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## Fredrikson & Byron Trademark Attorneys Recognized in 2017 World Trademark Review 1000

**Firm News**

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Fredrikson & Byron attorneys Lora Friedemann and John C. Pickerill were highlighted in the 2017 edition of the *World Trademark Review 1000 (WTR 1000)*. Now in its seventh year, the *WTR 1000* recognizes firms and individuals that are deemed outstanding in this area of practice. The *WTR 1000* is the only standalone publication to recommend individual practitioners and their firms exclusively in the trademark field, and identifies the leading players in 70 key jurisdictions globally.

Lora Friedemann, chair of the Intellectual Property Division, was described as a “very efficient and cost effective” attorney “whom clients recommend without reservation for challenging trademark disputes.”

John Pickerill, chair of the Advertising, Marketing & Trademark Group, was referred to as a “social media savant” whose “abundant marketing insight makes him ideally placed to advise on branding issues.”

To review the 2017 *WTR 1000* rankings, [click here](#).

**Fredrikson & Byron** is a 275-attorney law firm based in Minneapolis, with offices in Bismarck, Des Moines, Fargo, St. Paul, Saltillo, Mexico, and Shanghai, China. Fredrikson & Byron has a reputation as the firm “where law and business meet”. Our attorneys bring business acumen and entrepreneurial thinking to work with clients, and operate as business advisors and strategic partners, as well as legal counselors. More information about the firm is available at [www.fredlaw.com](http://www.fredlaw.com). Follow us on LinkedIn and on Twitter @FredriksonLaw.

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