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Fredrikson & Byron Trademark Attorneys Recognized in 2018 World Trademark Review 1000

Firm News

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Fredrikson & Byron shareholders Lora Friedemann and John Pickerill have been named to the *2018 World Trademark Review 1000 (WTR 1000)*, which recognizes attorneys and firms that are deemed outstanding in the trademark practice.

Friedemann and Pickerill were honored in part for their work on a case with Arctic Cat Inc., in which they helped the company reach a settlement that enabled it to continue to use the WILDCAT trademark after a suit was brought by Sabertooth Motorcycles.

“Getting signatures on the bottom line of a rights transfer is no problem for the perspicacious John Pickerill,” said the *WTR 1000* listing. “Comfortable in the online world, he is a compelling choice for social media issues.”

About Friedemann, the *WTR 1000* reported, “Federal court judges are repeatedly impressed by the ease and eloquence with which she builds her arguments around complex theoretical concepts.” Friedemann is the chair of Fredrikson & Byron’s Intellectual Property Division.

The *WTR 1000* is in its eighth year of recognizing firms and individuals in 70 key global jurisdictions. Attorneys are chosen for the list based on face-to-face and telephone interviews as well as exchanged correspondence with attorneys and their clients.

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. Follow us on LinkedIn and on Twitter @FredriksonLaw.

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