McAuliffe Newbury Hilliard & Geraldson	74	N/A
38	Gottlieb Rackman & Reisman	108	72	89	Neal Gerber & Eisenberg	74	N/A
40	Womble Carlyle Sandridge & Rice	107	46	89	Fulwider Patton	74	67
40	Sughrue Mion	107	39	92	Malloy & Malloy	73	N/A
40	Baker & McKenzie	107	44	92	Edwards Angell Palmer & Dodge	73	N/A
43	Davis Wright Tremaine	105	23	92	Brinks Hofer Gilson & Lione	73	N/A
44	Michael Best & Friedrich	104	61	92	Allmark Trademark Service	73	96
45	Manatt Phelps & Phillips	103	33	96	Wilson Sonsini Goodrich & Rosati	72	81
46	Holland & Hart	102	34	97	Price Heneveld Cooper DeWitt & Litton	71	N/A
47	Alston & Bird	101	50	97	Goodwin Procter	71	N/A
47	Jackson Walker	101	42	99	Stoel Rives	70	88
47	Holland & Knight	101	28	99	Meyertons Hood Kivlin Kowert & Goetze	70	N/A
50	Blank Rome	99	43	99	Locke Lord Bissell & Liddell	70	N/A
51	Law Office of Christopher Day	98	48				



Q2 - 2010: Top 100 Trademark Law Firms

The Top 100 Trademark Firms – Q2-10 are ranked by the number of USPTO applications submitted during the second quarter of 2010 in which the firm is listed as the legal representative (correspondent). Each application is counted as one filing regardless of the type of application.

Q2-10 Rank	Law Firm	# TMs Q2-10	2009 Rank	Q2-10 Rank	Law Firm	# TMs Q2-10	2009 Rank
1	Raj Abhyanker PC	1,071	91	48	Allen Dyer Doppelt Milbrath & Gilchrist	108	45
2	Greenberg Taurig	455	1	53	Sonnenschein Nath & Rosenthal	107	74
3	Trademark Company, The	287	87	54	Dorsey & Whitney	106	17
4	K & L Gates	281	2	55	Harness Dickey & Pierce	105	54
5	DLA Piper Rudnick	259	3	56	Michael Best & Friedrich	104	61
6	Fross Zelnick Lehrman & Zissu	246	4	57	Thompson Hine	103	N/A
7	Husch Blackwell Sanders	204	7	58	Wood Herron & Evans	102	78
8	Knobbe Martens Olson & Bear	203	6	58	Kilpatrick Stockton	102	32
9	Cowan Liebowitz & Latman	167	35	58	Fish & Richardson	102	12
10	Barnes & Thornburg	162	13	58	Blakely Sokoloff Taylor & Zafman	102	47
11	Merchant & Gould	157	8	62	Law Office Of Xavier Morales	100	5
11	Abelman Frayne & Schwab	157	10	63	Kenyon & Kenyon	100	40
13	Arent Fox	149	11	64	Nixon Peabody	95	31
14	Pryor Cashman Sherman & Flynn	147	19	64	Eckert Seamans Cherin & Mellott	95	68
15	Law Offices of Arturo Perez-Guerrero	143	30	64	Brinks Hofer Gilson & Lione	95	N/A
16	Gerben Law Firm	141	27	67	Stoel Rives	94	88
17	Pillsbury Winthrop Shaw Pittman	140	14	67	Manatt Phelps & Phillips	94	33
17	Perkins Coie	140	29	69	Oblon Spivak McClelland Maier & Neustadt	92	81
19	McDermott Will & Emery	139	16	70	Womble Carlyle Sandridge & Rice	89	46
20	Bryan Cave	137	55	70	Vedder Price	89	N/A
21	Honigman Miller Schwartz and Cohn	136	N/A	70	Nixon & Vanderhye	89	75
22	Law Office of Christopher Day	133	48	73	Locke Lord Bissell & Liddell	87	N/A
23	Ladas & Parry	128	19	74	Ostrolenk Faber Gerb & Soffen	86	N/A
24	Woodard Emhardt Moriarty McNett & Henry	127	79	75	Howard, Rice Nemerovski	85	N/A
24	Baker & Hostetler	127	24	75	Fenwick & West	85	N/A
26	Katten Muchin Rosenman	126	22	77	Bullivant Houser Bailey	84	N/A
27	Finnegan Henderson Farabow Garrett & Dunner	125	41	78	Yh Chan	83	N/A
27	Davis Wright Tremaine	125	23	78	Odin Feldman & Pittleman	83	N/A
29	Drinker Biddle & Reath	121	37	78	Malloy & Malloy	83	N/A
30	Foley & Lardner	119	17	81	Reed Smith	82	88
30	Baker & McKenzie	119	44	82	Wilson Sonsini Goodrich & Rosati	81	81
32	Duane Morris	118	15	82	Proskauer Rose	81	N/A
33	Fredrikson & Byron	117	51	82	Jones Day	81	N/A
34	Buchanan Ingersoll	116	63	85	Sheridan Ross	80	76
35	Morgan Lewis & Bockius	114	69	86	Davis & Gilbert	79	N/A
35	Frost Brown Todd	114	N/A	86	Baker & Rannels	79	N/A
35	Cozen O'Connor	114	38	86	Amster Rothstein & Ebenstein	79	98
38	Smith Gambrell & Russell	113	N/A	89	Wong, Cabello, Lutsch, Rutherford & Brucculeri	77	N/A
38	Patel & Alumi	113	57	89	McCarter & English	77	65
38	Lewis & Roca	113	26	89	Hiscock & Barclay	77	N/A
38	Holland & Knight	113	28	89	Alston & Bird	77	50
38	Fulbright & Jaworski	113	55	93	Polisnelli Shughart	76	N/A
38	Cooley LLP	113	25	93	Jackson Walker	76	42
44	Venable	112	9	93	Fulwider Patton	76	67
45	Birch Stewart Kolasch & Birch	110	21	96	Richard L. Morris, Jr., Esq.	75	73
46	Townsend & Townsend & Crew	109	49	96	McGuireWoods	75	92
46	Sughrue Mion	109	39	96	Dinsmore & Shohl	75	N/A
48	Hovey Williams	108	58	96	Christensen O'Connor Johnson & Kindness	75	76
48	Holland & Hart	108	34	100	Sheppard Mullin Richter & Hampton	74	N/A
48	Connolly Bove Lodge & Hutz	108	58	100	Gottlieb Rackman & Reisman	74	72
48	Christie Parker & Hale	108	70				



