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Fredrikson & Byron Trademark Attorneys Recognized in 2019 World Trademark Review 1000

Firm News

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Fredrikson & Byron shareholders Lora Friedemann, Cynthia A. Moyer, John C. Pickerill and Ann Dunn Wessberg have been named to the *2019 World Trademark Review 1000 (WTR 1000)* for Minnesota. The publication recognizes attorneys and firms that are deemed outstanding in the trademark practice.

“Taking a commercial approach to brands, Fredrikson & Byron is appreciated by in-house counsel because it gives direct, concise advice,” the *WTR 1000* reported. As an example, for clearance and opinions, the team was praised for succinctly answering “the ‘can we or can’t we’ question, rather than giving overly long and detailed responses.”

Friedemann, Moyer and Wessberg were honored in part for their work on behalf of the Estate of Prince Rogers Nelson.

Wessberg, Chair of the firm’s Trademark Group, “has an instinctual feel for what clients want,” the *WTR 1000* stated and then added, “Ann focuses on real risks in the marketplace and provides counsel in an easy-to-use format which helps you meet constant and increasing deadline pressures.”

Leader of the firm’s Intellectual Property Division, Friedemann “has more courtroom experience than most, but – in line with the firm’s general commitment to pragmatism – does not fight for the sake of it; she looks for business wins, which often means keeping clients out of court,” according to the publication.

Moyer makes her *WTR 1000* debut in 2019 and was highlighted as “an excellent communicator and expert negotiator who always recommends the best courses of action.”

Pickerill was positioned as “way ahead of the curve when it comes to social media issues,” and called a “thought leader on this hot-button topic.” He was recognized for his recent work “advising brands on how to deal with social media influencers versus traditional spokespeople.”

Included in the firm’s *WTR 1000* profile is Tracy L. Deutmeyer. Deutmeyer, a trademark attorney in the Des Moines office, manages clients’ complex global trademark portfolios across a wide variety of industries and is part of the team that works on behalf of the Estate of Prince Rogers Nelson.

Now in its ninth year, the *WTR 1000* identifies the leading players exclusively in the trademark field in 70 key jurisdictions globally. Attorneys are selected based on face-to-face and telephone interviews as well as exchanged correspondence with attorneys and their clients. Individuals qualify for inclusion in the *WTR 1000* upon receiving sufficient positive feedback from market sources with knowledge of their practice and the market in which they operate.

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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