

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



CORPORATION SERVICE COMPANY®

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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).

## Disclaimer

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## Q4-2009: Top 100 Trademark Law Firms

The Q4-09 Top 100 Trademark Firm rankings are determined by the number of USPTO applications submitted during the fourth quarter of 2009 in which the firm is listed as the legal representative (correspondent). Each application is counted as one filing regardless of the application type.

Q4-09 Rank	Law Firm	# TMs Q4-09	2008 Rank	Q4-09 Rank	Law Firm	# TMs Q4-09	2008 Rank
1	Greenberg Traurig	365	1	49	Davis Wright Tremaine	98	43
2	K & L Gates	333	3	52	Wilson Sonsini Goodrich & Rosati	96	113
3	Raj Abhyanker LLP	265	N/A	52	WilmerHale	96	127
4	DLA Piper Rudnick	246	4	54	Fox Rothschild LLP	94	124
5	Fross Zelnick Lehrman & Zissu	225	2	54	Eckert Seamans Cherin & Mellott	94	68
6	Knobbe Martens Olson & Bear	208	8	56	Connolly Bove Lodge & Hutz	93	88
7	Duane Morris	202	13	56	Brooks & Kushman	93	151
8	Husch Blackwell Sanders	199	23	58	Lewis & Roca	91	19
9	Law Office Of Xavier Morales	184	10	58	Blakely Sokoloff Taylor & Zafman	91	27
10	Birch Stewart Kolasch & Birch	181	42	58	Baker & McKenzie	91	35
11	Venable	173	17	61	Patel & Alunit	90	54
12	Merchant & Gould	172	5	61	Cowan Liebowitz & Latman	90	28
13	Trademark Company, The	170	N/A	63	Wood Herron & Evans	88	59
14	Foley & Lardner	163	33	64	Townsend & Townsend & Crew	83	37
15	Gerben Law Firm	160	N/A	64	Pryor Cashman LLP	83	69
16	Abelman Frayne & Schwab	151	6	64	Locke Lord Bissell & Liddell	83	93
17	Ladas & Parry	150	47	64	Drinker Biddle & Reath	83	57
18	Fish & Richardson	149	25	68	Lackenbach Siegel	81	83
19	Pillsbury Winthrop Shaw Pittman	145	9	69	Christie Parker & Hale	80	33
20	Dorsey & Whitney	141	22	69	Buchanan Ingersoll	80	46
21	Arent Fox	140	7	71	Oblon Spivak McClelland Maier & Neustadt	78	48
22	Arturo Perez-Guerrero	132	53	72	Seed IP Law Group	77	127
23	Barnes & Thornburg	131	11	72	Much Shelist	77	198
24	Manatt Phelps & Phillips	129	41	72	McNees Wallace & Nurick	77	170
24	Holland & Hart	129	31	72	Loeb & Loeb	77	105
24	Finnegan Henderson Farabow Garrett & Dunner	129	18	72	Holme Roberts & Owen	77	130
27	Kilpatrick Stockton	124	51	72	Gottlieb Rackman & Reisman	77	66
27	Kenyon & Kenyon	124	14	78	Vedder Price	76	165
29	Harness Dickey & Pierce	119	76	78	Fulbright & Jaworski	76	30
29	Baker & Hostetler	119	50	80	Womble Carlyle Sandridge & Rice	75	36
29	Allen Dyer Doppelt Milbrath & Gilchrist	119	57	80	Michael Best & Friedrich	75	71
32	Perkins Coie	118	12	80	Gardere Wynne Sewell	75	132
33	Blank Rome	114	49	83	Ostrolenk Faber Gerb & Soffen	74	72
34	Jackson Walker	113	79	83	McGuireWoods	74	124
35	Katten Muchin Rosenman	111	20	83	Cantor Colburn	74	61
36	Hovey Williams	110	61	83	Bryan Cave	74	67
36	Baker Donelson Bearman Caldwell & Berkowitz	110	73	87	Moore & Van Allen	73	169
38	Greenebaum Doll & McDonald	107	117	88	Stoel Rives	72	113
39	Cooley Godward	106	16	89	Sheridan Ross	71	78
40	McDermott Will & Emery	105	32	89	Procopio Cory Hargreaves & Savitch	71	140
41	Orrick Herrington & Sutcliffe	104	45	89	Law Office of Christopher Day	71	44
41	Nixon Peabody	104	26	92	Sonnenschein Nath & Rosenthal	68	59
41	Cozen O'Connor	104	87	92	Baker Botts	68	82
44	Workman Nydegger & Seeley	103	69	94	Fennemore Craig	67	N/A
44	Wolf Greenfield & Sacks	103	74	95	Baker & Rannels	66	139
44	Holland & Knight	103	24	96	Law Office Of Mary F. Love	65	N/A
47	Sughrue Mion	102	21	97	Gifford Krass Sprinkle Anderson & Citkowski	64	130
48	Fredrikson & Byron	100	38	97	Fenwick & West	64	81
49	Morgan Lewis & Bockius	98	39	97	Epstein Drangel Bazerman & James	64	135
49	Alston & Bird	98	64	100	Westman Champlin & Kelly	63	196



