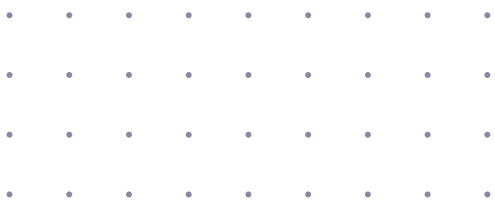


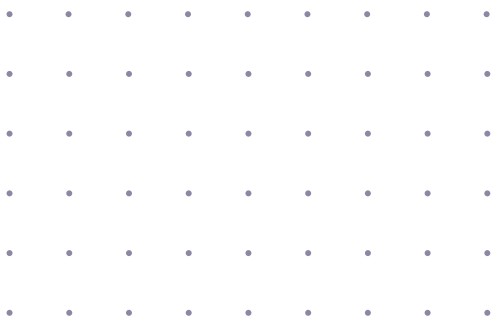
Patexia



April 2024

Trademark 2024.

Intelligence Report



January 2019 — December 2023

A comprehensive report on the **Best Performing** and **Most Active Trademark Law Firms, Attorneys and Companies.**

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Introduction.

This year marks the fourth edition of our Trademark Intelligence Report, which aims to provide valuable insights and analysis on the state of trademark prosecution in the United States. In the landscape of intellectual property, trademarks stand as essential pillars of brand identity, safeguarding the unique essence of businesses and products in the marketplace. As custodians of innovation and creativity, understanding the complex world of trademark prosecution is of great importance for businesses, attorneys, and all stakeholders alike. Informed decisions in trademark strategy can mean the difference between establishing a strong brand presence and facing infringement challenges that threaten reputation and revenue.

The annual Trademark Intelligence Report serves as a beacon of insights in this dynamic environment, offering a comprehensive analysis of trademark activity, trends, as well as rankings of the trademark attorneys, firms, and companies by activity and performance. By processing complex data and industry developments into actionable intelligence, this report empowers businesses to navigate the trademark landscape strategically, mitigate risks, and capitalize on growth opportunities. From seasoned trademark attorneys seeking to refine their strategies to corporate executives tasked with safeguarding brand integrity, the insights contained within this report cater to a diverse audience with a vested interest in trademarks.

The study period for this report was notably characterized by the unprecedented challenges posed by the COVID-19 pandemic,

which had its implications for trademark prosecution worldwide. Concurrently, there was a notable surge in trademark applications originating from China, which brought attention to the need for heightened examination and measures to combat fraudulent filings. In response to these trends, the USPTO implemented various initiatives to safeguard the integrity of the trademark system. Additionally, the Trademark Modernization Act introduced important changes aimed at streamlining trademark procedures and addressing issues of fraudulent filings.

Against this backdrop of global upheaval and regulatory developments, our report seeks to provide a comprehensive analysis of trademark activity and trends during this dynamic period. Whether you're a legal practitioner, brand manager, or entrepreneur, the Trademark Intelligence Report equips you with the knowledge and foresight needed to make informed decisions and drive success in trademark management efforts.

The Trademark Intelligence Report is part of a comprehensive series of seven publications scheduled for release in 2024. These reports aim to provide invaluable insights and analysis across various facets of intellectual property law and include the following reports previously released earlier this year:

- [Patent Litigation](#) (released on January 25, 2024)
- [ITC Section 337](#) (released on February 29, 2024)
- [Patent Intelligence](#) (released on March 28, 2024)

Upcoming in the series, we have the highly anticipated:

- [ANDA Litigation](#) (scheduled for release on August 29, 2024)
- [PTAB Intelligence](#) (scheduled for release on September 26, 2024)
- [CAFC Intelligence](#) (scheduled for release on October 31, 2024).

Our reports have gained significant traction among attorneys and law firms, serving as a reliable resource for rankings and business

intelligence. A Google search for “[Patexia rankings](#)” yields thousands of online results, with law firms and attorneys prominently displaying their achievements. This widespread visibility underscores the extensive use of our reports and data-driven rankings within the legal community. Furthermore, companies rely on our reports to identify top-tier legal representation for their litigation and prosecution activities, to gain valuable insights into competitive landscapes, and to make well-informed decisions.

