

top 100 trademark firms • top 100 company trademark filers • top 50 trademark attorneys • industry summary from the editor • market movers • top 100 trademark firms • top 50 trademark attorneys • industry summary market movers • from the editor • top 100 trademark firms • industry summary • top 50 trademark attorneys

Quarter 3 - 2007

Trademark Insider®

- › Top 100 Trademark Firms
- › Top 100 Company Trademark Filers
- › Top 50 Trademark Attorneys
- › Market Movers
- › Industry Summary



CORPORATION SERVICE COMPANY®

www.cscprotectsbrands.com

www.cscglobal.com



Q3-2007: Table of Contents

Overview

From the Editor 3

Law Firm Rankings

Q3 2007: Top 100 Law Firms 4

YTD 2007: Top 100 Law Firms 5

Company Rankings

Q3 2007: Top 100 Companies 6

YTD 2007: Top 100 Companies 7

Trademark Attorneys

Q3 2007: Top 50 Trademark Attorneys 8

YTD 2007: Top 50 Trademark Attorneys 9

Market Movers 10

Industry Summary 11



Overview: Letter from the Editor

Welcome to the Q3-2007 edition of CSC's *Trademark Insider*®, a quarterly publication that tracks the U.S. Trademark Industry and its leading law firms, companies and practitioners. In this issue, we look at the status of the trademark industry during the first three quarters of 2007.

Another Record Breaking Quarter

The third quarter of 2007 followed in the footsteps of Q2-2007 by setting a record for most applications filed in the current quarter since CSC began compiling filing data in 1997. Trademark professionals kept up the impressive pace of 2007 by filing 77,150 applications during the months of July, August and September - a 10% increase over the Q3-2006 filing total of 69,458.

Not to be overshadowed by the Q3 results, the 2007 Year-to-Date total is also a record setter. The quarterly total brings the 2007 Year-to-Date (January 1-September 30) filing volume to 231,405 applications - the highest Q1-Q3 YTD total of the 1997-2007 time span. This total means the industry is just 18,595 applications away from ending the year above a quarter million filings for the third year in a row. More filing statistics, as well as information on the top metropolitan trademark markets, can be found in the industry and market summary beginning on *page 11* of this report.

Q3-2007 Rankings

Once again, *Greenberg Traurig* is in the number one spot in the quarterly rankings, with *Duane Morris*, enjoying a very prolific quarter, leaping into the number two spot. *Fross Zelnick Lehrman & Zissu*, *Kenyon & Kenyon* and *DLA Piper Rudnick* round out the top five rankings this quarter, coming in at three, four and five respectively. Law firm, company and individual attorney rankings for Q3 and the Year-to-Date begin on *page 4* of this report.

All of us at CSC hope you enjoy this edition of the *Trademark Insider*. We look forward to reporting the year's total filing information and rankings in our 2007 Annual Report this coming Spring!

Regards,

Bruce Winn
CEO & President
Corporation Service Company



Q3-2007: Top 100 Trademark Law Firms

The Top 100 Trademark Firm rankings are determined by the number of USPTO applications submitted during the third quarter of 2007 in which the firm is listed as the legal representative (correspondent). Each application is counted as one filing regardless of the application type.