## Year End 2009: Top 100 Trademark Law Firms

The Year End 2009 Top 100 Trademark Firm rankings are determined by the number of USPTO applications submitted during the calendar year 2009 in which the firm is listed as the legal representative (correspondent). Each application is counted as one filing regardless of the application type.

YE 09 Rank	Law Firm	#TMs YE 09	2008 Rank	YE 09 Rank	Law Firm	#TMs YE 09	2008 Rank
1	Greenberg Traurig	1,830	1	51	Fredrikson & Byron	373	38
2	K & L Gates	1,382	3	52	Workman Nydegger & Seeley	363	69
3	DLA Piper Rudnick	960	4	53	Orrick Herrington & Sutcliffe	360	45
4	Fross Zelnick Lehrman & Zissu	882	2	54	Harness Dickey & Pierce	354	76
5	Law Office Of Xavier Morales	836	10	55	Fulbright & Jaworski	350	30
6	Knobbe Martens Olson & Bear	811	8	55	Bryan Cave	350	67
7	Husch Blackwell Sanders	685	23	57	Patel & Alunit	346	54
8	Merchant & Gould	630	5	58	Hovey Williams	344	61
9	Venable	600	17	58	Connolly Bove Lodge & Hutz	344	88
10	Abelman Frayne & Schwab	594	6	60	Cantor Colburn	340	61
11	Arent Fox	564	7	61	Michael Best & Friedrich	339	71
12	Fish & Richardson	546	25	62	Loeb & Loeb	335	105
13	Barnes & Thornburg	545	11	63	Buchanan Ingersoll	327	46
14	Pillsbury Winthrop Shaw Pittman	541	9	63	Brooks & Kushman	327	151
15	Duane Morris	530	13	65	McCarter & English	321	63
16	McDermott Will & Emery	503	32	66	Fox Rothschild LLP	318	124
17	Foley & Lardner	502	33	67	Fulwider Patton	316	80
17	Dorsey & Whitney	502	22	68	Eckert Seamans Cherin & Mellott	315	68
19	Pryor Cashman LLP	498	69	69	Morgan Lewis & Bockius	312	39
19	Ladas & Parry	498	47	70	Lackebach Siegel	311	83
21	Birch Stewart Kolasch & Birch	497	42	70	Christie Parker & Hale	311	33
22	Katten Muchin Rosenman	475	20	72	Gottlieb Rackman & Reisman	310	66
23	Davis Wright Tremaine	473	43	73	Richard L. Morris, Jr., Esq.	308	89
24	Baker & Hostetler	469	50	74	Sonnenschein Nath & Rosenthal	304	59
25	Cooley Godward	460	16	75	Nixon & Vanderhye	300	95
26	Lewis & Roca	451	19	76	Sheridan Ross	297	78
27	Gerben Law Firm	450	N/A	76	Christensen O'Connor Johnson & Kindness	297	52
28	Holland & Knight	443	24	78	Wood Herron & Evans	294	59
29	Perkins Coie	436	12	79	Woodard Emhardt Moriarty McNett & Henry	292	105
30	Arturo Perez-Guerrero	431	53	79	Wolf Greenfield & Sacks	292	74
31	Nixon Peabody	430	26	81	Wilson Sonsini Goodrich & Rosati	287	113
32	Kilpatrick Stockton	429	51	81	Oblon Spivak McClelland Maier & Neustadt	287	48
33	Manatt Phelps & Phillips	427	41	83	Baker Donelson Bearman Caldwell & Berkowitz	284	73
34	Holland & Hart	422	31	84	Leydig Voit & Mayer	280	75
35	Cowan Liebowitz & Latman	417	28	85	Holme Roberts & Owen	279	130
36	Greenebaum Doll & McDonald	415	117	86	Faegre & Benson	269	85
37	Drinker Biddle & Reath	410	57	87	Trademark Company, The	268	N/A
38	Cozen O'Connor	408	87	88	Stoel Rives	267	113
39	Sughrue Mion	406	21	88	Reed Smith	267	54
40	Kenyon & Kenyon	405	14	90	Stites & Harbison	266	105
41	Finnegan Henderson Farabow Garrett & Dunner	403	18	91	Raj Abhyanker LLP	265	N/A
42	Jackson Walker	398	79	92	Rader Fishman & Grauer	264	115
43	Blank Rome	394	49	92	McGuireWoods	264	124
44	Baker & McKenzie	391	35	94	Much Shelist	263	198
45	Allen Dyer Doppelt Milbrath & Gilchrist	390	57	94	Baker Botts	263	82
46	Womble Carlyle Sandridge & Rice	386	36	96	Allmark Trademark Service	259	85
47	Blakely Sokoloff Taylor & Zafman	383	27	96	Epstein Drangel Bazerman & James	259	135
48	Law Office of Christopher Day	382	44	98	Amster Rothstein & Ebenstein	257	92
49	Townsend & Townsend & Crew	376	37	99	Troutman Sanders	256	77
50	Alston & Bird	375	64	100	Seyfarth Shaw	254	127