What’s in the 2024 Edition?

This year’s report consists of two files: a comprehensive PDF document presenting detailed statistics and insights, and an Excel file containing extensive data and metrics covering the top 2,000 most active attorneys, law firms, and companies in the trademark landscape. Additionally, the Excel file offers an analysis of lateral moves among the top 2,000 most active attorneys, as well as rankings of the top 50 companies and firms based on changes in the number of trademark filings from 2022 to 2023.

After observing notable fluctuations in recent years, we conducted two separate analyses. The first analysis focused on the domestic entities primarily contributing to the decline, while the subsequent analysis dived into foreign and Chinese filings. This was particularly crucial given China’s longstanding trend of increasing trademark applications, which abruptly reversed with a significant decline observed for the first time in decades.

As part of our statistics, we have incorporated data on various aspects of trademark activity, including filings, registrations, renewals, cancellations, office actions, and pendency. Furthermore, we have included an analysis of Design Search Codes (DSCs) to better understand the trends and preferences in trademark design. We’ve analyzed the prevalent Design Search Codes (DSCs) utilized by various entities, providing valuable insights into trademark design trends. This analysis equips trademark attorneys and examiners to offer informed guidance to clients, aiding in the creation of distinctive and protectable trademarks. Additionally, businesses can leverage this data to ensure their trademark designs are distinct, minimizing the risk of conflicts with existing designs.

In our evaluation of entities, we have integrated a machine-learning model to delve into the factors influencing their success in trademark registration. This model allows us to isolate the impact of factors like entity

activity level and the likelihood of trademark registration based on representation while mitigating external influences such as examiner bias. By leveraging this approach, we aim to provide a more precise evaluation of entity performance within the trademark prosecution domain.

Similar to our other IP Insights reports, to have a meaningful comparison and also to compensate for the fluctuation of work for all stakeholders, we compiled the data for this study through a period of five years (e.g., January 1, 2019, through December 31, 2023).



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

Pedram Sameni
Founder and CEO

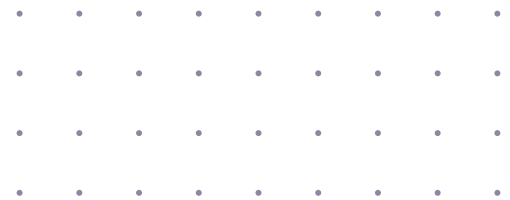


Appendices.

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:

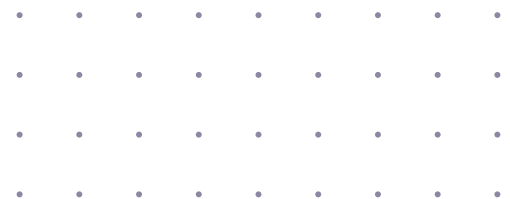
- | | |
|---|--|
| 1 Company Name | 12 Office Actions - Average number of office actions per application |
| 2 Applications Filed | 13 Oppositions - Total number of opposition |
| 3 Applications Decided (Registered or abandoned) | 14 Extensions - Average number of extensions per application |
| 4 Trademarks | 15 Top 3 Law Firms - Top firms with the highest volume of trademarks handled for the company |
| 5 Activity Rank | 16 USPTO Fee (5 Year) - Estimated total fees paid to the USPTO in 5 years |
| 6 Overall Rank (Performance) | 17 Law Firm Fees (5 Year) - Estimated total fees paid to law firms in 5 years |
| 7 Final Score (%) | |
| 8 Success Score (%) | |
| 9 Activity Score (%) | |
| 10 Registration Rate (%) | |
| 11 Pendency (Days) - Number of days from filing to conclusion (registration or abandonment) | |



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:

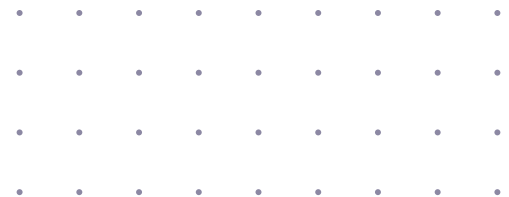
- 1 Law Firm Name
- 2 Applications Filed
- 3 Applications Decided (Registered or abandoned)
- 4 Trademarks
- 5 Activity Rank
- 6 Overall Rank (Performance)
- 7 Final Score (%)
- 8 Success Score (%)
- 9 Activity Score (%)
- 10 Registration Rate (%)
- 11 Pendency (Days) - Number of days from filing to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



Appendix C: Top 2,000 Trademark Attorneys.

