

NEWS

MVA IP Members and Practice receive WTR 1000 Recognition

Recognitions

WTR 1000

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MVA Intellectual Property Members Kate Cole, Arlene Hanks, Henry Ward and Mark Wilson received *World Trademark Review 1000 (WTR 1000)* recognition. Additionally, MVA's Intellectual Property practice was recognized as one of six recommended North Carolina trademark practices.

The WTR 1000 states, "Moore & Van Allen (MVA) earns enhanced coverage in the WTR 1000 for 2021, seeing its number of recommended individuals in North Carolina increase from three to five – the most of any firm in the state. A deep bench is one of its key selling points, but there are plenty of others, not least its highly commercial approach to IP practice – the trademark specialists here truly understand the business of brands. Making her debut in the rankings this year is Kate Cole. Cole is "extremely customer focused and looks for – and accomplishes – business wins in trademark conflicts". "She is a pleasure to deal with and her rates, and those of her associates, are quite reasonable, which is a significant plus." She pairs effectively with Mark Wilson, who makes a return to the listings along with Arlene Hanks and Henry Ward. As a litigator, Wilson is aggressive when necessary, but always pragmatic; he finds many different ways to win. An excellent educator and mentor, Hanks manages the MVA trademark team with the same efficiency she brings to her brand protection and strategic counselling practice. Ward has a broad wingspan in intellectual property and is an expert on patents, trademarks and copyright, among other subjects; practice-wise, IP commercialisation is a forte. "Henry is an exceptional IP lawyer with global experience and connections. He provides sound tactical advice."

The *WTR 1000* research directory, which focuses exclusively on trademark practices and practitioners, has firmly established itself as the definitive 'go-to' resource for those seeking world-class legal trademark expertise. As with previous editions, to arrive at the 2021 rankings, World Trademark Review undertook an exhaustive qualitative research project to identify the firms and individuals that are deemed outstanding in this critical area of practice.

To view the full North Carolina WTR 1000 list, [click here](#).