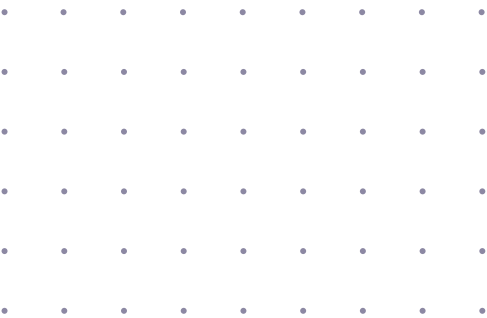


April 2025

Trademark 2025.

Intelligence Report



January 2020 — December 2024

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

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Introduction.

Over the past five years, the U.S. trademark landscape has undergone significant transformations, driven by procedural reforms, evolving trends, and leadership changes at the United States Patent and Trademark Office (USPTO). The implementation of the Trademark Modernization Act (TMA) in December 2021 introduced new mechanisms, such as ex parte expungement and reexamination proceedings, aimed at removing unused trademarks from the federal register. Additionally, the TMA codified the letter of protest procedure, allowing third parties to submit evidence during the examination process, and established a new ground for cancellation based on nonuse. These reforms are designed to streamline the registration process and enhance the integrity of the federal trademark register.

Trademark filings have reached record levels over the past couple of years. In 2024, the total number of trademark applications filed in the United States rose once again, reflecting both the strong demand for intellectual

property protection and the increasingly competitive nature of industries across the board. This continued growth underscores the dynamic environment in which businesses, law firms, and attorneys operate. As trademark rights play an increasingly vital role in global commerce, evaluating the performance and success of key stakeholders has never been more important.

In addition to shifting trademark trends, the U.S. Patent and Trademark Office has undergone a change in leadership. Following the resignation of former Director Kathi Vidal in late 2024, Coke Morgan Stewart was appointed as Acting Director in January 2025. Shortly after, President Trump nominated John Squires, a seasoned intellectual property attorney with expertise in emerging technologies, to serve as the next permanent Director. This transition signals potential changes in strategic priorities and policy direction, making it an important moment to assess the current trademark landscape.

Scope and Methodology

In this report, we highlight key trends across the trademark landscape, including filing, registration, abandonment, cancellation, and renewal activity; foreign and domestic filings; lateral moves among top law firms; and shifts in the activity levels of trademark law firms and companies. These trends offer valuable context for understanding how businesses are positioning themselves in an increasingly competitive environment and how law firms and attorneys are adapting to meet the evolving demands of the trademark space.

The report also presents a comprehensive analysis of the top companies, law firms, and attorneys involved in trademark prosecution, offering an in-depth look at trends, performance metrics, and emerging shifts in the market. Based on the review of 2,738,833 trademark applications examined by the USPTO between January 1, 2020, and December 31, 2024, we provide a clearer picture of the long-term activity and success of those driving trademark registrations. Our findings reveal not only the entities with the highest activity levels but also those

with the greatest success in securing trademarks, offering insights into the strategies and practices that contribute to trademark success.

To ensure fairness and accuracy in our rankings, we rely on a rigorous ranking methodology developed by Patexia's Data Science team. This methodology uses a combination

of activity, success, and performance metrics, calculated through advanced algorithms and refined over time, to evaluate each stakeholder across multiple dimensions. A detailed explanation of the methodology is provided in the dedicated section of this report; alternatively, you can visit our [online methodology guide](#) for additional details and updates.

Who Can Use This Report and How?

This report is designed to serve a broad range of professionals and organizations engaged in the trademark ecosystem. Whether you're responsible for protecting a portfolio of brands, advising clients on trademark prosecution, or analyzing industry trends, the insights and rankings in this report can help guide strategic decisions. Below is a breakdown of how different groups can benefit from the data and analysis presented:

- **Corporations and trademark owners** can use this report to understand how their organization ranks among peers, identify

the most qualified attorneys and law firms for trademark prosecution, and track filing, renewal, and cancellation trends to support a data-driven IP strategy.

- **Law firms** can benchmark their performance against competitors, monitor top attorneys for potential lateral moves, and identify prospective clients based on activity and performance metrics.
- **Attorneys** can evaluate law firms for career opportunities and lateral movement, while also comparing their individual performance with peers to understand their position in the trademark landscape.

What's in the 2025 Edition?

The Trademark Intelligence Report is part of a comprehensive [series](#) of seven publications scheduled for release in 2025. 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 30, 2025)
- [ITC Section 337](#) (released on February 27, 2025)
- [Patent Intelligence](#) (released on March 27, 2025)

Upcoming in the series, we have the highly anticipated:

- [ANDA Litigation](#) (scheduled for release on August 28, 2025)
- [PTAB Intelligence](#) (scheduled for release on September 11, 2025)
- [CAFC Intelligence](#) (scheduled for release on October 30, 2025).

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 wide-spread 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.

Report Contents

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 2023 to 2024.

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 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, 2020 through December 31, 2024).



Pedram Sameni

Pedram Sameni
Founder and CEO

Executive Summary

Our analysis provides a five-year overview of the U.S. trademark landscape, spanning Jan. 1, 2020, to Dec. 31, 2024. During this period, the U.S. Patent and Trademark Office examined 2,738,833 trademark applications, issuing 1,672,553 registrations and recording 1,066,330 abandonments—resulting in an average registration rate of 64.87%. In total, 3,039,838 trademark applications were filed, 428,211 marks were renewed, and 953,616 were canceled.

Over the past half-decade, trademark filings before the USPTO showed notable year-over-year fluctuations. Filings peaked in 2020 with 693,362 applications, followed by a slight decline of 1.31% in 2021 (684,275). A more significant drop occurred in 2022, with filings decreasing by 19.42% to 551,367, and a further 1.06% dip in 2023 brought the total to 545,543. In 2024, filings rebounded by 9.39%, reaching 596,791.