## Q4 - 2009: Top 100 Companies

The Q4-09 Top 100 Companies are determined by the number of USPTO applications submitted during the fourth quarter of 2009 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.

Q4-09 Rank	Company	#TMs Q4-09	2008 Rank	Q4 -09 Rank	Company	#TMs Q4-09	2008 Rank
1	Mattel, Inc.	145	1	52	Masco Corporation	29	35
2	Bristol-Myers Squibb Company	141	19	52	Jarden Corporation	29	N/A
3	Johnson & Johnson	128	6	52	Homer TLC, Inc.	29	N/A
4	LG Electronics Inc.	115	58	52	Arabica Funding, Inc.	29	N/A
5	L'Oreal	94	8	56	North American Soccer League	28	N/A
6	Walt Disney Company	92	5	56	General Electric Company	28	12
7	Time Warner	75	3	58	Y.Z.Y. INC.	27	N/A
7	PepsiCo	75	7	58	Monster Cable Products, Inc.	27	N/A
9	Milux Holding S.A.	70	N/A	60	Zynga Game Network, Inc.	26	N/A
10	Hasbro, Inc.	62	26	60	World Wrestling Entertainment, Inc.	26	96
11	Hallmark Cards, Inc.	61	N/A	60	Selomith Ramirez Moreles	26	N/A
12	Sony Corporation	60	15	63	Pfizer Inc.	25	27
12	Procter & Gamble Company, The	60	9	63	Hershey Company, The	25	84
14	Novartis	58	11	63	Dot App Llc	25	N/A
15	News Corporation	57	13	66	Tournament One Corp.	24	N/A
16	Sears Holdings Corp.	53	82	66	Marvel Enterprises, Inc.	24	89
16	Schering Corporation	53	N/A	66	Golden Shelters Private Limited	24	N/A
18	IGT	47	10	66	DTN, Inc.	24	N/A
19	GlaxoSmithKline	46	2	66	Discovery Communications Inc.	24	N/A
19	Ferguson Enterprises, Inc.	46	N/A	66	Conair Corporation	24	55
21	Samsung	44	39	72	Viacom International Inc.	23	14
21	Market Studies LLC	44	N/A	72	VF Corporation	23	87
21	Kimora Lee Simmons Licensing	44	N/A	72	United States Postal Service	23	N/A
24	Humana Inc.	43	N/A	72	Nissan	23	N/A
24	Handi-Foil Corporation	43	N/A	72	Mylan Pharmaceuticals, Inc.	23	N/A
24	Bally Gaming International, Inc.	43	34	72	Full Sail, Inc.	23	N/A
27	Lupin LTD.	42	N/A	72	Callaway Golf Company	23	71
27	Limited Brands, Inc.	42	17	72	B.J. Alan Company	23	N/A
29	Super Bakery Inc.	40	N/A	80	Unilever	22	49
29	S. C. Johnson	40	43	80	Microsoft Corporation	22	N/A
31	Summit Entertainment	39	N/A	80	Mars, Incorporated	22	38
31	Scott Kay, Inc.	39	N/A	80	A Well Balanced Home LLC	22	N/A
31	Lockheed Martin Corporation	39	N/A	80	J.W. Childs Associates, LLP	22	74
31	LF, LLC	39	79	85	Station Casinos, Inc.	21	N/A
31	Ford Motor Company	39	61	85	Smith Mountain Industries, Inc.	21	N/A
36	Shuffle Master, Inc.	37	N/A	85	Affliction Holdings LLC	21	N/A
36	Municipio De Guanajuato	37	N/A	85	Masonite International Corporation	21	N/A
36	HEB Grocery Company, LP	37	22	85	AIG	21	20
36	Diageo, PLC	37	40	85	Aristocrat Technologies Australia Pty Ltd	21	58
40	CBS Corporation	36	25	85	Clockwork IP	21	N/A
41	Nokia Corporation	35	N/A	92	University Of Northwestern Ohio	20	N/A
42	American Express Company	34	99	92	Tyson Foods, Inc.	20	N/A
43	Altria Group	33	18	92	Syngenta Crop Protection, Inc.	20	N/A
44	Henkel Group	32	24	92	Banner Life Insurance Company	20	N/A
44	Harvey Ball Smile Limited	32	40	92	Reckitt Benckiser Inc.	20	76
44	Epic Products Inc.	32	N/A	92	QUALCOMM Incorporated	20	55
47	Windmill Health Products	31	N/A	92	Hearst Corporation	20	29
47	Aventis Pharmaceuticals Inc.	31	N/A	92	Genomma Lab Internacional	20	N/A
49	Abbott Laboratories	30	32	92	Federated Mutual Insurance Company	20	N/A
49	General Mills, Inc.	30	N/A	92	Church & Dwight Company	20	N/A
49	Eli Lilly and Company	30	58				



