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Flaster Greenberg Trademark Attorney Recognized with Highest Ranking by World Trademark Review

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Jordan A. LaVine, Flaster Greenberg Co-Managing Shareholder and leader of the firms trademark, copyright and unfair competition practice, has been recognized for his leading trademark practice in the *World Trademark Reviews* 2024 edition of the *WTR 1000: The Worlds Leading Trademark Professionals*, marking the 14th consecutive year of his being recognized in the *WTR 1000*.

The Gold Band designation in the *WTR 1000* is presented to only those that attract the most positive comments from sources and who undertake the most sophisticated work. The *WTR 1000* identifies these attorneys as the crme de la crme; their success often hinges on reputations established over lengthy periods of time, something which enables them to secure the most high-profile, big-ticket work from the most prestigious of clients.

Jordan deserves this recognition because he is one of the most well-respected trademark attorneys in his practice area thanks to his hard work, dedication, knowledge, and responsiveness to his clients needs, said Steven Poulathas, Flaster Greenberg Co-Managing Shareholder. Jordans clients regularly remark that he is an inspirational group leader, highly skilled, and knows what is practical and economically viable for his clients. He has led our Trademark Practice since joining the firm in 2006 and has nearly single-handedly grown Flaster Greenbergs Trademark Practice and clientele to what it is today a successful and respected practice.

For more than 25 years, LaVine has managed his clients trademark portfolios around the world, inclusive of advising his clients on trademark selection and clearance, developing global registration strategies, overseeing the prosecution of trademark applications in the United States and around the world, and advising on licensing strategies.

LaVine also regularly oversees litigation involving trademarks, trade dress, product configuration, Internet-related intellectual property issues, including UDRP proceedings, trademark opposition proceedings before the Trademark Trial and Appeal Board, and false advertising/unfair competition matters.

LaVine represents clients of all sizes, from individuals to start-up companies, to some of the largest companies in the world in industries such as media and publishing, technology and telecommunications, consumer products and services, pharmaceuticals, healthcare, financial services, automotive, retail and commercial services, apparel, jewelry, software, and food products. The firm manages over 10,000 active trademark properties for its clients around the world.

LaVine has also been engaged as an expert witness in matters concerning trademark law and is also regularly contacted by members of the media for legal commentary on breaking news regarding trademark disputes. For many years, Jordan was an adjunct professor at the Charles Widger Villanova University School of Law, where he developed and taught the course Advanced Trademark Issues.

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Now in its fourteenth year, the WTR 1000 remains the definitive resource for those seeking legal trademark expertise, highlighting firms and individuals excelling in this critical practice area. Firms and individual practitioners qualify for inclusion in the *WTR 1000* based on depth of expertise, market presence, sophistication of work, and feedback from knowledgeable market sources. The extensive research process was conducted over a four-month period by a team of full-time analysts and included over 1,700 telephone interviews with trademark specialists across the globe.

ATTORNEYS MENTIONED

Jordan LaVine