YTD - 2010: Top 100 Trademark Law Firms

The Top 100 Trademark Firms – Year-to-Date are ranked by the number of USPTO applications submitted during the first two quarters of 2010 in which the firm is listed as the legal representative (correspondent). Each application is counted as one filing regardless of the type of application.

YTD-10 Rank	Law Firm	#TMs YTD-10	2009 Rank	YTD-10 Rank	Law Firm	#TMs YTD-10	2009 Rank
1	Raj Abhyanker PC	1,902	91	51	Fredrikson & Byron	203	51
2	Greenberg Traurig	950	1	52	Fulbright & Jaworski	201	55
3	K & L Gates	603	2	53	Manatt Phelps & Phillips	197	33
4	DLA Piper Rudnick	549	3	54	Womble Carlyle Sandridge & Rice	196	46
5	Trademark Company, The	531	87	55	Harness Dickey & Pierce	194	54
6	Fross Zelnick Lehrman & Zissu	478	4	56	Hovey Williams	193	58
7	Husch Blackwell Sanders	360	7	57	Sonnenschein Nath & Rosenthal	190	74
8	Knobbe Martens Olson & Bear	351	6	57	Patel & Alunit	190	57
9	Barnes & Thornburg	336	13	57	Nixon Peabody	190	31
10	Merchant & Gould	330	8	60	Blakely Sokoloff Taylor & Zafman	189	47
11	Abelman Frayne & Schwab	305	10	61	Connolly Bove Lodge & Hutz	187	58
12	Perkins Coie	303	29	62	Christie Parker & Hale	186	70
13	Arent Fox	293	11	63	Oblon Spivak McClelland Maier & Neustadt	183	81
14	Ladas & Parry	286	19	64	Gottlieb Rackman & Reisman	182	72
15	Gerben Law Firm	284	27	64	Frost Brown Todd	182	N/A
16	Cowan Liebowitz & Latman	278	35	66	Honigman Miller Schwartz and Cohn	180	N/A
17	Foley & Lardner	274	17	67	Buchanan Ingersoll	179	63
18	Baker & Hostetler	264	24	68	Smith Gambrell & Russell	178	N/A
19	Pillsbury Winthrop Shaw Pittman	262	14	68	Lewis & Roca	178	26
20	Pryor Cashman Sherman & Flynn	260	19	68	Alston & Bird	178	50
21	Finnegan Henderson Farabow Garrett & Dunner	256	41	71	Jackson Walker	177	42
22	McDermott Will & Emery	255	16	72	Nixon & Vanderhye	171	75
23	Law Office Of Xavier Morales	252	5	73	Brinks Hofer Gilson & Lione	168	N/A
23	Cooley LLP	252	25	73	Blank Rome	168	43
25	Allen Dyer Doppelt Milbrath & Gilchrist	249	45	75	Sheridan Ross	166	76
26	Woodard Emhardt Moriarty McNett & Henry	247	79	76	Stoel Rives	164	88
27	Venable	241	9	77	Fenwick & West	162	N/A
27	Law Offices of Arturo Perez-Guerrero	241	30	78	Stetina Brunda Garred & Brucker	161	N/A
29	Duane Morris	236	15	79	Richard L. Morris, Jr., Esq.	160	73
30	Birch Stewart Kolasch & Birch	234	21	80	McGuireWoods	157	92
31	Townsend & Townsend & Crew	233	49	80	Locke Lord Bissell & Liddell	157	N/A
32	Law Office of Christopher Day	231	48	82	Malloy & Malloy	156	N/A
33	Davis Wright Tremaine	230	23	82	Davis & Gilbert	156	N/A
34	Orrick Herrington & Sutcliffe	229	53	84	Thompson Hine	155	N/A
35	Wood Herron & Evans	226	78	84	McCarter & English	155	65
35	Baker & McKenzie	226	44	86	Wilson Sonsini Goodrich & Rosati	153	81
37	Kenyon & Kenyon	225	40	86	Rader Fishman & Grauer	153	92
38	Cozen O'Connor	224	38	88	Kleinberg & Lerner	151	N/A
38	Bryan Cave	224	55	89	Fulwider Patton	150	67
40	Fish & Richardson	220	12	90	Procopio Cory Hargreaves & Savitch	149	N/A
41	Dorsey & Whitney	218	17	91	Ostrolenk Faber Gerb & Soffen	148	N/A
42	Sughrue Mion	216	39	92	Wolf Greenfield & Sacks	147	79
43	Holland & Knight	214	28	93	Workman Nydegger & Seeley	146	52
43	Drinker Biddle & Reath	214	37	94	Vedder Price	145	N/A
45	Katten Muchin Rosenman	211	22	94	Jones Day	145	N/A
46	Morgan Lewis & Bockius	210	69	94	Brooks & Kushman	145	63
46	Kilpatrick Stockton	210	32	97	Christensen O'Connor Johnson & Kindness	144	76
46	Holland & Hart	210	34	98	Baker & Rannels	143	N/A
49	Michael Best & Friedrich	208	61	98	McNees Wallace & Nurick	143	N/A
50	Eckert Seamans Cherin & Mellott	206	68				



