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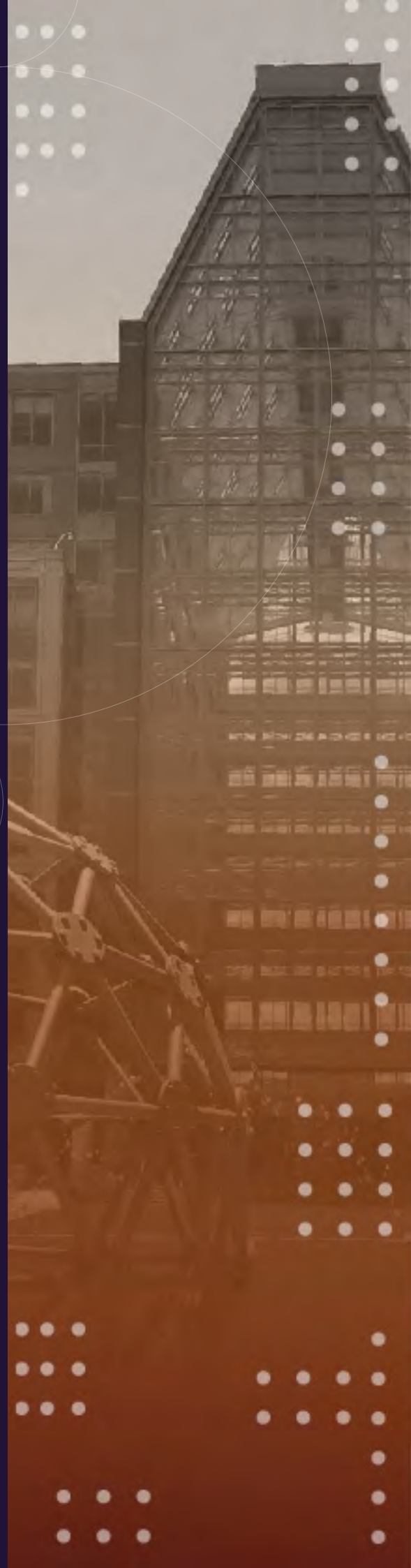
June 2021

# Trademark Intelligence Report

January 2016 / December 2020

A comprehensive report on the top 100  
best performing and most active  
trademark prosecution law firms.

Prepared by  
**Patexia Data Science Team**



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# Introduction

This year we have expanded our [Patexia Insight series](#) and one of the new reports we have added to our collection is this *Trademark Prosecution Intelligence Report*. Trademark as one of the most popular types of intellectual property is widely used by the US and foreign companies. Since there is no requirement for attorneys to pass the patent bar exam to file a trademark application, the pool of active attorneys and law firms is much larger than for patents.

The large number of attorneys and law firms made the preparation of this report more complicated than other reports we had, as we had to clean the data and ensure the applications and registered trademarks were assigned to the correct attorney, law firm or owner. Furthermore, as we have covered in Section 2 of this report, the extreme activity of Chinese entities in recent years that caused a significant increase in the number of registered marks made this task even more difficult as for the majority of these entities there was little or no information available online to verify the names or history of the organizations.

This year, in our inaugural *Trademark Prosecution Intelligence Report*, we have decided to also provide the following unique datasets for the first time:

- The estimated 5-year trademark revenue generated by trademark firms
- The estimated 5-year trademark revenue generated by trademark attorneys
- The estimated 5-year spending on US trademark prosecution by trademark applicants (corporations) including the law firm fees, and the USPTO fees
- The top three clients for each of the trademark firms and the volume of work handled for each

- The top three trademark firms, handling trademark prosecution for each of the corporations and the volume of work handled by each firm.

While Trademark is one of the most popular intellectual property practice areas, there are little or no statistics available to professionals working in this field other than the very high-level annual report released by the USPTO that covers the entire operation of that office. We believe that with this report, trademark attorneys and corporate IP counsel will gain access to new insights, previously unavailable to everyone.