## Year End 2009: Top 100 Companies

The Year End 2009 Top 100 Companies are ranked by the number of USPTO applications submitted during the calendar year 2009 in which the company (or a related entity) is listed as the applicant and/or legal representative (correspondent).

YE 09 Rank	Company	#TMs YE 09	2008 Rank	YE 09 Rank	Company	#TMs YE 09	2008 Rank
1	Time Warner	632	3	49	American Express Company	90	99
2	Mattel, Inc.	585	1	52	Pfizer Inc.	89	27
3	Johnson & Johnson	463	6	53	Masco Corporation	88	35
4	Walt Disney Company	428	5	54	philosophy, inc.	87	51
5	Bristol-Myers Squibb Company	426	19	55	Vital Pharmaceuticals, Inc.	86	40
6	L'Oreal	304	8	56	Scripps Networks, Inc.	85	72
7	News Corporation	280	13	56	General Mills, Inc.	85	N/A
8	LG Electronics Inc.	278	58	58	Bayer Corporation	84	46
9	Novartis	262	11	59	World Wrestling Entertainment, Inc.	83	96
10	GlaxoSmithKline	261	2	59	Mars, Incorporated	83	38
11	PepsiCo	255	7	59	ALG	83	20
12	IGT	246	10	62	Church & Dwight Company	82	N/A
13	Limited Brands, Inc.	234	17	63	Syngenta Crop Protection, Inc.	81	N/A
14	Procter & Gamble Company, The	229	9	64	Mascotte Holdings, Inc.	80	N/A
15	Sears Holdings Corp.	218	82	65	Wal-Mart Stores, Inc.	79	N/A
16	General Electric Company	191	12	66	Konami Corporation	77	67
17	Viacom International Inc.	185	14	66	Jakks Pacific, Inc.	77	51
18	Sony Corporation	178	15	68	Monster Cable Products, Inc.	75	N/A
19	Humana Inc.	174	N/A	68	Homer TLC, Inc.	75	N/A
20	FPL Group, Inc.	165	N/A	70	General Motors Corporation	74	63
21	Deutsche Telekom AG	157	4	70	Eli Lilly and Company	74	58
22	Ford Motor Company	146	61	72	The Wine Group LLC	73	N/A
23	Altria Group	142	18	72	Medtronic, Inc.	73	N/A
24	CBS Corporation	138	25	72	Margaritaville Enterprises LLC	73	N/A
25	SAMSUNG	137	39	72	Land O' Lakes, Inc.	73	69
26	Hasbro, Inc.	131	26	76	Under Armour, Inc.	72	N/A
27	United Football League	118	N/A	76	Red.com, Inc.	72	N/A
27	Jarden Corporation	118	N/A	76	Big Balloon Adventure Movie	72	N/A
29	Schering-Plough Corporation	117	46	79	J.P. Morgan Chase & Co.	71	N/A
30	Hershey Company, The	114	84	79	Cellco Partnership	71	N/A
31	Bally Gaming International, Inc.	110	34	81	WMS Gaming Inc.	70	N/A
32	Reckitt Benckiser Inc.	109	76	81	QUALCOMM Incorporated	70	55
32	Henkel Group	109	24	81	Milux Holding S.A.	70	N/A
34	Diageo, PLC	108	40	84	The Saul Zaentz Company	68	N/A
35	Ferguson Enterprises, Inc.	106	N/A	84	Martha Stewart Living Omnimedia, Inc.	68	N/A
36	Callaway Golf Company	105	71	84	E. & J. Gallo Winery	68	N/A
37	Aventis Pharmaceuticals Inc.	101	N/A	84	Colgate-Palmolive Company	68	89
38	Abbott Laboratories	100	32	88	Columbia Insurance Company	67	55
38	Harvey Ball Smile Limited	100	40	89	Ainsworth Game Technology Limited	66	94
40	Abercrombie & Fitch Trading Co.	96	N/A	89	Coca-Cola Company, The	66	84
41	Cadbury Schweppes	95	43	91	OMS Investments, Inc.	64	77
42	Hearst Corporation	94	29	91	Dow Chemical Company, The	64	N/A
43	Unilever	93	49	93	Aldi Inc.	63	N/A
43	Ty Loke LLC	93	N/A	93	LF, LLC	63	79
43	NBA Properties, Inc.	93	29	95	VF Corporation	62	87
43	Aristocrat Technologies Australia Pty Ltd	93	58	95	Siemens	62	51
47	HEB Grocery Company, LP	92	22	95	Market Studies LLC	62	N/A
48	Hallmark Cards, Inc.	91	N/A	95	Kimora Lee Simmons Licensing	62	N/A
49	S. C. Johnson	90	43	95	Edible Arrangements	62	N/A
49	Estee Lauder Inc.	90	16	100	Summit Entertainment	61	N/A

