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Fredrikson & Byron Trademark Attorneys Recognized in 2021 World Trademark Review 1000

Firm News

02.17.2021

Fredrikson & Byron shareholders Lora Friedemann, Cynthia A. Moyer, John C. Pickerill and Ann Dunn Wessberg have been named to the top band in the 2021 edition of the *World Trademark Review 1000: The World's Leading Trademark Professionals (WTR 1000)* for Minnesota. Now in its eleventh year, the *WTR 1000* shines a spotlight on the firms and individuals that are deemed outstanding in this critical area of practice.

“As testament to the quality of Fredrikson & Byron’s cohesive trademark group, all of its key shareholders attract vociferous praise from the market,” the *WTR 1000* shares of feedback received during the in-depth market research period, placing the firm and attorneys in the gold band. Those in the gold band attracted the most positive comments from sources and are considered to be the best of the trademark scene.

The *WTR 1000* shares that Friedemann “achieves great results as a tenacious advocate with superb written and oral communication skills” and a “wealth of trademark and copyright law, precedent, procedural and strategic knowledge.”

The *WTR 1000* describes Pickerill and Moyer as “exceptional trademark lawyers” who are “extremely responsive, pragmatic in their approach, quick to adapt and thoughtful. They both have a positive outlook and upbeat personality, too, which makes them simply delightful to work with.”

Pickerill, recognized for his work on the portfolios of Curio Brands, Regis Corporation and ICP Corporation, “is an expert in marketing and advertising law and is hugely knowledgeable about social media and online matters,” the publication explains.

Moyer, chair of the Advertising, Marketing & Trademark Group, “has a background in litigation and is an excellent written and oral advocate who knows US trademark law in all its intricacy.” The *WTR 1000* marks Moyer’s work representing Medtronic in TTAB proceedings as a highlight of her practice.

Advising on clearance and risk associated with the use and registration of many proposed names for several new brands, Wessberg is honored in part for her work on behalf of Target Brands. She “leverages an efficient and effective team of attorneys and paralegals, and manages complex global portfolios in a tactical, pragmatic, client-focused way,” the *WTR 1000* emphasizes. In recognition of her work with Wessberg, the *WTR 1000* gives a shoutout to senior associate Courtney A. H. Thompson, describing her as a “timely, proactive lawyer and strategic thinker around issues involving third parties.”

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 over a four-month period with hundreds of attorneys and their 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. Recommendations in the *WTR 1000* are presented in gold, silver and bronze bands to reflect the firms and individuals who are considered to have an edge over their competitors in terms of reputation.

Fredrikson & Byron is a leading Midwest law firm working collaboratively to help businesses achieve their goals regionally, nationally and globally. With 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. The firm’s 300+ attorneys are based in Minneapolis, with offices in Bismarck, Des Moines, Fargo, Mankato, St. Paul, Saltillo, Mexico, and Shanghai, China. Learn more at fredlaw.com, LinkedIn or @FredriksonLaw.