

**Patexia**



April 2023

# Trademark 2023.

## Intelligence Report

January 2018 — December 2022

A comprehensive report on the **Top 100 Best Performing** and **Most Active Trademark Prosecution Law Firms**.

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# Introduction.

This year marks the third edition of our Trademark Intelligence Report, which aims to provide valuable insights and analysis on the state of trademark prosecution in the United States. Similar to previous editions, this report analyzes a significant amount of data points due to the large number of trademark applications and law firms involved in prosecution, which is significantly higher than that of patent prosecution. However, with each edition, we strive to enhance the accuracy and comprehensiveness of our data by conducting thorough cleaning and manual review processes.

The growing number of attorneys and law firms involved in trademark prosecution poses a unique challenge, but it also highlights the importance of providing reliable and up-to-date information to our clients. We believe that this report will not only help businesses and law firms make informed decisions about trademark prosecution, but also contribute to the advancement of the field. We are excited to share our findings and analysis, and hope that this report will serve as a valuable resource to our readers.

## What's New in the 2023 Edition?

In our evaluation of entities, we have implemented a regression model to better understand the factors that contribute to the success of an entity in registering trademarks. The model allows us to isolate the effects of various factors, such as the activity level of the entity and the probability to register the trademark based on who is representing/being represented, while eliminating other outside influences such as the examiner. By doing so, we can provide a more accurate assessment of the performance of different entities in the trademark prosecution landscape.

After experiencing significant growth in 2020, there was a slight decline in 2021. The year 2022 saw a considerable drop of 19.76% in the number of trademark applications filed compared to 2021. To gain a better understanding of the underlying reasons

for this decline, we conducted two separate analyses. The first analysis focused on the domestic entities responsible for the lion's share of the decrease, while the second analysis delved into the domestic and Chinese filings. This was especially important as China, which had been consistently showing an upward trend in trademark applications, experienced a significant decline for the first time in decades.

For the first time in this report, we have included an analysis of Design Search Codes (DSCs) as a new feature to better understand their impact on trademark registrations. We have examined the most commonly used DSCs by entities and offer insights into popular trademark design trends, enabling trademark attorneys and examiners to advise clients better and help them create unique and protectable trademarks. Moreover, busi-

nesses can utilize this information to make sure their trademark designs are distinct and avoid potential conflicts with existing designs.

Another novelty in this report is the new section dedicated to the top growing and shrinking companies and law firms in terms of trademark filings. This section provides a deeper understanding of the trademark filing landscape and the companies and law firms that are leading the way in terms of trademark registration. By analyzing the trademark filing activity of these entities, we can gain valuable insights into the industries that are driving trademark registration, the geographic regions where trademark activity is highest, and the strategies that successful companies and law firms are using to

secure trademark protection for their clients. This information can be used by businesses, attorneys, and trademark examiners to inform the decision-makers and stay ahead of the competition in the ever-evolving world of trademarks.

This year, we are extending our collection of *Intelligence Reports* to feature the addition of the *Trademark Litigation Intelligence Report*. Apart from the existing *Trademark Intelligence Report*, we have also published our Patent Intelligence Report, Patent Litigation Intelligence Report, and ITC Intelligence Report. In the coming months, we intend to release reports on a range of topics, including ANDA Litigation, Inter-Partes Review (IPR), Federal Circuit, and Trademark Litigation.



In addition to expanding our report collection, we are launching a new program that offers a unique opportunity for a select number of law firms or in-house counsels to contribute thought leadership articles to our reports. In the upcoming reports, we will feature a dedicated chapter that showcases

articles written by experts in the industry. Furthermore, we are gathering quotes from the most active attorneys to review an attorney of their choosing who has been ranked among the top 250 best-performing. The aim of this program is to provide readers with valuable insights from industry leaders and

to recognize the achievements of best-performing attorneys.

This year's report is presented in two files: a PDF document containing statistics and rankings for the top 100 attorneys, law firms, and companies, and an accompanying Excel document that provides more statistics for the top 2,000 most active attorneys, law firms, and companies.

To make the information more accessible and real-time, we offer online tools that pro-

vide our members with access to real-time data, charts, and statistics 24/7. We track all USPTO filings and update our charts on a daily and weekly basis, including business insights such as top clients of a firm or top trademark firms representing a company before the USPTO.

