

# Patexia

May 2022

# Trademark Intelligence Report

January 2017 / December 2021

A comprehensive report on the  
top 2,000 trademark prosecution  
law firms and attorneys.

Prepared by  
**Patexia Data Science Team**



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# Introduction

This is the second year we are publishing this *Trademark Prosecution Intelligence Report*. In terms of data, this report evaluates and reviews the largest number of data points among all our reports. This is not only because the U.S. trademark applications is more than patent applications, but also because the number of law firms involved in trademark prosecution is almost 10 times more than those handling patent applications. Since there is no requirement to pass the patent bar exam, more attorneys are able to file trademark applications.

The large number of attorneys and law firms made the preparation of this report more challenging, as we had to clean the data and ensure the applications and registered trademarks were assigned to the correct attorney, law firm or owner. Besides that, there has been a need for manual data review to ensure we cover majority of important mergers and acquisitions between companies and law firms.

Data clean up and entity name resolution remains our top priority. We have expanded our engineering team as this problem is very complex and the key to our success. The use of artificial intelligence and machine learning for extracting names of attorneys, law firms, or corporations for most of these reports has assisted in significant reduction of errors.

As we have covered in Section 1 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. We have looked deeper into this and tried to uncover the main reasons behind this unprecedented growth.

For the first time this year, we have dedicated a section to the lateral moves that happened since our last report. Similar to other reports, we compared the data of attorneys and law firms from last report with the current data in order to track movement of attorneys between law firms. This shows how the law firms are positioning themselves in response to the trademark filing activity.

This year, we have expanded our *Intelligence Report Collection* and plan to add one new report to seven we published last year. While the exact topics have not yet been finalized, we are considering trademark litigation, which will complete our trademark collection.

In addition to the *Trademark Prosecution Intelligence Report*, this year, we have so far published *Patent Litigation*, *Patent Prosecution* and *ITC Intelligence Reports*. We plan to publish *ANDA Litigation*, *Inter-Partes Review (IPR)*, and *Federal Circuit* in the coming months.



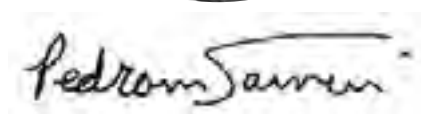
Aside from adding to our report collection, we are introducing new program that allows a limited number of law firms or attorneys to provide thought leadership articles that will be included in our reports. Starting with our next report (ANDA Litigation Intelligence Report), we will have a dedicated chapter that covers articles written by experts in the field. We are also considering *Executive Briefings* provided by partners in direct response to the need of corporate in-house counsel. The goal is to further create a close IP community that can collaborate with each other on general or very specific topics.

The content for this year’s report is condensed into two files: this PDF document which covers the statistics, and the rankings for the top 100 attorneys, law firms and

companies in four categories, and an accompanying Excel document, which includes more statistics for the top 2,000 most active attorneys, law firms and companies.

In an effort to make these more accessible and real-time, we are also offering a set of online tools that provides access to real time data, many charts and stats 24/7 to our members. 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.

We hope this report helps our clients with competitive intelligence, business development, and general knowledge about the state of the US patent prosecution.



Pedram Sameni  
Founder and CEO

# Report Contents

We have organized this report under the following five sections:

- 1. Trademark Statistics:** We look at the trademark prosecution data at a high level, providing statistics related to the *Registration Rate, Law Firms, Corporations*, etc.
- 2. Companies:** We identify the most active *applicants for trademarks* and measure their *success, activity and performance*.
- 3. Law Firms:** We analyze the *performance and activity* of trademark firms, comparing and providing rankings for the top firms.

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

**5. Methodology:** We explain our method to measure the right parameters related to *performance, activity, and success* for all stakeholders in trademark prosecution.

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, 2017 through December 31, 2021).

**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 2,000 Companies

Please check the accompanying Excel file to view the list of the Top 2,000 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

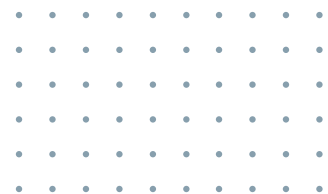




# Appendix B: Top 2,000 Trademark Firms

Please check the accompanying Excel file to view the list of the Top 2,000 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

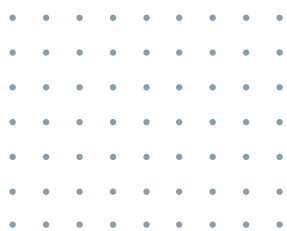




# Appendix C: Top 2,000 Trademark Attorneys

Please check the accompanying Excel file to view the list of the Top 2,000 most active and best performing trademark attorneys. We have provided the following metrics:

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



# 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 and attorneys 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.

## Law Firm's Badges



## Attorney's Badges



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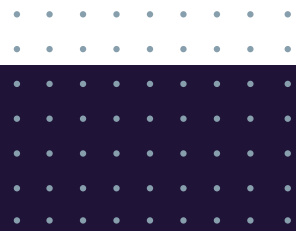
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