

Featured Professionals

Cynthia A. Moyer

Laura L. Myers

John C. Pickerill

Courtney A. H. Thompson

Ann Dunn Wessberg

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Advertising & Marketing

Trademarks & Copyrights

Fredrikson Trademark Attorneys Recognized in 2023 World Trademark Review 1000

Firm News

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Fredrikson shareholders, Cynthia A. Moyer, John C. Pickerill, Ann Dunn Wessberg, Courtney A. H. Thompson and Laura L. Myers have been named in the 2023 edition of the *World Trademark Review 1000: The World's Leading Trademark Professionals (WTR 1000)* for Minnesota. The publication recognizes the top 1000 trademark attorneys in the world and firms that are deemed outstanding in the trademark practice. The firm's Trademark & Copyright Group is one of two Minnesota firms to receive gold band recognition.

"Fredrikson & Byron's brand experts apply a commercial scheme of thinking when procuring, managing, licensing and litigating trademark rights; building business value and putting companies in strategically advantageous positions is what they do," the *WTR 1000* notes of the team. "They also stay out in front of market trends and developments impacting their clientele, giving their advice a contemporary feel."

Moyer, chair of the firm's Trademark & Copyright Group, is described as an "exceptionally diligent and skillful attorney, who consistently provides smart and timely advice. She is more than just an attorney but a trusted partner who understands the vision and goals of her clients and who is willing to do everything necessary to protect them."

Pickerill, chair of the firm's Advertising & Marketing Group, is named for his work with global brands such as Hormel Foods, to which he assists with all aspects of trademark protection. The publication highlights his elevated expertise in the social media and advertising.

Wessberg, multi-year *WTR 1000* gold-ranked attorney, is named one of the best in the world for knowledge, experience, collaboration and communication, specifically on a business executive level.

Thompson and Myers, both shareholders, received their first listings this year. The report highlights Thompson's supervision of global rights protection initiatives and her proficient international work. Myers' litigation and refined advocacy skills were noted in the review.

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The *WTR 1000* is a unique guide that identifies the top trademark professionals in key jurisdictions around the globe. Focusing exclusively on trademark practice, it has firmly established itself as the definitive 'go-to' resource for those seeking world-class legal trademark expertise. This year, its full-time performance data team received record levels of submissions, conducted hours of face-to-face and telephone interviews and exchanged correspondence with hundreds of lawyers, attorneys and their clients over a four-month period.

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 350+ attorneys are based in Minneapolis, with offices in Ames, Bismarck, Des Moines, Fargo, Madison, Mankato, St. Paul, Saltillo, Mexico, and Shanghai, China. Learn more at fredlaw.com, LinkedIn or @FredriksonLaw.