

***WTR 1000 – The World’s Leading Trademark Professionals 2026***

**Submission guidelines**

Submissions play a vital role in the *WTR 1000* research process, providing our team with valuable insight into your firm’s trademark practice. We are keen to learn, in as much detail as possible, about the clients that your firm is working with and the nature of the assignments undertaken by your practitioners.

**New for this year, we are introducing a separate ranking for copyright work.** If your firm and team members are involved in copyright-related projects, please complete the relevant sections below. If not, you may leave them blank. This new ranking will not affect your WTR 1000 ranking but will be part of a distinct copyright ranking to be released in the future.

The emphasis of our research and rankings falls upon both firm-wide and individual practices; as we are ranking firms and individuals, we are seeking specific information on both.

We appreciate the opportunity to approach referees who can give us first-hand feedback on the quality of your professionals’ recent work and practices. A spreadsheet is available to download [here](https://www.worldtrademarkreview.com/rankings/wtr-1000/research) to provide client contacts.

**Confidentiality: Please clearly identify any confidential information which we cannot disclose by highlighting it in yellow.**

There is no cost associated with participation in this research.   
  
**The deadline for submissions is Monday March 24 2025.** We prefer submissions to be completed using our online submission form but we will still accept those provided in Microsoft Word format. Forms in this format should be returned by email to the research analyst who provided your online submission login and password; alternatively, they can be sent to [sophie.storrs@lbresearch.com](mailto:sophie.storrs@lbresearch.com).

Please let us know if you have any questions.

**Sophie Storrs**

**HEAD OF RESEARCH, *WTR***

Pronouns: she/her

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[www.worldtrademarkreview.com](http://www.worldtrademarkreview.com/)

**Section A: General Practice Details**

|  |  |
| --- | --- |
| 1. Firm name |  |
| 1. a) Jurisdiction of submitting office   b) Contact information |  |
| 1. Head(s) of department, with contact details |  |
| 1. List of leading individuals involved in the **trademark** practice, indicating their position within the firm and office location | |  |  |  | | --- | --- | --- | | Name | Position | Office Location (city) | |  |  |  | |
| 1. List of leading individuals involved in the **copyright** practice, indicating their position within the firm and office location | |  |  |  | | --- | --- | --- | | Name | Position | Office Location (city) | |  |  |  | |
| 1. What personnel changes has your firm’s **trademark** practice seen over the past year? We are interested in partner-level hires, departures, and promotions. | |  |  |  | | --- | --- | --- | | Name | Position | Hired, departed, or promoted | |  |  |  | |
| 1. What personnel changes has your firm’s **copyright** practice seen over the past year? We are interested in partner-level hires, departures, and promotions. | |  |  |  | | --- | --- | --- | | Name | Position | Hired, departed, or promoted | |  |  |  | |
| 1. Total number of individuals engaged in **trademark** practice in the jurisdiction being submitted for | |  |  | | --- | --- | | Partners |  | | Other fee earners |  | |
| 1. Total number of individuals engaged in **copyright** practice in the jurisdiction being submitted for | |  |  | | --- | --- | | Partners |  | | Other fee earners |  | |
| 1. Appropriate marketing contact, with contact details | |  |  |  |  | | --- | --- | --- | --- | | Name | Email | Telephone | Notes | |  |  |  |  | |

**Section B: Practice Description**

|  |  |
| --- | --- |
| 1. Firm profile: please outline the strengths and qualities of the firm’s **trademark** practice; if relevant within the context of your trademark practice, please include a paragraph describing your designs practice |  |

|  |  |
| --- | --- |
| 1. Firm profile: please outline the strengths and qualities of the firm’s **copyright** practice; if relevant within the context of your trademark practice, please include a paragraph describing your designs practice |  |

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| 1. Sector specialisation: please indicate the approximate percentage of the firm’s **trademark** practice as it relates to the following sectors: | |  |  | | --- | --- | | Consumer goods |  | | Fashion and luxury |  | | Food and beverage |  | | Internet and online |  | | Life sciences |  | | Retail |  | | Sports, entertainment and media |  | | Technology |  | | Vehicles and transport |  | | Other – please specify |  | |
| 1. Sector specialisation: please indicate the approximate percentage of the firm’s **copyright** practice as it relates to the following sectors: | |  |  | | --- | --- | | Consumer goods |  | | Fashion and luxury |  | | Food and beverage |  | | Internet and online |  | | Life sciences |  | | Retail |  | | Sports, entertainment and media |  | | Technology |  | | Vehicles and transport |  | | Other – please specify |  | |