During the study period, the USPTO received trademark applications from 219 countries. U.S.-based entities remained the most active, accounting for nearly two-thirds of all filings, with a total of 1,877,512 applications. China ranked second, representing 17.27% of filings, or 525,130 applications. Notably, trademark applications from Chinese entities increased in 2020, then declined in 2022, the first such drop in decades. However, filing activity rebounded in 2024, with trademarks originating from China making up more than a quarter of all filings that year.

We conducted an in-depth analysis of key performance and activity metrics across all stakeholders involved in trademark matters, with the goal of evaluating and ranking them. Over the past five years, 220,061 U.S. and foreign trademark applicants, 23,104 trade-

mark law firms, and 31,618 trademark attorneys actively filed trademark applications. Based on this data, we have published rankings of the top 2,000 attorneys, law firms, and companies, evaluated by both activity and performance.

The best-performing company was Kohler Co., achieving a final score of 90.17%. Chen Jian and Putian City Light Trading Co., Ltd. followed closely, with scores of 90.02% and 90.01%, respectively. In terms of activity, Shenzhen Bokaize Technology Co., Ltd. emerged as the most active company, registering a total of 4,028 trademarks. It was followed by Goodix Technology, with 1,450 trademarks, and Aristocrat Leisure Industries Pty Ltd, which secured the third spot with 1,280 trademarks.

Among law firms, MING TU IP PC secured the top position with a final score of 90.18%, followed by TIANYU Law Group, Inc. with a score of 90.11%, and Mainleaf Law Group PLLC, ranking third at 90.09%. In terms of activity, Koh Law Firm, LLC led with 21,051 registered trademarks during our study period. Di Li Law followed with 15,305 trademarks, while TIANYU Law Group, Inc. ranked third with 15,272 trademarks.

When it comes to attorneys, with a final score of 89.98%, Li Yang of Di Li Law leads our ranking of the best-performing trademark attorneys. Bentley J. Olive of Olive Law Group, PLLC follows closely in second place, also with a score of 89.98%, while Yan Gao of GaoLaw, P.C. secures the third spot with a score of 89.94%. In terms of activity, Francis H. Koh of Koh Law Firm, LLC emerged as the most active attorney, with 20,309 trademarks registered. He was followed by William Scott Goldman of Goldman Law

Group, who registered 13,507 trademarks, and Adriano Pacifici of Intellectual Property Consulting, LLC, with 13,023 registrations.

As in previous editions, we present a list of notable lateral moves that have occurred since the publication of our last Trademark

Intelligence Report in April 2024. Over the past year, we identified 59 significant lateral moves among leading trademark attorneys. These movements reflect broader shifts in law firm strategies and highlight the importance of talent mobility in intellectual property.



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

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 Law Firms - Top firms with the highest volume of trademarks handled for the company
- 16

USPTO Fee (5 Year) - Estimated total fees paid to the USPTO in 5 years
- 17

Law Firm Fees (5 Year) - Estimated total fees paid to law firms in 5 years

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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

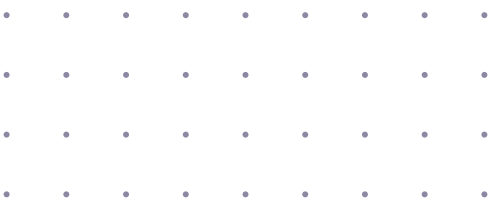
Oppositions - Total number of opposition
- 14

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

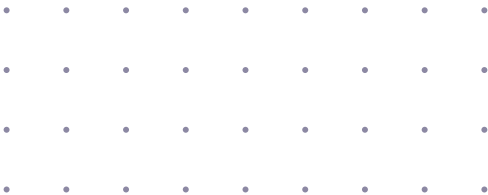
18 USPTO Fee (5 Year) - Estimated total fees paid to the USPTO in 5 years

19 Law Firm Fees (5 Year) - Estimated trademark fees collected by the attorneys in 5 years

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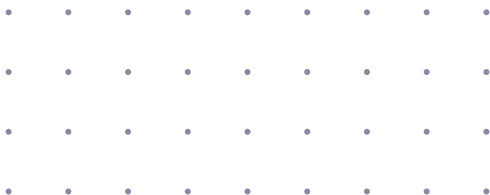
Appendix D: Best Performing and Most Active Badges.

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.



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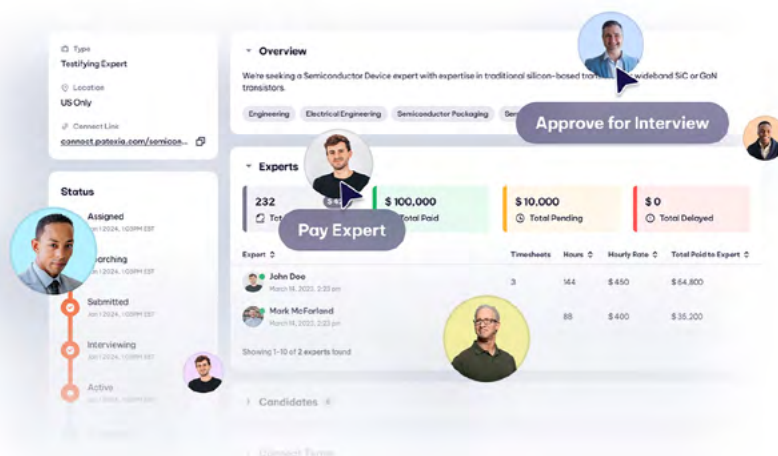
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Douglas R. Nemec,
Head of Skadden's Intellectual Property Litigation Group.

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