Our aim is for this report to assist our clients in gaining competitive intelligence, developing their businesses, and enhancing their knowledge of the state of US trademark prosecution.



*Pedram Sameni*

**Pedram Sameni**  
Founder and CEO

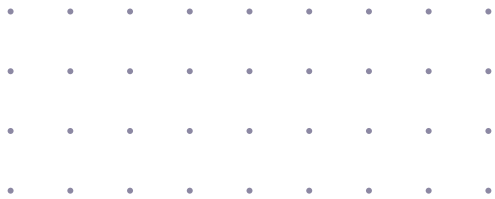
# Report Contents.

We have organized this report under the following six 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 **Growing or Shrinking:** We cover the firms and companies with the largest growth or decline in trademark prosecution
- 6 **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, 2018 through December 31, 2022).

**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.

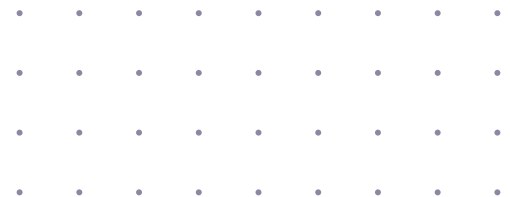




# Appendix A: Top 2,000 Companies.

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:

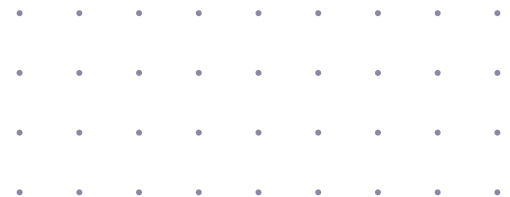
- 1 Company Name
- 2 Applications Filed
- 3 Applications Decided (Registered or abandoned)
- 4 Trademarks
- 5 Activity Rank
- 6 Overall Rank (Performance)
- 7 Final Score (%)
- 8 Success Score (%)
- 9 Registration Rate (%)
- 10 Pendency (Days) - Number of days from filing to conclusion (registration 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:

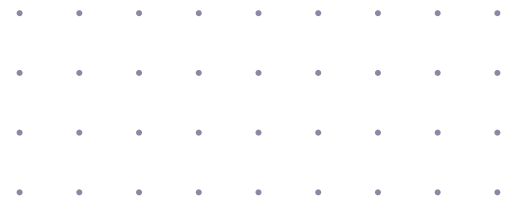
- 1 Law Firm Name
- 2 Applications Filed
- 3 Applications Decided (Registered or abandoned)
- 4 Trademarks
- 5 Activity Rank
- 6 Overall Rank (Performance)
- 7 Final Score (%)
- 8 Success Score (%)
- 9 Registration Rate (%)
- 10 Pendency (Days) - Number of days from filing to conclusion (registration 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.

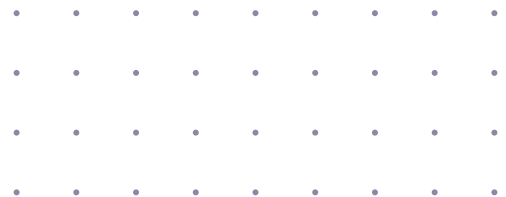
Please check the accompanying Excel file to view the list of the Top 2,000 most active and best performing trademark attorneys. We have provided the following metrics:

- |   |  |
|---|--|
| 1 Attorney's Name   | 13 Office Actions - Average number of office actions per application                       |
| 2 Attorney's Law Firm   | 14 Oppositions - Total number of opposition  |
| 3 Attorney's Title  | 15 Extensions - Average number of extensions per application                               |
| 4 Applications Filed  | 16 Top 3 Clients - Top three clients with the volume of work done for each client          |
| 5 Applications Decided (Registered or abandoned)  | 17 USPTO Fee (5 Year) - Estimated total fees paid to the USPTO in 5 years                  |
| 6 Trademarks  | 18 Law Firm Fees (5 Year) - Estimated trademark fees collected by the attorneys in 5 years |
| 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) |  |



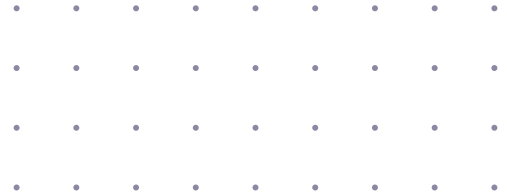
# Appendix D: Best Performing and Most Active Badges.

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.

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