Q1 - 2010: Top 100 Companies

The Q1-10 Top 100 Companies are determined by the number of USPTO applications submitted during the first quarter of 2010 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.

Q1-10 Rank	Company	#TMs Q1-10	2009 Rank	Q1-10 Rank	Company	#TMs Q1-10	2009 Rank
1	Mattel, Inc.	167	2	51	Diageo, PLC	30	34
2	Walt Disney Company	134	4	51	Competitor Group, Inc.	30	N/A
3	Bristol-Myers Squibb Company	131	5	53	Syngenta Crop Protection, Inc.	29	63
4	Johnson & Johnson	130	3	53	Gibson Guitar Corp.	29	N/A
5	Time Warner	111	1	53	DaimlerChrysler Corporation	29	N/A
6	News Corporation	89	7	53	Aristocrat Technologies Australia Pty Ltd	29	43
7	L'Oreal	85	6	57	Ford Motor Company	28	22
8	Sony Corporation	82	18	57	APX Alarm Security Solutions, Inc.	28	N/A
9	LG Electronics Inc.	80	8	59	Abercrombie & Fitch Trading Co.	27	40
10	Skechers U.S.A., Inc. II	72	N/A	60	Vital Pharmaceuticals, Inc.	26	55
11	Procter & Gamble Company, The	70	14	60	Vital Health Pharmaceuticals, Inc.	26	N/A
12	PepsiCo	67	11	60	Samsung	26	25
12	Eco Product Group LLC	67	N/A	60	Meredith Corporation	26	N/A
14	Novo Nordisk A/S	66	N/A	60	Hershey Company, The	26	30
15	World Wrestling Entertainment, Inc.	60	59	60	Eli Lilly and Company	26	70
16	Altria Group	58	23	66	Wal-Mart Stores, Inc.	25	65
17	Collective Brands, Inc.	56	N/A	66	Nintendo Co., Ltd.	25	N/A
18	Limited Brands, Inc.	51	13	66	Nestle	25	N/A
18	GlaxoSmithKline	51	10	66	Greer Laboratories, Inc.	25	N/A
20	Australian Gold LLC	50	N/A	66	FremantleMedia North America, Inc.	25	N/A
21	Novartis	46	9	66	Estee Lauder Inc.	25	49
21	Hasbro, Inc.	46	26	66	America Movil	25	N/A
23	Sears Holdings Corp.	45	15	73	Super Bakery Inc.	24	N/A
23	Abbott Laboratories	45	38	73	Ahold	24	N/A
25	Hallmark Cards, Inc.	44	48	73	K-2 Corporation	24	N/A
26	World Triathlon Corporation	43	N/A	73	CBS Corporation	24	24
26	Pfizer Inc.	43	52	77	Weight Watchers International, Inc.	23	N/A
26	Cisco Technology, Inc.	43	N/A	77	Konami Corporation	23	66
26	Bally Gaming International, Inc.	43	31	77	Henkel Group	23	32
30	Schering Corporation	42	N/A	77	Dads Products Company, Inc.	23	N/A
31	Scott Kay, Inc.	41	N/A	77	Columbia Insurance Company	23	88
31	Reynolds Innovations Inc.	41	N/A	77	Colgate-Palmolive Company	23	84
31	American Express Company	41	49	77	Carefusion Corporation	23	N/A
34	Summit Entertainment	40	100	84	Tikkun LLC	22	N/A
35	Toph Daddy Designs	39	N/A	84	Mars, Incorporated	22	59
35	Brown Shoe Company	39	N/A	84	Genesis Today, Inc.	22	N/A
37	General Electric Company	38	16	87	S. C. Johnson	21	49
37	Dr. Seuss Enterprises	38	N/A	87	L.C. Licensing, Inc.	21	N/A
39	Mountain Crest SRL	36	N/A	87	IGT	21	12
39	Improvement Direct, Inc.	36	N/A	87	E & H Distributing LLC	21	N/A
41	Nissan	35	N/A	87	Boehringer Ingelheim	21	N/A
41	Karsten Manufacturing Corporation	35	N/A	92	WMS Gaming Inc.	20	81
43	Bayer Corporation	33	58	92	The Wine Group LLC	20	72
44	McKenzie River Corporation	32	N/A	92	Shiseido Americas Corporation	20	N/A
44	Aventis Pharmaceuticals Inc.	32	37	92	Monster Cable Products, Inc.	20	68
46	Wm. Wrigley Jr. Company	31	N/A	92	Land O' Lakes, Inc.	20	72
46	Viacom International Inc.	31	17	92	JVL Ventures LLC	20	N/A
46	Prasco LLC	31	N/A	92	Appigo, Inc.	20	N/A
46	FPL Group, Inc.	31	20	92	E. & J. Gallo Winery	20	84
46	Chapin Intellectual Property Law	31	N/A	92	Advanced Coaching & Training Technologies	20	N/A



