

Browne Jacobson's 'truly elite' team cements position in world's leading trademark lawyer rankings

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Browne Jacobson maintained its silver tiered ranking, and is joined by peers such as Gowling WLG, Hogan Lovells, Simmons and Simmons and DLA Piper UK.

The latest guide praises the firm which is *"as comfortable acting on behalf of top luxury brands as it is for fast-moving consumer goods owners"*. It recognises the team as having *"a truly elite trademark offering on both sides of the contentious divide."*

Clients refer to the firm as *"a go-to firm due to its expertise and user-friendliness."*

[Declan Cushley](#), head of the firm's commercial and intellectual property team with responsibility for the development of the firm's international network through 'Pangea Net', is considered *"ideal for brand issues of all types, he is excellent at advising clients on how they can improve their systems, for instance, in data protection. Proactive and always on the lookout for creative solutions, he is sensible and cost-effective."*

The team's ranked practitioners include patent and trade mark litigators [Bonita Trimmer](#), [Mark Daniels](#) and [Giles Parsons](#) together with commercial IP lawyer Alex Watt.

Birmingham based Bonita Trimmer is a *"steadfast partner"* of Wolverhampton Wanderers Football Club, having acted in the battle to protect its rights in the iconic wolf's-head badge whilst litigator Mark Daniels, who acted for the London Taxi Corporation in the widely reported 2017 3D trademark case, is *"highly intelligent, legally astute, responsive and confident, he always knows the best course of action. He has the ability to grasp scenarios and understand issues very quickly."*

London based *"advertising and marketing maven"* Alex Watt specialises in IP-heavy commercial transactions and boasts luxury brands Tag Heuer and De Beers as his clients whilst *"cool-hand litigator"* Giles Parsons is *"highly pragmatic in his advice, responsive and a pleasure to work with."*

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.



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