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Media Contact:
Jenny Gregorcyk
512.344.2037
jgregorcyk@hahntexas.com



PirkeyBarber Achieves Top Spot in Texas Trademark Law Practice Rankings

Austin-based Pirkey Barber LLP is the only Texas trademark law practice to receive a top-tier ranking in the inaugural edition of the *World Trademark Review 1000*.

According to its publisher, *WTR 1000* is the first definitive guide exclusively dedicated to identifying the world's leading trademark legal service providers, including both law firms and individual practitioners. The research was conducted by a team of full-time analysts and involved hundreds of interviews with trademark specialists across the globe. The law firm results are ranked into three tiers to reflect the depth of expertise, market presence and the level of work on which individual firms are typically instructed.

Commenting on the findings, Alastair Mitchell, head of research noted, "Sources named PirkeyBarber as the leading home of trademark expertise in the state of Texas, saying that 'the group provides top-level expertise every time' and is 'seasoned way beyond most in the market'. Interviewees additionally identified founding partner Lou Pirkey as one of the world's premier trademark specialists."

Among the individual Texas trademark lawyers ranked in the *WTR 1000*, Pirkey Barber also had the largest number of lawyers recognized, with five out of the 23 Texas lawyers listed. The PirkeyBarber figure includes Rodney Caldwell, who was with Howrey LLP at the time of publication but has since joined PirkeyBarber and is based in Houston.

WTR 1000 features more than 50 country-specific chapters, analyzing the local trademark legal services market and detailing which firms and individuals have been identified as the leaders in their respective fields. In this way, the publication serves as a one-stop source of reference for anyone seeking trademark legal services.

Trevor Little, editor of *World Trademark Review* explains, "Today's trademark professional, whether in-house or in private practice, demands increasingly high levels of service, strategic thinking and value from all legal partners. However, identifying those firms and individuals best served to meet this need is complicated by the ever-changing legal services environment. The *WTR 1000* meets this challenge head on by identifying the firms and individuals setting the industry benchmark."

The *WTR 1000* was published in April 2011, with an online edition available via www.WTR1000.com.

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About Pirkey Barber LLP

PirkeyBarber is one of the few firms in the United States specializing exclusively in the field of trademark, copyright and unfair competition law. The firm's lawyers have represented clients in hundreds of cases, mostly in federal courts, across the United States. They have also represented clients in many contested matters before the Trademark Trial and Appeal Board of the United States Patent and Trademark Office and in domain name disputes under ICANN's Uniform Dispute Resolution Policy. Many clients are Fortune 500 companies, but others are universities and small businesses. PirkeyBarber counsels these clients on all aspects of trademark and copyright law.

About *WTR 1000*

WTR 1000 is the first definitive guide exclusively dedicated to identifying the world's leading trademark legal services providers. Through an extensive research process conducted by a team of highly qualified, full-time analysts, the publication identifies the leading trademark law firms and individuals in over 50 global jurisdictions. For more information on *WTR 1000*, contact Trevor Little, editor of World Trademark Review (tlittle@worldtrademarkreview.com; 44-20-7234-0606).

About *WTR*

WTR is the world's only independent multimedia publication dedicated to reporting on trademark issues for trademark lawyers internationally. The *WTR* platform includes a subscription magazine, regular outbound supplements and the unique *WTR* Daily email newsletter, which includes a free and often controversial trademark news blog and legal updates written by a panel of experts in key jurisdictions. More information at www.worldtrademarkreview.com. *WTR* is part of The IP Media Group (www.theipmediagroup.com).

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