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| 1. Individual profiles – leading practitioners: please outline the strengths, qualities and specialisations of your leading professionals   For each individual, please indicate if they are in the **trademark** or **copyright** group and, where relevant, any sector specialisation, giving a top three in order of practice emphasis using the list of sectors in (2).  *Please do not repeat biographical information which is available on your website* | |  |  | | --- | --- | | Name |  | | Trademark office experience (yes/no) |  | | In-house experience (yes/no) | |  |  | | --- | --- | | Legal |  | | Other (please describe) |  | | | Years of private practice experience | |  |  | | --- | --- | | 5-10 |  | | 10-15 |  | | 15-20 |  | | 20-30 |  | | 30-40 |  | | 40+ |  | | | Biography | | |

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| 1. Individual profiles – next generation: please outline the strengths, qualities and specialisations of your up-and-coming **trademark** professionals   *Please do not repeat biographical information which is available on your website* | |  |  | | --- | --- | | Name |  | | Trademark office experience (yes/no) |  | | In-house experience (yes/no) | |  |  | | --- | --- | | Legal |  | | Other (please describe) |  | | | Years of private practice experience | |  |  | | --- | --- | | 5-10 |  | | 10-15 |  | | 15-20 |  | | 20-30 |  | | 30-40 |  | | 40+ |  | | | Biography | | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Diversity    1. Please provide gender balance statistics for the entire **trademark** team (including all associates, (of) counsel, and all partners). | |  |  |  |  | | --- | --- | --- | --- | |  | **Number identifying as male** | **Number identifying as female** | **Number identifying as non-binary/other** | | Partner |  |  |  | | (Of) counsel |  |  |  | | Associate |  |  |  | |
| 1. Diversity    1. Please provide gender balance statistics for the entire **copyright** team (including all associates, (of) counsel, and all partners). | |  |  |  |  | | --- | --- | --- | --- | |  | **Number identifying as male** | **Number identifying as female** | **Number identifying as non-binary/other** | | Partner |  |  |  | | (Of) counsel |  |  |  | | Associate |  |  |  | |

**Section C: Your firm and the market – recent developments**

|  |  |
| --- | --- |
| 1. Considering work type (prosecution; enforcement; litigation; transactions) and industry sector, what are the most significant current growth areas in your firm’s trademark practice? |  |
| 1. How has the firm diversified its trademark practice (work type and industries) in the past year? |  |
| 1. What trademark or related IP work and industries do you anticipate being a strategic priority for the firm within the next five years? |  |
| 1. How would you describe the overall level of trademark work within the firm over the past 12 months and how does this compare to the previous period? |  |
| 1. With companies increasingly utilising an array of rights – including copyright, designs, trade secrets – and protecting assets including data and trade dress, are your brand clients asking for support in trademark-adjacent areas/activities? If so, how have you responded to their changing needs? |  |
| 1. How has the firm implemented artificial intelligence, automation and machine learning functionalities into its trademark practice workflow? |  |
| 1. How have the firm’s talent acquisition needs and approach evolved within the past 12 months? |  |
| 1. What level of competition is the firm seeing in the legal labour market and how would you describe the overall availability of talent when it comes to trademark practice? |  |
| 1. How is the firm building a better workplace to support diversity, equity, and inclusion in the IP industry? |  |
| 1. How is the IP office in your jurisdiction innovating? |  |

**Section D: Practice statistics**

Statistics: please provide the following statistical data for the period **from January 1 2024 to December 31 2024.**

|  |  |
| --- | --- |
| Number of national/EU trademark applications filed |  |
| Number of international trademark applications filed (please count a filing as singular and not the number of designated jurisdictions included in the application) |  |
| Number of active trademark opposition and other administrative proceedings |  |
| Number of active trademark litigations |  |
| Number of active trademark clients |  |
| Number of new trademark clients |  |

|  |  |
| --- | --- |
| Number of active copyright opposition and other administrative proceedings |  |
| Number of active copyright litigations |  |
| Number of active copyright clients |  |
| Number of new copyright clients |  |

**Section E: Feedback on rankings**

|  |  |
| --- | --- |
| Feedback:  If your firm is ranked in the current edition of the *WTR 1000*, what changes (promotions, additional individuals etc) would you encourage us to consider for the next edition and why?  If your firm and individuals are not currently ranked, please tell us why you feel the firm and individuals should be ranked in the next edition? |  |

**Section F: Work highlights**

Relevant timeframe: **from January 1 2024 to December 31 2024**

Please copy and paste to create the requisite number of boxes (we suggest up to 10 per practice area).

