

NEWS

IP Practice Recommended by World Trademark Review

MANAGING MEMBER ARLENE HANKS FEATURED AS A LEADING TRADEMARK PRACTITIONER

World Trademark Review 1000 - The World's Leading Trademark Professionals
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Moore & Van Allen's Intellectual Property practice was recognized as one of six recommended North Carolina trademark practices in the fourth edition of *World Trademark Review 1000 - The World's Leading Trademark Professionals*. Research Triangle Managing Member and Trademark Team Leader Arlene Hanks was featured as one of nine leading North Carolina trademark practitioners.

WTR 1000, which was issued in January, published the following comments about Moore & Van Allen and Hanks:

"This admired general firm has three bases situated across the Carolinas, including offices in Charlotte and the Research Triangle. It covers the gamut of trademark practice, from initial searches to litigation. The impressive unit brings 'second-to-none professionalism and a keen insight into the best avenue to pursue. The lawyers' exemplary pre-litigation preparation means they can accurately predict a case's many twists and turns.' Strategically minded Arlene Hanks coordinates the team with aplomb. She is recommended for her 'efficacy, intelligence and good sense of humor.'"

The Firm's Intellectual Property team, led by Charlotte Member Dick Lupo, is "business focused," and primarily concerned with how patent, trademark, copyright, trade secrets and technology can support clients' business objectives. The team represents small and large organizations, from start-ups to established companies. Hanks, who manages the Firm's Research Triangle office and Trademark team, boasts extensive experience in domestic and international trademark prosecution and protection, and in copyright, intellectual property licensing and transactional work for diverse clients. She helps clients develop branding strategies, maximize brand investment and protect and police brands globally, working with an extensive network of foreign counsel.

WTR 1000 identifies private practice firms and individuals setting the industry benchmark for trademark services in more than 66 key jurisdictions. *WTR 1000* is published by *World Trademark Review (WTR)* - the world's only independent multimedia publication dedicated exclusively to reporting on trademark issues. All of the individuals identified were included because *WTR* received substantial positive feedback about them during their qualitative research process. The 2014 edition can be seen here in its entirety.