To prepare our first annual report and provide useful analysis and statistics, we decided to reach out to our community and those directly involved in the trademark field in order to gather direct feedback through a [carefully designed survey](#). Thanks to our active IP community, we collected lots of valuable statistics from close to 50 law firms, including costs of filing and prosecution, impact of geographical locations on cost and process, best methods for performance measurement, etc. This has resulted in many invaluable data and charts that we have presented in this report. The content is not only useful for top law firms but also for any practicing trademark firm or attorney who has the desire to make their operation more efficient and profitable.

In addition, companies that are looking to work with a new law firm or interested in gaining insights about the cost structure and trademark prosecution process overall, can use the data provided here to guide their current counsel or find a new counsel.

In an effort to make these more accessible and real-time, we are now offering a set of online tools that provides access to real time data, many charts and stats 24/7 to our partners. We track all the USPTO filings

and update our charts on a daily and weekly basis. This includes business insights such as top clients of a firm or top trademark firms representing a company before the USPTO.

Companies can also learn about their trademark counsel and compare their efficiency, performance and success to other law firms or compare themselves with their competitors. They can answer many questions such as where a particular law firm stands compared to other firms when it comes to filing trademarks and the cost of filing. Does their counsel have an efficient process and handle oppositions effectively? Which law firms are working for their competitors?

Data clean up and entity name resolution is still the biggest challenge we are facing for putting this report together. Extracting trademark owners, attorneys and law firms from more than several million applications still creates many duplicates and inaccuracies. Our sophisticated natural language processing (NLP) algorithms designed by our data

science team, and combined with analysis and manual review, performed by our data analysis team have reduced and minimized these errors.

IP professionals can join our community for free and access our law firm and company pages on [www.patexia.com](http://www.patexia.com) for free. Profiles of more than [30,000 law firms](#) and more than [600,000 companies](#) are available and accessible for free on Patexia.

Similar to other Patexia reports, the content for this report is condensed in two files: this PDF document which covers the statistics, survey results, and the rankings for the top 100 law firms and companies in multiple categories and an accompanying Excel file which includes more statistics and covers the top 1000 most active attorneys, law firms and companies.

We hope our IP community finds this extensive information useful, and discovers new ways to improve their trademark practice on a day to day basis.



A handwritten signature in black ink that reads "Pedram Sameni".

Pedram Sameni  
Founder and CEO

# Report Contents

We have organized this report under the following six sections:

- 1. Methodology:** We explain our method to measure the right parameters related to *performance, activity, and success* for all stakeholders in trademark prosecution.
- 2. Trademark Statistics:** We look at the trademark prosecution data at a high level, providing statistics related to the *Registration Rate, Law Firms, Corporations, etc.*
- 3. Best Practices for Trademark Attorneys:** We look at the cost of filing for trademarks and best measures for performance.

- 4. Companies:** We identify the most active *applicants for trademarks* and measure their *success, activity and performance*.

- 5. Law Firms:** We analyze the *performance and activity* of trademark firms, comparing and providing rankings for the top firms.

- 6. Trademark Attorneys:** We analyze the *performance and activity* of trademark attorneys, comparing and providing rankings for the top firms.

Similar to our other IP Insights reports, to have a meaningful comparison and also to compensate for fluctuation of work for all stakeholders, we compiled the data for this study through a period of five years (e.g., January 1, 2016 through December 31, 2020).

**Disclaimer:** The data for this report was obtained from public sources, including USPTO, as well as self-reported by law firms and companies on the Patexia website. Patexia has gone to great lengths to provide valid and accurate analysis based on this data. However, Patexia does not guarantee 100 percent accuracy, nor take any responsibility for possible losses caused by the use of information provided in this report.