Q2 - 2010: Top 100 Companies

The Q2-10 Top 100 Companies are determined by the number of USPTO applications submitted during the second quarter of 2010 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.

Q2-10 Rank	Company	#TMs Q2-10	2009 Rank	Q2-10 Rank	Company	#TMs Q2-10	2009 Rank
1	Mattel, Inc.	175	2	53	Pegatron Corporation	30	N/A
2	Johnson & Johnson	154	3	53	Kellwood Company	30	N/A
3	Time Warner	143	1	55	Engineering & Research Associates, Inc.	29	N/A
4	GlaxoSmithKline	137	10	55	Boehringer Ingelheim	29	N/A
5	Walt Disney Company	115	4	55	Bally Gaming International, Inc.	29	31
6	News Corporation	96	7	58	Abbott Laboratories	28	38
6	ASICS Corporation	96	N/A	58	Ainsworth Game Technology Limited	28	89
8	TSA Stores, Inc.	95	N/A	58	Alcon	28	N/A
9	Ministero Delle Politiche Agricole	92	N/A	58	Brown-Forman Corporation	28	N/A
10	L'Oreal	76	6	58	Bristol-Myers Squibb Company	28	5
11	Novartis	73	9	63	United Football League	27	27
12	PepsiCo	71	11	63	Surry Licensing LLC	27	N/A
13	Harvey Ball Smile Limited	69	38	63	S. C. Johnson	27	49
14	Sears Holdings Corp.	64	15	63	Hershey Company, The	27	30
15	The Wine Group LLC	63	72	63	Building Healthy Lives Foundation	27	N/A
15	Target Brands, Inc.	63	N/A	68	Amorepacific Corporation	26	N/A
17	Skechers U.S.A., Inc. II	61	N/A	68	National Cinemedia LLC	26	N/A
18	LG Electronics Inc.	60	8	68	Enterprise Database Corporation	26	N/A
19	Wakefern Food Corp.	58	N/A	68	Deutsche Telekom AG	26	21
19	Sony Corporation	58	18	72	Advance Magazine Publishers Inc.	25	N/A
21	Apple Inc.	56	N/A	72	McGraw-Hill Companies	25	N/A
22	Procter & Gamble Company, The	54	14	72	Cisco Technology, Inc.	25	N/A
22	K-2 Corporation	54	N/A	75	World Wrestling Entertainment, Inc.	24	59
24	American Express Company	52	49	75	Aeronautical Systems, Incorporated	24	N/A
25	Source Interlink Magazines	49	N/A	75	Omnilife USA, Inc.	24	N/A
26	General Electric Company	48	16	75	Multimedia Games, Inc.	24	N/A
26	Bayer Corporation	48	58	75	Abercrombie & Fitch Trading Co.	24	40
28	Toph Daddy Designs	46	N/A	75	APX Alarm Security Solutions, Inc.	24	N/A
29	Hasbro, Inc.	45	26	75	Gruma Corporation	24	N/A
30	JC 23 Entertainment, Inc.	44	N/A	82	Wal-Mart Stores, Inc.	23	65
30	Australian Gold Llc	44	N/A	82	Millennium Pharmaceuticals, Inc.	23	N/A
32	Estee Lauder Inc.	43	49	82	Eli Lilly and Company	23	70
32	Croton Watch Co. Inc.	43	N/A	82	Dow Chemical Company, The	23	91
34	IGT	42	12	82	Aristocrat Technologies Australia Pty Ltd	23	43
35	Pure Romance Inc.	41	N/A	82	Battat Incorporated	23	N/A
35	Major League Baseball Properties, Inc.	41	N/A	88	Tes Franchising Llc	22	N/A
37	Eco Product Group LLC	40	N/A	88	Lenox Corporation	22	N/A
37	American University	40	N/A	88	Henkel Group	22	32
39	Samsung	39	25	88	Ferguson Enterprises, Inc.	22	35
40	Limited Brands, Inc.	38	13	88	Deere & Company	22	N/A
41	Reckitt Benckiser Inc.	37	32	88	Columbia Insurance Company	22	88
41	Altria Group	37	23	88	Colgate-Palmolive Company	22	84
43	Unilever	36	43	95	Ty Loke LLC	21	43
43	Thom Brown of Boston, Inc.	36	N/A	95	Scholastic Inc.	21	N/A
43	Schering Corporation	36	N/A	95	Pfizer Inc.	21	52
46	CBS Corporation	35	24	95	OKO International Co.	21	N/A
47	Viacom International Inc.	34	17	95	Medtronic, Inc.	21	72
47	NBA Properties, Inc.	34	43	95	Aventis Pharmaceuticals Inc.	21	37
47	Diageo, PLC	34	34	95	Genghis Grill Franchise Concepts	21	N/A
50	Konami Corporation	32	66	95	Delicato Vineyards	21	N/A
51	Siemens	31	95	95	Conair Corporation	21	N/A
51	Jones Investment Co. Inc.	31	N/A				



