

World Trademark Review Ranks Ward and Smith and 2 Attorneys in 2021 Edition

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The world's leading guide to trademark professionals selected Ward and Smith and attorneys Angela Doughty and Joe Schouten for inclusion in its 2021 edition of the *World Trademark Review 1000* ('WTR 1000').

The firm was ranked in the United States: North Carolina category for being "a sophisticated operator in the trademark space." The publication noted that "Ward and Smith understands the business criticality of brands and has all the right talent on deck to protect, manage, enforce and monetise them. The team attracts instructions from many different sectors and has cultivated wide-ranging industry insight as a result."



WTR 1000 called Angela "a versatile and creative trademark lawyer," stating she leverages "her extensive international network to provide rights protection in many jurisdictions worldwide." The guide also said Angela "sees the big strategic and commercial picture and is great at sitting down with C-suite executives to map out action plans. In-house counsel appreciate her too, especially given the efficiency initiatives she designs and implements."



World Trademark Review also noted that Angela frequently collaborates with Joe, who is recognized as the "group's top advocate and a 'first-rate IP litigator in every sense.'" Joe is a perfect fit for high-exposure cases." Angela and Joe are both ranked in the United States: North Carolina category.

Now in its eleventh year, the *World Trademark Review* is the only standalone publication dedicated to identifying leading trademark firms and individuals in more than 80 jurisdictions globally. Individual practitioners, law firms, and trademark attorney practices qualify for inclusion in the *WTR 1000* solely on receiving sufficient positive feedback from market sources. Results are based on an extensive four-month research process, which includes face-to-face and telephone interviews of attorneys and their clients.

In a press release, Nicholas Richardson, *WTR 1000*'s research editor, underscored the importance of such a

guide, remarking "A strong brand is vital to success in today's intensely competitive and increasingly globalised [sic] market. Trademarks are key tools through which businesses can protect the goodwill and reputation inherent in their brands and build and maintain demand for their products and services." Richardson continued, "As a result, external advisers play a crucial role in developing and implementing brand strategies for both local and international markets and in protecting these vital assets in the face of infringement."

Visit the *World Trademark Review* for the full ranking and in-depth look at its methodology.