**Q4-2009: Top 50 Trademark Attorneys**

The Q4-09 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 2009

Q4-09 Rank	Attorney	Law Firm	#TMs Q4-09
1	Raj Abhyanker	Raj Abhyanker LLP	265
2	Xavier Morales	Law Office Of Xavier Morales	184
3	Matthew H. Swyers	Trademark Company, The	170
4	Josh Gerben	Gerben Law Firm	160
5	Lawrence E. Abelman	Abelman Frayne & Schwab	145
6	Arturo Perez-Guerrero	Arturo Perez-Guerrero	132
7	Robert J. Kenney	Birch Stewart Kolasch & Birch	131
8	John Alunit	Patel & Alunit	89
9	Jill M. Pietrini	Manatt Phelps & Phillips	86
10	Howard N. Aronson	Lackenbach Siegel	81
10	Gregory P. Gulia	Duane Morris	81
12	William H. Brewster	Kilpatrick Stockton	74
12	Michael J. Bevilacqua	WilmerHale	74
14	Adam K. Sacharoff	Much Shelist	73
15	Christopher J. Day	Law Office of Christopher Day	71
16	Sana Hakim	K & L Gates	68
17	Ann K. Ford	DLA Piper Rudnick	66
18	Stephen L. Baker	Baker & Rannels	65
18	Mary F. Love	Law Office Of Mary F. Love	65
20	David L. Sigalow	Allen Dyer Doppelt Milbrath & Gilchrist	63
21	Yh Chan	Yh Chan	62
22	Richard L. Morris, Jr.	Richard L. Morris, Jr., Esq.	60
23	Peter Nussbaum	Wolff & Samson	59
23	Edward H. Rosenthal	Frankfurt Kurnit Klein & Selz, PC	59
23	Douglas R. Wolf	Wolf Greenfield & Sacks	59
26	Patrick J. Jennings	Pillsbury Winthrop Shaw Pittman	58
26	Mark B. Harrison	Venable	58
28	Mark R. Galis	Greenberg Traurig	57
29	Stewart J. Bellus	Collard & Roe	55
30	Patrick C. Stephenson	Kutak Rock	54
30	Jill J. Chalmers	Holme Roberts & Owen	54
32	Susan Upton Douglass	Fross Zelnick Lehrman & Zissu	53
33	Jess M. Collen	Collen IP	52
33	Camille M. Miller	Cozen O'Connor	52
35	Erik M. Pelton	Erik M. Pelton & Associates	51
36	Jordan A. LaVine	Flaster Greenberg	50
36	John M. Cone	Hitchcock Evert	50
38	Timothy H. Hiebert	Samuels Gauthier & Stevens	48
38	Robert L. Powley	Powley & Gibson	48
38	James M. Slattery	Birch Stewart Kolasch & Birch	48
41	Thomas H. Van Hoozer	Hovey Williams	47
41	Perla M. Kuhn	Hughes Hubbard & Reed	47
41	Jack Mccue	McCue Sussmae & Zapfel	47
41	Andrew S. Ehard	Merchant & Gould	47
45	Michael A. Doctrow	McNees Wallace & Nurick	46
46	Robert P. Felber, Jr.	Waller Lansden Dortch & Davis	45
46	Jeffrey W. Weaver	Dunlap Grubb & Weaver	45
46	Grace Han Stanton	Perkins Coie	45
49	Thomas I. Rozsa	Rozsa Law Group	44
49	Susan E. Chetlin	Fennemore Craig	44
49	Roberta L. Christensen	Koley Jessen	44
49	Lawrence E. Apolzon	Fross Zelnick Lehrman & Zissu	44
49	Laurel V. Dineff	Dineff Trademark Law	44
49	Kenneth S. Weitzman	Weitzman Law Offices	44
49	John M. Kim	International Practice Group	44
49	John A. Clifford	Merchant & Gould	44
