

## MVA Member & Teams Recognized Internationally

Media

**HANKS, INTELLECTUAL PROPERTY AND CORPORATE PRACTICE GROUPS NAMED IN WTR 1000**

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Moore & Van Allen's Intellectual Property team was selected for inclusion as a recommended North Carolina practice within the 2013 edition of *World Trademark Review 1000 - The World's Leading Trademark Professionals*. Research Triangle Park Managing Member and Trademark Team Leader Arlene Hanks is recognized as a recommended attorney, and the Firm's Corporate team also received a nod:

*"Full service outfit Moore & Van Allen is particularly recommended for non-contentious mandates. Its capable and resourceful trademark team is managed by the 'wonderful' Arlene Hanks. She concentrates on prosecution matters for a clientele which includes players in entertainment, communications and manufacturing. The firm's prominent corporate practice is an additional boon to patrons seeking to maximize their branding assets through licensing agreements and other transactions."*

Hanks' complete *WTR 1000* profile can be seen [here](#), and a profile on the Firm and IP team can be seen [here](#).

The 2013 edition of *WTR 1000* further cements the guide's reputation as the definitive directory exclusively dedicated to identifying the world's leading trademark legal services providers. The extensive research process was conducted over several months by a team of full-time analysts and involved nearly 1,500 face-to-face and telephone interviews with trademark specialists across the globe. Individual practitioners, law firms and trademark attorney practices qualify for inclusion in the *WTR 1000* upon receiving sufficient positive feedback from market sources.

Nicholas Richardson, head of research on the *WTR 1000*, explains: "In the most comprehensive edition of the *WTR 1000* to date, we reveal the firms and individuals that comprise the upper echelons of global trademark practice. Our exhaustive research into the markets of over 70 jurisdictions and US states is reflected in detailed tables and editorial, ensuring that the *WTR 1000* is the definitive tool to locating the best trademark partners worldwide."