| Q3 Rank | Law Firm | #TMs Q3-07 | 2006 Rank | Q3 Rank | Law Firm | #TMs Q3-07 | 2006 Rank |
|---------|---|------------|-----------|---------|------------------------------------|------------|-----------|
| 1 | Greenberg Traurig | 615 | 1 | 51 | Morrison & Foerster | 107 | 53 |
| 2 | Duane Morris | 278 | 41 | 51 | Katten Muchin Rosenman | 107 | 29 |
| 3 | Fross Zelnick Lehrman & Zissu | 257 | 4 | 51 | Gottlieb Rackman & Reisman | 107 | 31 |
| 4 | Kenyon & Kenyon | 256 | 16 | 56 | Snell & Wilmer | 106 | 45 |
| 5 | DLA Piper Rudnick | 246 | 3 | 57 | Brooks & Kushman | 104 | 110 |
| 6 | Merchant & Gould | 237 | 6 | 58 | Winthrop & Weinstine | 103 | 119 |
| 7 | Kirkpatrick & Lockhart | 232 | 8 | 58 | Akin Gump Strauss Hauer & Feld | 103 | 57 |
| 8 | Perkins Coie | 229 | 17 | 58 | Ladas & Parry | 103 | 27 |
| 8 | Abelman Frayne & Schwab | 229 | 9 | 61 | Erik M. Pelton & Associates | 102 | 62 |
| 10 | Knobbe Martens Olson & Bear | 226 | 5 | 61 | Buchanan Ingersoll | 102 | 37 |
| 11 | Arent Fox | 223 | 10 | 61 | Seyfarth Shaw | 102 | 108 |
| 12 | Pillsbury Winthrop Shaw Pittman | 204 | 20 | 64 | Welsh & Katz | 101 | 58 |
| 13 | Holland & Knight | 183 | 15 | 64 | Faegre & Benson | 101 | 56 |
| 14 | Fulbright & Jaworski | 180 | 18 | 64 | Morse Barnes-Brown & Pendleton | 101 | 186 |
| 15 | Barnes & Thornburg | 179 | 19 | 67 | Troutman Sanders | 100 | 82 |
| 16 | Cooley Godward | 175 | 11 | 67 | Epstein Drangel Bazerman & James | 100 | 171 |
| 17 | Blakely Sokoloff Taylor & Zafman | 171 | 25 | 67 | Heller Ehrman White & McAuliffe | 100 | 70 |
| 18 | Fish & Richardson | 170 | 12 | 67 | Birch Stewart Kolasch & Birch | 100 | 46 |
| 19 | Law Office Of Xavier Morales | 153 | N/A | 71 | Webb Law Firm, The | 99 | 130 |
| 20 | Patel & Alunit | 152 | 30 | 72 | Hovey Williams | 98 | 42 |
| 21 | Venable | 149 | 14 | 73 | Blank Rome | 98 | 62 |
| 21 | McDermott Will & Emery | 149 | 51 | 74 | Pryor Cashman Sherman & Flynn | 97 | 118 |
| 23 | Womble Carlyle Sandridge & Rice | 148 | 46 | 74 | Darby & Darby | 97 | 80 |
| 24 | Fenwick & West | 147 | 107 | 76 | Valauskas & Pine | 95 | N/A |
| 25 | Bell Boyd & Lloyd | 146 | 42 | 76 | Lackenbach Siegel | 95 | 80 |
| 26 | Kilpatrick Stockton | 145 | 33 | 76 | Harness Dickey & Pierce | 95 | 68 |
| 27 | McCarter & English | 140 | 39 | 76 | Cozen O'Connor | 95 | 85 |
| 28 | Law Office of Christopher Day | 139 | 59 | 80 | Ballard Spahr Andrews & Ingersoll | 94 | 99 |
| 29 | Morgan Lewis & Bockius | 138 | 70 | 80 | Rader Fishman & Grauer | 94 | 109 |
| 30 | Finnegan Henderson Farabow Garrett & Dunner | 136 | 24 | 80 | Butzel Long | 94 | N/A |
| 31 | Allen Dyer Doppelt Milbrath & Gilchrist | 133 | 99 | 80 | Procopio Cory Hargreaves & Savitch | 94 | 162 |
| 31 | Dorsey & Whitney | 133 | 21 | 84 | Blackwell Sanders Peper Martin | 93 | 96 |
| 33 | Sughrue Mion | 130 | 13 | 84 | Christie Parker & Hale | 93 | 40 |
| 34 | Alston & Bird | 129 | 26 | 86 | Allmark Trademark Service | 91 | 87 |
| 35 | Townsend & Townsend & Crew | 127 | 31 | 86 | Sheridan Ross | 91 | 93 |
| 36 | Fulwider Patton | 125 | 59 | 88 | Bryan Cave | 89 | 23 |
| 37 | Oblon Spivak McClelland Maier & Neustadt | 121 | 22 | 89 | Lathrop & Gage | 88 | 145 |
| 38 | Wood Herron & Evans | 120 | 55 | 90 | Wolf Greenfield & Sacks | 87 | 64 |
| 38 | Nixon Peabody | 120 | 66 | 91 | Jones Day | 86 | 38 |
| 38 | Davis Wright Tremaine | 120 | 67 | 91 | Baker & Hostetler | 86 | 33 |
| 41 | Mayer Brown Rowe & Maw | 119 | 95 | 91 | Frankfurt Kurnit Klein & Selz, PC | 86 | 85 |
| 41 | Cowan Liebowitz & Latman | 119 | 7 | 94 | Baker Botts | 85 | 82 |
| 41 | Baker Donelson Bearman Caldwell & Berkowitz | 118 | 124 | 94 | Foley & Lardner | 85 | 36 |
| 44 | Jackson Walker | 117 | 113 | 94 | Leydig Voit & Mayer | 85 | 102 |
| 45 | Richard L. Morris, Jr., Esq. | 116 | 64 | 94 | Greenebaum Doll & McDonald | 85 | 190 |
| 46 | Cantor Colburn | 112 | 121 | 98 | Fredrikson & Byron | 83 | 98 |
| 47 | Drinker Biddle & Reath | 111 | 90 | 98 | Arturo Perez-Guerrero | 83 | 140 |
| 47 | Hunton & Williams | 111 | 171 | 100 | Jacobson Holman | 81 | 78 |
| 47 | Holland & Hart | 111 | 46 | 100 | Stoel Rives | 81 | 159 |
| 50 | Akerman Senterfitt & Eidson | 110 | 51 | 100 | Marshall Gerstein & Borun | 81 | 135 |
| 51 | Ostrolenk Faber Gerb & Soffen | 107 | 97 | 100 | Baker & McKenzie | 81 | 44 |
| 51 | Muskin & Cusick | 107 | 176 | | | | |