**Work highlights: trademark prosecution and strategy**

|  |  |
| --- | --- |
| Client name |  |
| Type of work |  |
| Details of matter and your firm’s role in it |  |
| Individuals involved |  |
| Industry sector / technology |  |
| Disclosable: yes/no  *Even if a matter is marked as non-disclosable, please still ensure all strictly confidential information is clearly marked in each text box* |  |

**Work highlights: trademark enforcement and litigation**

|  |  |
| --- | --- |
| Client name |  |
| Opposing client name |  |
| Opposing client counsel | Firm:  Individual(s): |
| Title of case |  |
| Details of case and your firm’s role in it |  |
| Individuals involved |  |
| Industry sector / technology |  |
| Disclosable: yes/no  *Even if a matter is marked as non-disclosable, please still ensure all strictly confidential information is clearly marked in each text box* |  |

**Work highlights: trademark licensing and transactions**

|  |  |
| --- | --- |
| Client name |  |
| Opposing client name |  |
| Opposing client counsel | Firm:  Individual(s): |
| Type of deal |  |
| Details of deal and your firm’s role in it |  |
| Individuals involved |  |
| Industry sector / technology |  |
| Disclosable: yes/no  *Even if a matter is marked as non-disclosable, please still ensure all strictly confidential information is clearly marked in each text box* |  |

**Work highlights: copyright advice and strategy**

|  |  |
| --- | --- |
| Client name |  |
| Type of work |  |
| Details of matter and your firm’s role in it |  |
| Individuals involved |  |
| Industry sector / technology |  |
| Disclosable: yes/no  *Even if a matter is marked as non-disclosable, please still ensure all strictly confidential information is clearly marked in each text box* |  |

**Work highlights: copyright enforcement and litigation**

|  |  |
| --- | --- |
| Client name |  |
| Opposing client name |  |
| Opposing client counsel | Firm:  Individual(s): |
| Title of case |  |
| Details of case and your firm’s role in it |  |
| Individuals involved |  |
| Industry sector / technology |  |
| Disclosable: yes/no  *Even if a matter is marked as non-disclosable, please still ensure all strictly confidential information is clearly marked in each text box* |  |

**Work highlights: copyright licensing and transactions**

|  |  |
| --- | --- |
| Client name |  |
| Opposing client name |  |
| Opposing client counsel | Firm:  Individual(s): |
| Type of deal |  |
| Details of deal and your firm’s role in it |  |
| Individuals involved |  |
| Industry sector / technology |  |
| Disclosable: yes/no  *Even if a matter is marked as non-disclosable, please still ensure all strictly confidential information is clearly marked in each text box* |  |

**Section G: Recommendations**

All recommendations are provided anonymously.

***Other firms***

The *WTR 1000* seeks to identify all leaders in trademark practice. Please tell us which other firms in your jurisdiction you consider to have strong **trademark** practices and why. If possible, please avoid reusing comments from previous submissions.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Firm name | Key individuals | How would you describe the qualities or attributes of this firm and its individuals? |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |
| Add more rows as necessary |  |  |  |

***Other firms***

Please also tell us which other firms in your jurisdiction you consider to have strong **copyright** practices and why.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Firm name | Key individuals | How would you describe the qualities or attributes of this firm and its individuals? |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |
| Add more rows as necessary |  |  |  |

***Foreign counsel***

The *WTR 1000* seeks to identify the leaders in trademark practice worldwide. Please tell us which firms and individuals you would recommend in other jurisdictions and why.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Firm name | Key individuals | Country | How would you describe the qualities or attributes of this firm and its individuals? |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |
| Add more rows as necessary |  |  |  |  |

***Foreign counsel***

Please also tell us which firms and individuals you would recommend for **copyright** in other jurisdictions and why.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Firm name | Key individuals | Country | How would you describe the qualities or attributes of this firm and its individuals? |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |
| Add more rows as necessary |  |  |  |  |

***Non-legal trademark service providers***

The *WTR 1000* seeks to identify the leading non-legal trademark service providers. Please tell us which suppliers you would recommend and why.

|  |  |  |
| --- | --- | --- |
| Service area | Preferred supplier | Why would you recommend this supplier? |
| Trademark management software |  |  |
| Renewals and recordals |  |  |
| Searching and watching |  |  |
| Online brand enforcement |  |  |

**Section H: Client references**

* We speak to referees to learn more about the specific strengths and character of the firm’s practice.
* Referees are typically clients of the firm (ie, in-house counsel). They may also include foreign associates and anyone else well positioned to comment on the firm’s work.
* Please indicate whether you work with the referees on trademark or copyright matters.
* Please upload your referees using our Excel reference template, which can be downloaded [here](https://www.worldtrademarkreview.com/rankings/wtr-1000/research).