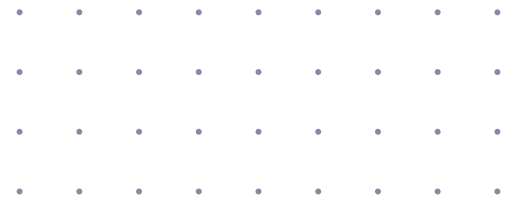
Please check the accompanying Excel file to view the list of the Top 2,000 most active and best performing trademark attorneys. We have provided the following metrics:

- 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 Activity Score (%)
- 12 Registration Rate (%)
- 13 Pendency (Days) - Number of days from filing to conclusion (registration or abandonment)
- 14 Office Actions - Average number of office actions per application
- 15 Oppositions - Total number of opposition
- 16 Extensions - Average number of extensions per application
- 17 Top 3 Clients - Top three clients with the highest volume of work done for each client
- 18 USPTO Fee (5 Year) - Estimated total fees paid to the USPTO in 5 years
- 19 Law Firm Fees (5 Year) - Estimated trademark fees collected by the attorneys in 5 years



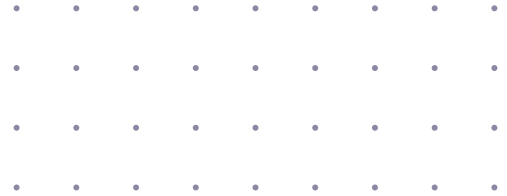
Appendix D: Best Performing and Most Active Badges.

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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Contact Us.



Established in 2010 with the goal of improving efficiency and transparency in the realm of intellectual property through the use of data, technology, and expert resources, Patexia is the leading network for IP professionals, boasting over 100,000 IP attorney profiles. The company offers a range of IP services through four distinct divisions: Patexia Connect (recruiting), Patexia Studies (Crowdsourced and traditional IP due diligence), Patexia Expert Witness, and Patexia Insights (IP reports and data). For further information, please contact us today.

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.

The fine print

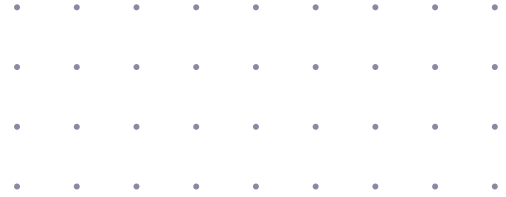
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Our Solutions.



Insights

Use data-driven rankings to choose your next IP counsel. Leverage IP analytics for business development and competitive intelligence. Join the growing list of law firms and corporate clients who trust our research and reporting ([learn more](#)).



Expert Witness

Patexia uses data-driven tech to link law firms with top IP expert witnesses. By utilizing historical case data, we expedite the expert search, pinpointing the ideal match for your litigation needs and optimizing results for your IP cases ([learn more](#)).



Lateral Opportunities

Our experienced legal recruiters utilize sophisticated IP data analytics to assist law firms and attorneys in identifying the ideal lateral opportunities that correspond with their growth plans, geographical preferences, and areas of expertise ([learn more](#)).



Research Studies

Partner with our global network of 10,000+ experts from diverse industries for comprehensive research studies. We collaborate closely to understand your unique needs and goals, crowdsourcing most qualified experts to meet them ([learn more](#)).



Strategic Partnership

By promoting thought leadership, experience, and accolades to the digital community, we position you as thought leaders in IP law and showcase your expertise to corporate decision-makers, ultimately enhancing your brand and creating new business opportunities ([learn more](#)).

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