YTD - 2010: Top 100 Companies

The Top 100 Companies - YTD are ranked by the number of USPTO applications submitted during the first two quarters of 2010 in which the company (or a related entity) is listed as the applicant and/or legal representative (correspondent).

YTD-10 Rank	Company	#TMs YTD-10	2009 Rank	YTD-10 Rank	Company	#TMs YTD-10	2009 Rank
1	Mattel, Inc.	342	2	54	Aventis Pharmaceuticals Inc.	53	37
2	Johnson & Johnson	284	3	56	Karsten Manufacturing Corporation	52	N/A
3	Time Warner	254	1	56	Dr. Seuss Enterprises	52	N/A
4	Walt Disney Company	249	4	56	Aristocrat Technologies Australia Pty Ltd	52	43
5	GlaxoSmithKline	188	10	56	APX Alarm Security Solutions, Inc.	52	N/A
6	News Corporation	185	7	60	Abercrombie & Fitch Trading Co.	51	40
7	L'Oreal	161	6	61	Hallmark Cards, Inc.	50	48
8	Bristol-Myers Squibb Company	159	5	61	Boehringer Ingelheim	50	N/A
9	Sony Corporation	140	18	63	Source Interlink Magazines	49	N/A
9	LG Electronics Inc.	140	8	63	Eli Lilly and Company	49	70
11	PepsiCo	138	11	65	Wal-Mart Stores, Inc.	48	65
12	Skechers U.S.A., Inc. II	133	N/A	65	S. C. Johnson	48	49
13	Procter & Gamble Company, The	124	14	67	Nissan	47	N/A
14	Novartis	119	9	68	Reynolds Innovations Inc.	46	N/A
15	Sears Holdings Corp.	109	15	69	Meredith Corporation	45	N/A
16	Eco Product Group Llc	107	N/A	69	Henkel Group	45	32
17	ASICS Corporation	99	N/A	69	Columbia Insurance Company	45	88
18	TSA Stores, Inc.	95	N/A	69	Colgate-Palmolive Company	45	84
18	Altria Group	95	23	73	Nestle	44	N/A
20	Australian Gold LLC	94	N/A	73	JC 23 Entertainment, Inc.	44	N/A
21	American Express Company	93	49	73	Ford Motor Company	44	22
22	Ministero Delle Politiche Agricole	92	N/A	73	Brown Shoe Company	44	N/A
23	Hasbro, Inc.	91	26	77	Ainsworth Game Technology Limited	43	89
24	Limited Brands, Inc.	89	13	77	Scott Kay, Inc.	43	N/A
25	General Electric Company	86	16	77	DaimlerChrysler Corporation	43	N/A
26	Toph Daddy Designs	85	N/A	77	Croton Watch Co. Inc.	43	N/A
27	World Wrestling Entertainment, Inc.	84	59	81	Syngenta Crop Protection, Inc.	42	63
28	The Wine Group LLC	83	72	82	Wm. Wrigley Jr. Company	41	N/A
29	Harvey Ball Smile Limited	82	38	82	Siemens	41	95
30	Bayer Corporation	81	58	82	Pure Romance Inc.	41	N/A
31	Target Brands, Inc.	80	N/A	85	American University	40	N/A
32	Schering Corporation	78	N/A	85	Land O' Lakes, Inc.	40	72
32	K-2 Corporation	78	N/A	85	Jones Investment Co. Inc.	40	N/A
34	Abbott Laboratories	73	38	85	Genesis Today, Inc.	40	N/A
35	Bally Gaming International, Inc.	72	31	85	Alcon	40	N/A
36	Collective Brands, Inc.	69	N/A	90	Weight Watchers International, Inc.	39	N/A
37	Novo Nordisk A/S	68	N/A	90	NBA Properties, Inc.	39	43
37	Estee Lauder Inc.	68	49	90	Deutsche Telekom AG	39	21
37	Cisco Technology, Inc.	68	N/A	93	WMS Gaming Inc.	38	81
40	Viacom International Inc.	65	17	93	Advance Magazine Publishers Inc.	38	N/A
40	Samsung	65	25	93	FremantleMedia North America, Inc.	38	N/A
42	Pfizer Inc.	64	52	93	Dow Chemical Company, The	38	91
42	Diageo, PLC	64	34	97	Ubisoft Entertainment	37	N/A
44	World Triathlon Corporation	63	N/A	97	Prasco LLC	37	N/A
44	IGT	63	12	97	America Movil	37	N/A
46	Summit Entertainment	60	100	100	VF Corporation	36	95
47	Major League Baseball Properties, Inc.	59	N/A	100	Thom Brown of Boston, Inc.	36	N/A
47	CBS Corporation	59	24	100	Multimedia Games, Inc.	36	N/A
49	Wakefern Food Corp.	58	N/A	100	Mountain Crest SRL	36	N/A
50	Apple Inc.	56	N/A	100	Medtronic, Inc.	36	72
51	Unilever	55	43	100	Improvement Direct, Inc.	36	N/A
51	Konami Corporation	55	66	100	FPL Group, Inc.	36	20
53	Reckitt Benckiser Inc.	54	32	100	Brown-Forman Corporation	36	N/A
54	Hershey Company, The	53	30	100	Bridgestone	36	N/A