YTD-2007: Top 100 Law Firms

The Top 100 Trademark Firms – Year-to-Date are ranked by the number of USPTO applications submitted during the first three quarters of 2007 in which the firm is listed as the legal representative (correspondent). Each application is counted as one filing regardless of the type of application.

| YTD Rank | Law Firm | #TMs YTD 07 | 2006 Rank | YTD Rank | Law Firm | #TMs YTD 07 | 2006 Rank |
|----------|---|-------------|-----------|----------|---|-------------|-----------|
| 1 | Greenberg Traurig | 1,596 | 1 | 51 | Ostrolenk Faber Gerb & Soffen | 328 | 97 |
| 2 | DLA Piper Rudnick | 871 | 3 | 52 | Foley & Lardner | 326 | 36 |
| 3 | Fross Zelnick Lehrman & Zissu | 807 | 4 | 53 | Davis Wright Tremaine | 325 | 67 |
| 4 | Kirkpatrick & Lockhart | 719 | 8 | 54 | Fulwider Patton | 322 | 59 |
| 5 | Pillsbury Winthrop Shaw Pittman | 713 | 20 | 54 | Welsh & Katz | 322 | 58 |
| 6 | Kenyon & Kenyon | 710 | 16 | 54 | Reed Smith | 322 | 50 |
| 7 | Knobbe Martens Olson & Bear | 668 | 5 | 57 | Richard L. Morris, Jr., Esq. | 317 | 64 |
| 8 | Merchant & Gould | 631 | 6 | 58 | Birch Stewart Kolasch & Birch | 314 | 46 |
| 9 | Arent Fox | 621 | 10 | 59 | Morrison & Foerster | 313 | 53 |
| 10 | Perkins Coie | 610 | 17 | 59 | Harness Dickey & Pierce | 313 | 68 |
| 11 | Abelman Frayne & Schwab | 596 | 9 | 61 | Howard, Rice Nemerovski | 310 | N/A |
| 12 | Fish & Richardson | 587 | 12 | 62 | Gottlieb Rackman & Reisman | 304 | 31 |
| 13 | Holland & Knight | 576 | 15 | 62 | Snell & Wilmer | 304 | 45 |
| 14 | Duane Morris | 572 | 41 | 64 | Michael Best & Friedrich | 303 | 28 |
| 15 | Barnes & Thornburg | 539 | 19 | 65 | Allmark Trademark Service | 301 | 87 |
| 16 | Fulbright & Jaworski | 530 | 18 | 66 | Faegre & Benson | 300 | 56 |
| 17 | Dorsey & Whitney | 525 | 21 | 67 | Cantor Colburn | 297 | 121 |
| 18 | Cooley Godward | 516 | 11 | 68 | Seed IP Law Group | 286 | 49 |
| 19 | Fenwick & West | 482 | 107 | 68 | Baker Donelson Bearman Caldwell & Berkowitz | 286 | 124 |
| 20 | Venable | 471 | 14 | 70 | Fredrikson & Byron | 285 | 98 |
| 21 | Sughrue Mion | 468 | 13 | 71 | Christensen O'Connor Johnson & Kindness | 281 | 54 |
| 22 | Bell Boyd & Lloyd | 464 | 42 | 72 | Hovey Williams | 280 | 42 |
| 23 | Womble Carlyle Sandridge & Rice | 458 | 46 | 73 | Sonnenschein Nath & Rosenthal | 278 | 75 |
