

NEWS

WTR 1000 Honors Hanks & IP Team

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

Two-thirds of the Fortune 500 companies stationed in North Carolina trust Moore & Van Allen with the protection of their intellectual property. National banks, emerging technology companies and household names in the retail sector have all benefited from the set's commercially minded counsel. Helming the trademark squad, Hanks is an acclaimed all-rounder whose strategies for maximizing the value of a brand come widely recommended.

WTR 1000 identifies private practice firms and individuals setting the industry benchmark for trademark services in more than 71 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 2016 edition can be seen here in its entirety.