# Appendices



# Appendix A: Top 1,000 Companies

Please check the accompanying Excel file to view the list of the Top 1,000 most active and best performing companies. We have provided the following metrics:

1. Company Name
2. Applications Filed
3. Applications Concluded (Registered or abandoned)
4. Trademarks
5. Activity Rank
6. Overall Rank (Performance)
7. Final Score (%)
8. Success Score (%)
9. Registration Rate (%)
10. Pendency (Days) - Number of days from filing to conclusion (registration or abandonment)
11. Office Actions - Average number of office actions per application
12. Oppositions - Total number of opposition
13. Extensions - Average number of extensions per application
14. Top 3 Law Firms - Top firms with the volume of trademarks handled for the company
15. USPTO Fee (5 Year) - Estimated total fees paid to the USPTO in 5 years
16. Law Firm Fees (5 Year) - Estimated total fees paid to law firms in 5 years

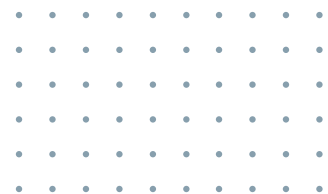




# Appendix B: Top 1,000 Trademark Firms

Please check the accompanying Excel file to view the list of the Top 1,000 most active and best performing Law Firms. We have provided the following metrics:

1. Law Firm Name
2. Applications Filed
3. Applications Concluded (Registered or abandoned)
4. Trademarks
5. Activity Rank
6. Overall Rank (Performance)
7. Final Score (%)
8. Success Score (%)
9. Registration Rate (%)
10. Pendency (Days) - Number of days from filing to conclusion (registration or abandonment)
11. Office Actions - Average number of office actions per application
12. Oppositions - Total number of opposition
13. Extensions - Average number of extensions per application
14. Top 3 Clients - Top three clients with the volume of work done for each client
15. USPTO Fee (5 Year) - Estimated total fees paid to the USPTO in 5 years
16. Law Firm Fees (5 Year) - Estimated trademark fees collected by the law firms in 5 years

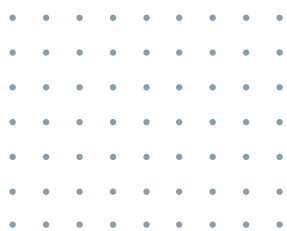




# Appendix C: Top 1,000 Trademark Attorneys

Please check the accompanying Excel file to view the list of the Top 1,000 most active and best performing trademark attorneys. We have provided the following metrics:

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Attorney's Name</li> <li>2. Attorney's Law Firm</li> <li>3. Attorney's Title</li> <li>4. Applications Filed</li> <li>5. Applications Concluded (Registered or abandoned)</li> <li>6. Trademarks</li> <li>7. Activity Rank</li> <li>8. Overall Rank (Performance)</li> <li>9. Final Score (%)</li> <li>10. Success Score (%)</li> <li>11. Registration Rate (%)</li> </ol> | <ol style="list-style-type: none"> <li>12. Pendency (Days) - Number of days from filing to conclusion (registration or abandonment)</li> <li>13. Office Actions - Average number of office actions per application</li> <li>14. Oppositions - Total number of opposition</li> <li>15. Extensions - Average number of extensions per application</li> <li>16. Top 3 Clients - Top three clients with the volume of work done for each client</li> <li>17. USPTO Fee (5 Year) - Estimated total fees paid to the USPTO in 5 years</li> <li>18. Law Firm Fees (5 Year) - Estimated trademark fees collected by the attorneys in 5 years</li> </ol> |
|---|---|



# Best Performing and Most Active Badges

As per our tradition, every year Patexia designs two types of badges for *Best Performing* and *Most Active* law firms as they ranked in different categories. Any of our Concierge


members or firms purchasing the report will receive the proper badges based on their rankings.



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100,000 IP attorney profiles. We offer IP services under four distinct arms: Insights (IP Reports), IP Jobs (attorney recruiting), Expert Witness, and IP Due Diligence. Contact us today to learn more.

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**Disclaimer:** The data for this report was obtained from public sources, including USPTO, PTAB, and PACER, as well as self-reported by attorneys on Patexia's website. Patexia has gone to great lengths to provide valid and accurate analysis based on this data. However, Patexia does not guarantee 100 percent accuracy, nor take any responsibility for possible losses caused by the use of information provided in this report.

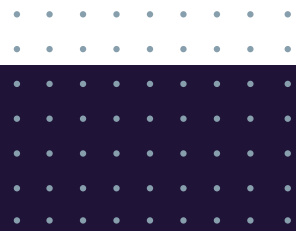
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