Q1 - 2010: Top 50 Trademark Attorneys

The 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 first quarter of 2010.

Q1-10 Rank	Attorney	Law Firm	#TMs Q1-10
1	Raj Abhyanker	Raj Abhyanker LLP	831
2	Matthew H. Swyers	Trademark Company, The	244
3	Xavier Morales	Law Office Of Xavier Morales	152
4	Lawrence E. Abelman	Abelman Frayne & Schwab	143
4	Josh Gerben	Gerben Law Firm	143
5	Christopher J. Day	Law Office of Christopher Day	98
5	Arturo Perez-Guerrero	Arturo Perez-Guerrero	98
8	Robert J. Kenney	Birch Stewart Kolasch & Birch	93
9	Thomas H. Zellerbach	Orrick Herrington & Sutcliffe	88
10	Richard L. Morris, Jr.	Richard L. Morris, Jr., Esq.	85
10	Erik M. Pelton	Erik M. Pelton & Associates	85
12	Susan Upton Douglass	Fross Zelnick Lehrman & Zissu	84
13	John Alunit	Patel & Alunit	77
14	G. Roxanne Elings	Greenberg Traurig	74
15	Ann K. Ford	DLA Piper Rudnick	73
16	Marshall A. Lerner	Kleinberg & Lerner	72
17	Jill M. Pietrini	Manatt Phelps & Phillips	67
17	James F. Keenan, Jr.	Bernstein Shur Sawyer & Nelson	67
17	Charles J. Meyer	Woodard Emhardt Moriarty McNett & Henry	67
20	David L. Sigalow	Allen Dyer Doppelt Milbrath & Gilchrist	65
21	Howard N. Aronson	Lackebach Siegel	63
22	Stephen L. Baker	Baker & Rannells	62
22	Andrew S. Ehard	Merchant & Gould	62
24	William H. Brewster	Kilpatrick Stockton	61
25	Douglas R. Wolf	Wolf Greenfield & Sacks	60
26	Randel S. Springer	Womble Carlyle Sandridge & Rice	58
26	Mark B. Harrison	Venable	58
28	Patrick J. Jennings	Pillsbury Winthrop Shaw Pittman	56
29	Mark R. Galis	Greenberg Traurig	55
30	Troy Leonard	Woods Fuller Shultz & Smith	54
30	Michael A. Doctrow	McNees Wallace & Nurick	54
32	Mark Lerner	Satterlee Stephens Burke & Burke	53
32	Manuel R. Valcarcel	Greenberg Traurig	53
34	Theodore R. Remaklus	Wood Herron & Evans	52
34	Brad D. Rose	Pryor Cashman Sherman & Flynn	52
36	Sara A. Chandler	K & L Gates	51
36	Robert M. O'Connell, Jr.	Goodwin Procter	51
38	Robert B.G. Horowitz	Baker & Hostetler	48
38	Perla M. Kuhn	Hughes Hubbard & Reed	48
38	Lawrence E. Apolzon	Fross Zelnick Lehrman & Zissu	48
38	Dwayne K. Goetzel	Meyertons Hood Kivlin Kowert & Goetze	48
38	Camille M. Miller	Cozen O'Connor	48
43	Steven R. Gursky	Olshan Grundman Frome Rosenzweig	47
43	Michael J. Bevilacqua	WilmerHale	47
43	Cory M. Amron	Vorys Sater Seymour & Pease	47
46	Robert P. Felber, Jr.	Waller Lansden Dortch & Davis	46
46	David M. Abrahams	Webster Chamberlain & Bean	46
48	Stephen R. Baird	Winthrop & Weinstine	45
48	Carl J. Spagnuolo	McHale & Slavin	45
48	Barry W. Chapin	Chapin Intellectual Property Law	45
48	Allyn Taylor	DLA Piper Rudnick	45



Q2 - 2010: Top 50 Trademark Attorneys

The 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 second quarter of 2010.