| 24 | Nixon Peabody | 454 | 66 | 73 | Ballard Spahr Andrews & Ingersoll | 278 | 99 |
| 25 | Blakely Sokoloff Taylor & Zafman | 449 | 25 | 73 | Rader Fishman & Grauer | 278 | 109 |
| 26 | McDermott Will & Emery | 446 | 51 | 76 | Baker & McKenzie | 277 | 44 |
| 26 | Cowan Liebowitz & Latman | 446 | 7 | 76 | Jackson Walker | 277 | 113 |
| 28 | Oblon Spivak McClelland Maier & Neustadt | 437 | 22 | 78 | Cozen O'Connor | 276 | 85 |
| 28 | Akin Gump Strauss Hauer & Feld | 437 | 57 | 79 | Wilmer Cutler Pickering Hale & Dorr | 275 | 117 |
| 30 | Katten Muchin Rosenman | 435 | 29 | 80 | Mayer Brown Rowe & Maw | 273 | 95 |
| 31 | Kilpatrick Stockton | 412 | 33 | 81 | Sheridan Ross | 270 | 93 |
| 32 | Patel & Alunit | 409 | 30 | 82 | Baker Botts | 269 | 82 |
| 33 | Finnegan Henderson Farabow Garrett & Dunner | 408 | 24 | 83 | Loeb & Loeb | 267 | 76 |
| 34 | National IP Rights Center | 402 | 2 | 83 | Troutman Sanders | 267 | 82 |
| 35 | Ladas & Parry | 386 | 27 | 85 | Leydig Voit & Mayer | 265 | 102 |
| 36 | McCarter & English | 378 | 39 | 85 | Paul Hastings Janofsky & Walker | 265 | 72 |
| 37 | Drinker Biddle & Reath | 372 | 90 | 85 | Epstein Drangel Bazerman & James | 265 | 171 |
| 38 | Townsend & Townsend & Crew | 370 | 31 | 85 | Darby & Darby | 265 | 80 |
| 39 | Allen Dyer Doppelt Milbrath & Gilchrist | 368 | 99 | 89 | Seyfarth Shaw | 263 | 108 |
| 40 | Law Office Of Xavier Morales | 367 | N/A | 90 | Akerman Senterfitt & Eidson | 262 | 51 |
| 41 | Alston & Bird | 360 | 26 | 90 | Lackenbach Siegel | 262 | 80 |
| 42 | Holland & Hart | 358 | 46 | 92 | Jacobson Holman | 261 | 78 |
| 43 | Christie Parker & Hale | 352 | 40 | 93 | Heller Ehrman White & McAuliffe | 258 | 70 |
| 44 | Buchanan Ingersoll | 350 | 37 | 93 | Baker & Hostetler | 258 | 33 |
| 45 | Law Office of Christopher Day | 347 | 59 | 95 | Pryor Cashman Sherman & Flynn | 255 | 118 |
| 46 | Wood Herron & Evans | 343 | 55 | 96 | Frankfurt Kurnit Klein & Selz, PC | 253 | 85 |
| 46 | Winthrop & Weinstine | 343 | 119 | 97 | Samuels Gauthier & Stevens | 252 | 105 |
| 48 | Bryan Cave | 341 | 23 | 97 | Connolly Bove Lodge & Hutz | 252 | 87 |
| 48 | Morgan Lewis & Bockius | 341 | 70 | 99 | Morse Barnes-Brown & Pendleton | 251 | 186 |
| 50 | Blank Rome | 338 | 62 | 99 | Muskin & Cusick | 251 | 176 |



