

Browne Jacobson's trade mark team recognised in latest WTR 1000 rankings

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The WTR 1000 ranking is an independent directory recognising leading legal trade mark practices and practitioners across more than 70 jurisdictions. It analyses the breadth and depth of expertise, presence within the market and the level of work that professionals in that sector are instructed on.

Browne Jacobson maintained its silver tiered ranking for the second year in a row, joining other heavyweight firms including Gowling WLG, Hogan Lovells, Simmons and Simmons and DLA Piper UK.

The latest guide praises the firm for providing *"extremely well-integrated IP services – it doesn't just look at trademarks but at everything relevant to brands. The team is excellent at competitive landscape analysis and demonstrates a thorough understanding of the consumer mindset. Its client service is superior and it meets expectations on costs – you won't get questions about the relationship from your finance department"*.

For the first time the firm has six individual lawyer rankings in the guide. Declan Cushley, who is head of the firm's commercial and intellectual property team and is responsible for the development of the firm's international network through 'Pangea Net', is considered a *"rigorously commercial operator and skilled business partner who represents excellent value for money"*.

Other noted practitioners include litigators Cerryg Jones, Bonita Trimmer, commercial IP lawyer Alex Watt, patent and trade mark litigator Mark Daniels and, for the first time, Giles Parsons.

Cerryg is lauded for his approach which depends *"on what works best for the case at hand and the party he is representing. He is not afraid to give his clients the hard truth, which is why he is trusted"*. Bonita is praised for her *"excellent legal knowledge and produces top-class written work. You can't catch her out because she thinks everything through carefully"*.

Mark Daniels is *"an excellent litigator with sound judgement. He gets into the detail but gives good overall strategic direction too. He's great on patent and trademark disputes"*, whilst Giles Parsons *"consistently does a first-class job – he wins cases and manages the PR side of it well, and he deals with difficult opponents without ever losing his cool"*.

London-based Alex Watt is described as *"top quality – he sees creative solutions, not problems, and is clearly very passionate about brands. When you connect with him, it doesn't feel like your usual supplier relationship – it's more like a true partnership; he's always available and goes the extra mile for you"*.

Declan Cushley, said: *"We are delighted to have been ranked for the fifth year in a row. This achievement is a result of the excellent work we consistently deliver to our national and international client base year-on-year."*

"It is also testimony to the strength and depth of our practice area which has seen us advise clients on a wide range of trademark matters, including acting on two of the three most high-profile trademarks cases over the last two years."

Browne Jacobson's 21-strong national specialist IP practice extends over offices in London, Birmingham and Nottingham. Its extensive experience spans the whole range of IP rights from various trade mark, design, patent and copyright infringement matters to R&D and collaboration agreements and a premium client portfolio that includes: Mace, Marstons, London EV Company Limited, Aston Martin and PZ Cussons (St.Tropez & Charles Worthington), amongst others.

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