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Fredrikson & Byron Trademark Attorneys Recognized in 2020 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 2020 edition of the *World Trademark Review 1000: The World's Leading Trademark Professionals (WTR 1000)* for Minnesota. Now in its tenth year, the *WTR 1000* shines a spotlight on the firms and individuals that are deemed outstanding in this critical area of practice.

“Onboarding new portfolios, attracting new litigation instructions and becoming more nationally prominent as a destination for trademark services, Fredrikson & Byron is firing on all cylinders,” the *WTR 1000* observes of the team. The publication adds, “The team appreciates how brands function in the business world and can step into clients’ shoes to give a pragmatic and commercial steer on matters, as opposed to simply giving the law.”

Previously serving as chief trademark counsel to one of the largest retailers in the United States, Wessberg “has thrived throughout her nearly four years with the firm, giving on-point risk analyses and clearance advice.” The report highlights the “superb-quality filing, prosecution and portfolio management services” that Wessberg, chair of the firm’s Trademark Group, provides clients.

The *WTR 1000* describes Pickerill as “steeped in the marketing and advertising world and an expert in trademark planning, prosecution and enforcement.” He is a former advertising executive whose experience outside of private practice strengthens his ability to give “well-rounded advice to patrons.”

The publication praises Moyer’s proficiencies in leading and mentoring, adding that she is “a guiding light for clients, particularly in enforcement scenarios requiring TTAB expertise.”

Friedemann, chair of the IP division, is “a seasoned litigator with the most intricate knowledge of civil procedure rules.” The *WTR 1000* expands on this by sharing, “She puts the right provisions to use expeditiously and efficiently and knows how to play her cards right, whether in a settlement negotiation or jury trial.”

The *WTR 1000* identifies the leading players in over 80 key jurisdictions globally. To research the market, *World Trademark Review* conducted face-to-face and telephone interviews and exchanged correspondence with hundreds of attorneys as well as the attorneys’ clients involved with trademarks. 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 300-attorney law firm based in Minneapolis, with offices in Bismarck, Des Moines, Fargo, Mankato, 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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