Q3-2007: Top 100 Companies

The Top 100 Companies are determined by the number of USPTO applications submitted during the third quarter of 2007 in which the company (or a related entity) is listed as the applicant and/or legal representative (correspondent). Each application is counted as one filing regardless of the application type.

| Q3 Rank | Company | #TMs Q3-07 | 2006 Rank | Q3 Rank | Company | #TMs Q3-07 | 2006 Rank |
|---------|---------------------------------------|------------|-----------|---------|---|------------|-----------|
| 1 | Time Warner | 286 | 2 | 52 | Callaway Golf Company | 32 | N/A |
| 2 | Mattel, Inc. | 216 | 1 | 52 | Nestle | 32 | 58 |
| 3 | Walt Disney Company | 166 | 3 | 52 | Longevity & Health | 32 | N/A |
| 4 | Las Vegas Sands Corp. | 146 | N/A | 55 | Tokypop Inc. | 31 | N/A |
| 5 | Johnson & Johnson | 138 | 16 | 55 | Sbe Entertainment Group | 31 | N/A |
| 6 | GlaxoSmithKline | 118 | 7 | 55 | Captaris, Inc. | 31 | N/A |
| 7 | Deutsche Telekom AG | 116 | 20 | 55 | Ines De Pablo | 31 | N/A |
| 8 | Cox Enterprises Inc. | 110 | N/A | 59 | Qwest Communications International Inc. | 30 | N/A |
| 9 | Procter & Gamble Company, The | 109 | 13 | 59 | Jakks Pacific, Inc. | 30 | 42 |
| 10 | Raynaldo Garza | 91 | N/A | 61 | Sears Holdings Corp. | 29 | 68 |
| 11 | Ultraconcurrent, Inc. | 88 | N/A | 61 | Samsung | 29 | N/A |
| 12 | L'Oreal | 86 | 4 | 61 | Panline U.S.A. Inc. | 29 | N/A |
| 13 | Hasbro, Inc. | 83 | 33 | 61 | MeadWestvaco Corp | 29 | 55 |
| 14 | Optionsxpress Holdings | 78 | N/A | 65 | Diageo, PLC | 28 | 33 |
| 15 | Viacom International Inc. | 75 | 5 | 65 | Hallmark Cards, Inc. | 28 | 94 |
| 16 | Scripps Networks, Inc. | 73 | 89 | 65 | S. C. Johnson | 28 | N/A |
| 17 | Estee Lauder Inc. | 62 | 19 | 65 | Cadbury Schweppes | 28 | 32 |
| 18 | General Electric Company | 59 | 11 | 69 | Boehringer Ingelheim | 27 | N/A |
| 19 | PepsiCo | 57 | 10 | 69 | Cherrydale Manufacturing | 27 | N/A |
| 20 | philosophy, inc. | 56 | 72 | 69 | Bosch | 27 | 76 |
| 21 | News Corporation | 55 | 17 | 72 | eBay Inc. | 26 | N/A |
| 22 | Bristol-Myers Squibb Company | 53 | 14 | 72 | Bank of America Corporation | 26 | N/A |
| 23 | St. Andrews Of Scotland International | 50 | N/A | 72 | Mitsubishi | 26 | N/A |
| 23 | Novartis | 50 | 12 | 72 | Konami Corporation | 26 | 96 |
| 25 | IGT | 49 | 30 | 76 | H. J. Heinz Company | 25 | N/A |
| 26 | Exodus Film Fund I | 48 | N/A | 76 | Wynn Resorts Holdings, LLC | 25 | 24 |
| 27 | VF Corporation | 46 | 73 | 76 | Harrah's Entertainment | 25 | N/A |
| 27 | Silver State Helicopters | 46 | N/A | 76 | Unilever | 25 | 21 |
| 27 | Schering-Plough Corporation | 46 | 48 | 76 | B.J. Alan Company | 25 | N/A |
| 30 | Limited Brands, Inc. | 45 | 9 | 76 | Garan Services Corp. | 25 | N/A |
| 31 | Altria Group | 43 | 22 | 76 | ConAgra | 25 | 43 |
| 32 | Teavana Corporation | 42 | N/A | 76 | QUALCOMM Incorporated | 25 | N/A |
| 32 | Sony Corporation | 42 | 15 | 84 | Advance Magazine Publishers Inc. | 24 | N/A |
| 32 | Clorox Company, The | 42 | N/A | 84 | Comcast | 24 | 74 |
| 32 | J.W. Childs Associates, LLP | 42 | 28 | 86 | Panama Jack International, Inc. | 23 | N/A |
| 36 | Abercrombie & Fitch Trading Co. | 39 | 38 | 86 | Syngenta Crop Protection, Inc. | 23 | N/A |
| 36 | World Wrestling Entertainment, Inc. | 39 | 76 | 86 | HEB Grocery Company, LP | 23 | 44 |
| 36 | Vital Pharmaceuticals, Inc. | 39 | N/A | 86 | Black & Decker Corporation, The | 23 | 60 |
| 36 | Deluxe Laboratories | 39 | N/A | 86 | Alberto-Culver Company | 23 | N/A |
| 36 | Reed Elsevier Inc. | 39 | N/A | 91 | Bally Gaming International, Inc. | 22 | 76 |
| 36 | Reckitt Benckiser Inc. | 39 | 29 | 91 | Henkel Group | 22 | 57 |
| 36 | Ford Motor Company | 39 | 65 | 91 | Farouk Systems | 22 | N/A |
| 43 | The Saul Zaentz Company | 38 | N/A | 91 | Barnes & Noble | 22 | N/A |
| 43 | CBS Corporation | 38 | 31 | 91 | Halliburton Energy Services, Inc. | 22 | N/A |
| 45 | Wal-Mart Stores, Inc. | 37 | 89 | 91 | Fortune Hi-Tech Marketing | 22 | N/A |
| 45 | Mars, Incorporated | 37 | 24 | 91 | General Motors Corporation | 22 | 61 |
| 45 | Cargill, Incorporated | 37 | 85 | 91 | Bison Capital LLC | 22 | N/A |
| 48 | LG Electronics Inc. | 36 | 83 | 91 | MasterCard International Incorporated | 22 | N/A |
| 49 | ALG | 33 | 37 | 91 | Hunter Fan Company | 22 | N/A |
| 49 | Siemens | 33 | 48 | 91 | Pfizer Inc. | 22 | 8 |
| 49 | Imagination Holdings Pty Ltd | 33 | N/A | | | | |



