

## McCarter's Intellectual Property Group Commended by The World Trademark Review 1000 2016

### World Trademark Review

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Seven McCarter & English partners have been recognized by The World Trademark Review, the prestigious research directory that acknowledges the world's leading trademark practices and professionals. Since 2013 McCarter's trademark attorneys in Boston, Newark, and New York practices have been recognized for their enforcement and litigation, and prosecution and strategy prowess.

This year's list includes the following lawyers:

Erik Paul Belt (Massachusetts, Enforcement and Litigation)

James Donoian (New York, Prosecution and Strategy)

Michael Friscia (New Jersey)

Susan Goldsmith (New Jersey)

Harley Lewin (no longer with firm) (New York, Enforcement and Litigation – National, Anti-Counterfeiting)

Lori Shyavitz (Massachusetts, Prosecution and Strategy)

WTR 1000 is created through an extensive research process involving hundreds of interviews with lawyers, attorneys, and clients. WTR 1000 determines the most outstanding individuals developing and implementing brand strategies in global and local markets, as well as protecting trademark rights from infringement.

McCarter's renowned IP team has 130 intellectual property and information technology lawyers, technical specialists and patent agents in all nine of the firm's locations. The group draws upon its experience in patent prosecution and litigation, technology licensing and transfer, corporate transactional and general business matters to assist clients in building and managing patent portfolios that best serve their strategic business goals. McCarter's trademark team registers trademarks domestically and internationally to advance our clients' brand identity and protection and to build market presence. We are attuned to the special requirements for trademark clearance and selection faced by natural products, food and beverage, pharmaceutical and biotechnology companies. Our trademark attorneys handle clearance and evaluation, registration and maintenance and advise clients on the importance of policing their marks and on strategies for protecting their valuable market position. Our enforcement efforts on behalf of our clients' brands include opposition and cancellation proceedings before the U.S. Patent &

#### Related People:

Erik Paul Belt

Michael R. Friscia

James H. Donoian

Lori J. Shyavitz

Susan Okin Goldsmith

Trademark Office and before registration tribunals in many countries abroad, as well as domestic and international trademark infringement actions, and declaratory judgment proceedings in Federal court.