49	Allyn Taylor	DLA Piper Rudnick	44





## Year End 2009: Top 50 Trademark Attorneys

The Year End 2009 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 2009.

YE 09 Rank	Attorney	Law Firm	#TMs YE 09
1	Xavier Morales	Law Office Of Xavier Morales	836
2	Lawrence E. Abelman	Abelman Frayne & Schwab	570
3	Josh Gerben	Gerben Law Firm	450
4	Arturo Perez-Guerrero	Arturo Perez-Guerrero	431
5	Christopher J. Day	Law Office of Christopher Day	381
6	John Alunit	Patel & Alunit	336
7	Brad D. Rose	Pryor Cashman LLP	325
8	Robert J. Kenney	Birch Stewart Kolasch & Birch	317
9	Howard N. Aronson	Lackenbach Siegel	311
10	Richard L. Morris, Jr.	Richard L. Morris, Jr., Esq.	308
11	Sana Hakim	K & L Gates	304
12	Jill M. Pietrini	Manatt Phelps & Phillips	279
13	Matthew H. Swyers	Trademark Company, The	268
14	Raj Abhyanker	Raj Abhyanker LLP	265
15	William H. Brewster	Kilpatrick Stockton	256
16	Adam K. Sacharoff	Much Shelist	253
17	Mark B. Harrison	Venable	242
18	Stephen L. Baker	Baker & Rannells	233
19	Edward H. Rosenthal	Frankfurt Kurnit Klein & Selz, PC	228
20	Susan Upton Douglass	Fross Zelnick Lehrman & Zissu	222
21	Suzan J. Hixon	Greenebaum Doll & McDonald	215
22	Perla M. Kuhn	Hughes Hubbard & Reed	207
22	Jess M. Collen	Collen IP	207
22	Ann K. Ford	DLA Piper Rudnick	207
25	Yh Chan	Yh Chan	205
26	David L. Sigalow	Allen Dyer Doppelt Milbrath & Gilchrist	202
27	Patrick J. Jennings	Pillsbury Winthrop Shaw Pittman	199
28	Stewart J. Bellus	Collard & Roe	198
29	John S. Egbert	Egbert Law Offices	195
30	Camille M. Miller	Cozen O'Connor	189
31	Laurel V. Dineff	Dineff Trademark Law	188
32	Erik M. Pelton	Erik M. Pelton & Associates	187
33	Renee Inomata	Burns & Levinson	186
33	Michael J. Leonard	Pepper Hamilton	183
		San Diego Corporate Law	3
35	Manuel R. Valcarcel	Greenberg Traurig	185
36	Mark I. Feldman	DLA Piper Rudnick	181
37	Maury M. Tepper III	Tepper & Eyster	98
		Womble Carlyle Sandridge & Rice	80
38	Andrew S. Ehard	Merchant & Gould	174
39	Jill J. Chalmers	Holme Roberts & Owen	173
40	James M. Slattery	Birch Stewart Kolasch & Birch	170
41	Michael A. Doctrow	McNees Wallace & Nurick	168
42	Lawrence E. Apolzon	Fross Zelnick Lehrman & Zissu	167
42	Jordan A. LaVine	Flaster Greenberg	167
44	Douglas R. Wolf	Wolf Greenfield & Sacks	166
45	Antoinette M. Tease	Antoinette M. Tease PLLC	164
46	Mary F. Love	Law Office Of Mary F. Love	163
47	Richard Y. Kim	McDermott Will & Emery	160
48	Jeffrey M. Furr	Furr Law Firm	159
48	Carole F. Barrett	Howard, Rice Nemerovski	159
50	Steven R. Gursky	Olshan Grundman Frome Rosenzweig	157
50	J. Scott Gerien	Dickenson Peatman & Fogarty	157
50	Carl J. Spagnuolo	McHale & Slavin	157