Q2-10 Rank	Attorney	Law Firm	#TMs Q2-10
1	Raj Abhyanker	Raj Abhyanker PC	906
2	Matthew H. Swyers	Trademark Company, The	287
3	Christopher Ditico	Raj Abhyanker PC	164
4	Lawrence E. Abelman	Abelman Frayne & Schwab	151
5	Arturo Perez-Guerrero	Law Offices of Arturo Perez-Guerrero	143
6	Josh Gerben	Gerben Law Firm	141
7	Christopher J. Day	Law Office Of Christopher Day	133
8	John Alunit	Patel & Alunit	111
9	Xavier Morales	Law Office Of Xavier Morales	100
10	Michael A. Lisi	Honigman Miller Schwartz and Cohn	98
11	Carole F. Barrett	Howard, Rice Nemerovski	84
12	Yh Chan	Yh Chan	83
12	Kevin T. Oliveira	Odin Feldman & Pittleman	83
14	Stephen L. Baker	Baker & Rannells	78
14	Jennifer L. Dean	Drinker Biddle & Reath	78
16	Richard L. Morris, Jr.	Richard L. Morris, Jr., Esq.	75
17	Mark R. Galis	Greenberg Traurig	71
17	Katharine F. Rowe	Smith Gambrell & Russell	71
17	Jeffrey M. Furr	Furr Law Firm	71
20	Brad D. Rose	Pryor Cashman Sherman & Flynn	70
21	Robert J. Kenney	Birch Stewart Kolasch & Birch	69
21	Patricia L. Werner	Bryan Cave	69
21	Ann K. Ford	DLA Piper Rudnick	66
24	Marshall A. Lerner	Kleinberg & Lerner	65
25	Sana Hakim	K & L Gates	64
25	Patrick J. Jennings	Pillsbury Winthrop Shaw Pittman	64
25	Jenifer Dewolf Paine	Proskauer Rose	64
28	Charles J. Meyer	Woodard Emhardt Moriarty Mcnett & Henry	61
29	Cory M. Amron	Vorys Sater Seymour & Pease	60
30	Mark I. Peroff	Hiscock & Barclay	59
31	Joseph A. Sebolt	Sand & Sebolt	58
32	Sagie S. Kleinlerer	Shibolet LLP	57
32	Peter Nussbaum	Wolff & Samson	57
32	Mark Lerner	Satterlee Stephens Burke & Burke	57
35	Maury M. Tepper Iii	Tepper & Eyster	56
35	Jill M. Pietrini	Manatt Phelps & Phillips	56
35	Erik M. Pelton	Erik M. Pelton & Associates	56
38	Mark B. Harrison	Venable	55
38	Jordan A. Lavine	Flaster Greenberg	55
40	Susan Upton Douglass	Fross Zelnick Lehrman & Zissu	54
40	Michael J. Mccue	Lewis & Roca	54
40	Lawrence E. Apolzon	Fross Zelnick Lehrman & Zissu	54
43	G. Roxanne Elings	Greenberg Traurig	53
44	William H. Brewster	Kilpatrick Stockton	52
44	Joshua R. Bressler	Bressler Law PLLC	52
44	Jay M. Behmke	Carle Mackie Power & Ross	52
44	Diane J. Mason	Bullivant Houser Bailey	52
48	Thomas F. Dunn	Morse Barnes-Brown & Pendleton	51
48	Jill J. Chalmers	Holme Roberts & Owen	51



YTD - 2010: Top 50 Trademark Attorneys

The Top 50 Trademark Attorneys - YTD 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 first two quarters of 2010.

YTD-10 Rank	Attorney	Law Firm	TMs YTD-10
1	Raj Abhyanker	Raj Abhyanker PC	1,737
2	Matthew H. Swyers	Trademark Company, The	531
3	Lawrence E. Abelman	Abelman Frayne & Schwab	294
4	Josh Gerben	Gerben Law Firm	284
5	Xavier Morales	Law Office Of Xavier Morales	252
6	Arturo Perez-Guerrero	Law Offices of Arturo Perez-Guerrero	241
7	Christopher J. Day	Law Office of Christopher Day	231
8	John Alunit	Patel & Alunit	188
9	Christopher Ditico	Raj Abhyanker PC	164
10	Robert J. Kenney	Birch Stewart Kolasch & Birch	162
11	Richard L. Morris, Jr.	Richard L. Morris, Jr., Esq.	160
12	Erik M. Pelton	Erik M. Pelton & Associates	141
13	Stephen L. Baker	Baker & Rannells	140
14	Susan Upton Douglass	Fross Zelnick Lehrman & Zissu	138
15	Marshall A. Lerner	Kleinberg & Lerner	137
16	Charles J. Meyer	Woodard Emhardt Moriarty McNett & Henry	128
17	G. Roxanne Elings	Greenberg Traurig	127
18	Yh Chan	Yh Chan	126
18	Mark R. Galis	Greenberg Traurig	126
20	Jill M. Pietrini	Manatt Phelps & Phillips	123
21	Brad D. Rose	Pryor Cashman Sherman & Flynn	122
21	Ann K. Ford	DLA Piper Rudnick	122
23	Patrick J. Jennings	Pillsbury Winthrop Shaw Pittman	120
24	Kevin T. Oliveira	Odin Feldman & Pittleman	119
25	Jeffrey M. Furr	Furr Law Firm	115
26	William H. Brewster	Kilpatrick Stockton	113
26	Thomas H. Zellerbach	Orrick Herrington & Sutcliffe	113
26	Mark B. Harrison	Venable	113
29	Carole F. Barrett	Howard, Rice Nemerovski	111
29	Andrew S. Ehard	Merchant & Gould	111
31	Mark Lerner	Satterlee Stephens Burke & Burke	110
31	James F. Keenan, Jr.	Bernstein Shur Sawyer & Nelson	110
33	Sana Hakim	K & L Gates	107
33	Jennifer L. Dean	Drinker Biddle & Reath	107
33	Cory M. Amron	Vorys Sater Seymour & Pease	107
36	Michael A. Lisi	Honigman Miller Schwartz and Cohn	105
37	David L. Sigalow	Allen Dyer Doppelt Milbrath & Gilchrist	104
38	Manuel R. Valcarcel	Greenberg Traurig	103
39	Michael A. Doctrow	McNees Wallace & Nurick	102
39	Lawrence E. Apolzon	Fross Zelnick Lehrman & Zissu	102
41	Howard N. Aronson	Lackenbach Siegel	100
42	Jenifer Dewolf Paine	Proskauer Rose	99
43	Maury M. Tepper III	Tepper & Eyster	98
44	Douglas R. Wolf	Wolf Greenfield & Sacks	95
44	Camille M. Miller	Cozen O'Connor	95
46	Barry W. Chapin	Chapin Intellectual Property Law	94
47	Michael J. Bevilacqua	WilmerHale	93
48	Jordan A. Lavine	Flaster Greenberg	91
48	Jill J. Chalmers	Holme Roberts & Owen	91
50	Randel S. Springer	Womble Carlyle Sandridge & Rice	90
50	Peter Nussbaum	Wolff & Samson	90
50	Perla M. Kuhn	Hughes Hubbard & Reed	90
50	Mark I. Peroff	Hiscock & Barclay	90

