

## Cowan, Liebowitz & Latman Continues to be Ranked as a Top U.S. Trademark Firm in 2021 Edition of the *WTR 1000*

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We are honored to inform you that the 2021 edition of *World Trademark Review 1000: The World's Leading Trademark Professionals*, published a few days ago by the World Trademark Review (WTR), has once again recognized [Cowan, Liebowitz & Latman](#) with its **gold band ranking nationally**, and also its **gold band ranking in New York** for both "Trademark Enforcement and Litigation" and "Trademark Prosecution and Strategy."

**The gold band is the highest possible ranking in the *WTR 1000* survey**, and is a testament to our firm's collaborative approach. Thirteen of our attorneys were individually honored and recognized. Here's what WTR said about us:

One of the best anywhere in the world when it comes to trademark counselling, prosecution and litigation, Cowan Liebowitz & Latman renders an A-to-Z service to prestigious companies from a cross-section of brand-intensive industries. The team sustains relationships over long periods of time, which reflects its unswerving commitment to quality and superior service. Further evidence of this can be seen in the superlative feedback garnered by multiple team members. This starts at the top, with trademark department head [Deborah Squiers](#)— "an outstanding lawyer who gives wise, clear and practical counsel and provides great value for money". Next up are [Kieran Doyle](#) and [Joel Karni Schmidt](#), who serve on the firm's executive committee. "Kieran is a conscientious and service-minded attorney, which is clear to see from the detailed reports he provides and the personal phone calls he makes. He carefully lays out the best options and helps clients to understand complex trademark processes." "First class all round, Joel and his team are responsive, thorough, pragmatic and commercial. Joel himself is a brilliant lawyer and strategist, who likes to be hands-on; working with him is

not only super-productive and effective, but also fun.” He assists J Crew and Madewell with US trademark protection and enforcement, alongside [Maryann Licciardi](#), a “trusted adviser on myriad trademark matters who gives highly considered and helpful advice”. A go-to for TTAB proceedings – which are also a forte of the wider group – [Mary Kevlin](#) is hailed as a “business-savvy adviser and superb legal practitioner who understands every nuance of practice before the USPTO, as well as the commercial issues that in-house teams face”. With a deep bench a defining feature of the practice, the *WTR 1000* identifies a further seven New York attorneys as leaders in the field. These include chairman [Jonathan King](#) and [Richard Mandel](#), both consummate litigators; [Eric Shimanoff](#), who, alongside King, has been handling multiple oppositions and trade dress infringement cases for Car-Freshener Corp – including a notable recent suit against Balenciaga which involved a key chain as opposed to an air-freshener product; and [Meichelle MacGregor](#), a percipient counsellor and litigator who has lately been supervising an expanded international trademark registration programme for Sandvik AB. They all practice at the partner level; while [William Borchard](#), [Mary Donovan](#) and [Lynn Fruchter](#) serve as counsel. Borchard is a luminary of the US and international trademark scene and a generous sharer of knowledge whose contributions to the firm’s “On My Mind” blog are always worth reading. Donovan and Fruchter are masterful portfolio managers who also display a deft touch in enforcement proceedings and licensing negotiations. December 2020 saw the arrival of [Adam Siegartel](#), a “thorough, responsive and practical lawyer with a deep intellect” and an incredible work ethic. He excels at distilling huge volumes of information and explaining complex legal concepts without resort to legalese, which serves him well as both a litigator and counsellor.

The *WTR 1000* is exclusively dedicated to identifying the world’s leading trademark legal services providers. Through an extensive research process conducted by a team of full-time analysts and trademark specialists, the publication identifies the leading trademark law firms and individuals in over 80 global jurisdictions and U.S. states. *WTR 1000* explains its listings as follows:

While all firms and individuals included in this guide are leaders in their field, some are considered to have an edge over their competitors in terms of reputation; we have thus devised bandings to reflect this diversity at the top end of the market. . . . The bands reflect the reputations of teams and professionals relative to their peers in the field, according to our research:

- Gold – Firms and individuals in the gold band are those that attract the most positive comments from sources. We have identified them as the crème de la crème; their success often hinges on reputations established over lengthy periods of time, something which enables them to secure the most high-profile, big-ticket work from the most prestigious of clients.

We are gratified to receive these newest honors from *WTR 1000*, and take great pride in this recognition of our team’s depth of expertise and team-oriented culture.