## Year End 2009: Market Movers

This section displays the companies and law firms which made the most dramatic gains in the CSC Trademark Insider rankings from 2008 to 2009. The most prominent additions to the company and firm rankings in 2009 are also presented.

### TOP 10 LAW FIRM ADVANCES

	Law Firm	2009 Rank	2008 Rank	Increase in Rank
1	Much Shelist	94	198	+104
2	Brooks & Kushman	63	151	+88
3	Greenebaum Doll & McDonald	36	117	+81
4	Fox Rothschild LLP	66	124	+58
5	Pryor Cashman LLP	19	69	+50
6	Cozen O'Connor	38	87	+49
7	Holme Roberts & Owen	85	130	+45
8	Loeb & Loeb	62	105	+43
9	Epstein Drangel Bazerman & James	96	135	+39
10	Jackson Walker	42	79	+37

### TOP 10 COMPANY ADVANCES

	Company	2009 Rank	2008 Rank	Increase in Rank
1	Sears Holdings Corp.	15	82	+67
2	Hershey Company, The	30	84	+54
3	LG Electronics Inc.	8	58	+50
3	American Express Company	49	99	+50
5	Reckitt Benckiser Inc.	32	76	+44
6	Ford Motor Company	22	61	+39
7	World Wrestling Entertainment, Inc.	59	96	+37
8	Callaway Golf Company	36	71	+35
9	Schering-Plough Corporation	29	46	+17
10	Scripps Networks, Inc.	56	72	+16

### TOP 5 LAW FIRM DEBUTS

	Law Firm	2009 Rank
1	Gerben Law Firm	27
2	Trademark Company, The	87
3	Raj Abhyanker LLP	91

### TOP 5 COMPANY DEBUTS

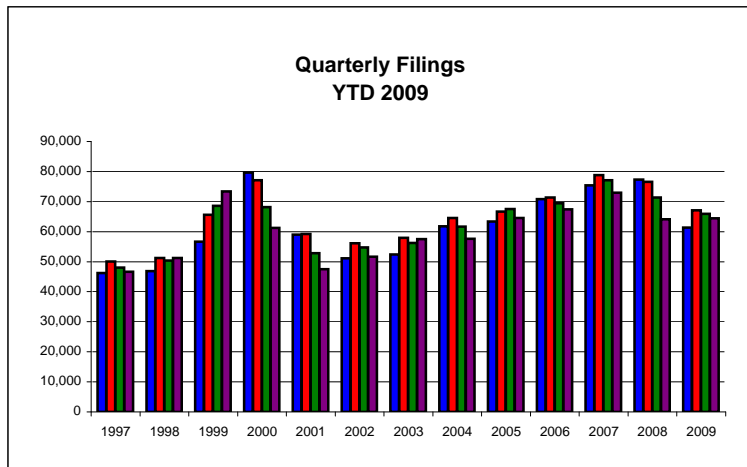
	Company	2009 Rank
1	Humana Inc.	19
2	FPL Group, Inc.	20
3	United Football League	27
3	Jarden Corporation	27
5	Ferguson Enterprises, Inc.	35