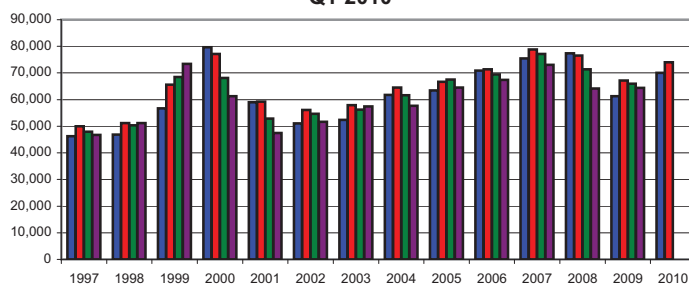


YTD - 2010: Industry Summary

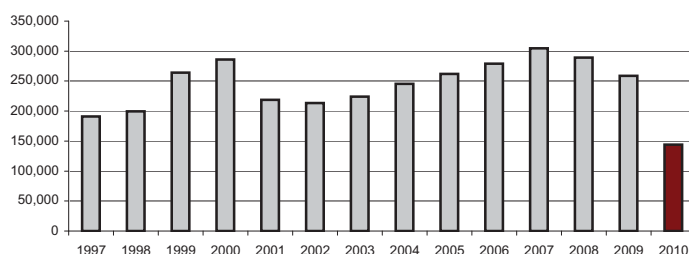
This section provides a ranking of the top U.S. Trademark markets as well as a quarterly break-out of aggregate trademark filings since 1997. The Top 50 Market rankings are determined by analysis of Zip Code information contained in the correspondent section of USPTO applications.

YTD-10 Rank	Market	#TMS YTD-10	YTD-10 Rank	Market	#TMS YTD-10
1	New York, NY	18,336	26	Austin, TX	1,198
2	Los Angeles, CA	9,937	27	Fort Lauderdale, FL	1,127
3	Washington, DC	9,810	28	Tampa, FL	1,110
4	Chicago, IL	6,928	29	Raleigh, NC	973
5	San Jose, CA	3,843	30	Pittsburgh, PA	969
6	Irvine, CA (Orange County)	3,290	31	Indianapolis, IN	965
7	Minneapolis / St. Paul, MN	3,199	32	Orlando, FL	963
8	San Francisco, CA	3,005	33	Columbus, OH	961
9	Philadelphia, PA	3,004	34	Baltimore, MD	921
10	Atlanta, GA	2,988	35	Kansas City, MO	901
11	Boston, MA	2,891	36	Cincinnati, OH	900
12	San Diego, CA	2,790	37	Milwaukee, WI	820
13	Dallas, TX	2,525	38	Nashville, TN	794
14	Seattle, WA	2,231	39	San Bernardino, CA	767
15	Phoenix, AZ	2,215	40	West Palm Beach, FL	723
16	Houston, TX	2,132	41	Stamford, CT	719
17	Detroit, MI	1,811	42	Charlotte, NC	698
18	Miami, FL	1,759	43	Grand Rapids, MI	535
19	Denver, CO	1,714	44	Hartford, CT	503
20	Portland, OR	1,325	45	San Antonio, TX	489
21	Saint Louis, MO	1,318	46	Winston-Salem, NC	486
22	Cleveland, OH	1,244	47	Richmond, VA	469
23	Las Vegas, NV	1,238	48	Wilmington, DE	454
24	Oakland, CA	1,226	49	Jacksonville, FL	446
25	Salt Lake City, UT	1,221	50	Sacramento, CA	428

Quarterly Filings
Q1-2010



YTD Filings
Q2-10



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
2009	61,325	67,150	65,937	64,423	258,835
2010	70,032	74,054			144,086



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