## Year End 2009: 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-09	Rank	Market	#TMS YE-09
1	New York, NY	33,801	26	Fort Lauderdale, FL	2,052
2	Los Angeles, CA	18,169	27	Tampa, FL	1,905
3	Washington, DC	18,022	28	Austin, TX	1,813
4	Chicago, IL	12,905	29	Kansas City, MO	1,805
5	Irvine, CA (Orange County)	6,098	30	Indianapolis, IN	1,757
6	Minneapolis / St. Paul, MN	5,952	31	Columbus, OH	1,734
7	Atlanta, GA	5,806	32	Baltimore, MD	1,706
8	Philadelphia, PA	5,602	33	Orlando, FL	1,700
9	Boston, MA	5,531	34	Raleigh, NC	1,668
10	San Francisco, CA	5,367	35	Milwaukee, WI	1,643
11	San Diego, CA	5,174	36	West Palm Beach, FL	1,606
12	Dallas, TX	4,922	37	Pittsburgh, PA	1,576
13	Phoenix, AZ	4,087	38	Cincinnati, OH	1,550
14	Seattle, WA	3,874	39	Charlotte, NC	1,502
15	Houston, TX	3,733	40	San Bernardino, CA	1,451
16	Denver, CO	3,397	41	Nashville, TN	1,322
17	San Jose, CA	3,353	42	Stamford, CT	1,226
18	Miami, FL	3,336	43	San Antonio, TX	1,054
19	Detroit, MI	3,254	44	Hartford, CT	1,031
20	Saint Louis, MO	2,578	45	Louisville, KY	959
21	Las Vegas, NV	2,314	46	Grand Rapids, MI	946
22	Portland, OR	2,230	47	Ventura, CA	941
23	Oakland, CA	2,218	48	Sacramento, CA	938
24	Salt Lake City, UT	2,205	49	Wilmington, DE	903
25	Cleveland, OH	2,124	50	Richmond, VA	894



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



## 2009 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 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 10 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 2009.

### 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 2009. 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.

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#### 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.**



Photo of *Trademark Insider® Award*

**ATTORNEY AWARDS**

#	Name	Law Firm
1	Xavier Morales	Law Office Of Xavier Morales
2	Lawrence E. Abelman	Abelman Frayne & Schwab
3	Josh Gerben	Gerben Law Firm
4	Arturo Perez-Guerrero	Arturo Perez-Guerrero
5	Christopher J. Day	Law Office of Christopher Day
6	John Alunit	Patel & Alunit
7	Brad D. Rose	Pryor Cashman LLP
8	Robert J. Kenney	Birch Stewart Kolasch & Birch
9	Howard N. Aronson	Lackebach Siegel
10	Richard L. Morris, Jr.	Richard L. Morris, Jr., Esq.

**NATIONAL LAW FIRM AWARDS**

#	Name
1	Greenberg Traurig
2	K & L Gates
3	DLA Piper Rudnick
4	Fross Zelnick Lehrman & Zissu
5	Law Office Of Xavier Morales
6	Knobbe Martens Olson & Bear
7	Husch Blackwell Sanders
8	Merchant & Gould
9	Venable
10	Abelman Frayne & Schwab

**REGIONAL FIRM AWARDS**

Name	Distinction
Greenberg Traurig	#1 Atlanta Law Firm
Wolf Greenfield & Sacks	#1 Boston Law Firm
K & L Gates	#1 Chicago Law Firm
Gardere Wynne Sewell	#1 Dallas Law Firm
Blakely Sokoloff Taylor & Zafman	#1 Los Angeles Law Firm
Merchant & Gould	#1 Minneapolis Law Firm
Fross Zelnick Lehrman & Zissu	#1 New York Law Firm
Blank Rome	#1 Philadelphia Law Firm
Cozen O'Connor	
Townsend & Townsend & Crew	#1 San Francisco Law Firm
Venable	#1 Washington DC Law Firm



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