YTD-2007: Top 100 Companies

The Top 100 Companies - YTD are ranked by the number of USPTO applications submitted during the first three quarters of 2007 in which the company (or a related entity) is listed as the applicant and/or legal representative (correspondent).

| YTD Rank | Company | #TMs YTD 07 | 2006 Rank | YTD Rank | Company | #TMs YTD 07 | 2006 Rank |
|----------|-------------------------------------|-------------|-----------|----------|---|-------------|-----------|
| 1 | Time Warner | 715 | 2 | 51 | Reckitt Benckiser Inc. | 88 | 29 |
| 2 | Mattel, Inc. | 662 | 1 | 53 | L.C. Licensing, Inc. | 87 | 50 |
| 3 | Walt Disney Company | 523 | 3 | 54 | HEB Grocery Company, LP | 86 | 44 |
| 4 | GlaxoSmithKline | 468 | 7 | 55 | Cargill, Incorporated | 85 | 85 |
| 5 | Procter & Gamble Company, The | 290 | 13 | 55 | Live Nation Worldwide | 85 | N/A |
| 6 | Cox Enterprises Inc. | 278 | N/A | 57 | Eli Lilly and Company | 84 | 36 |
| 7 | Ultraconcurrent, Inc. | 268 | N/A | 58 | American Express Company | 83 | 23 |
| 8 | Johnson & Johnson | 261 | 16 | 59 | Sears Holdings Corp. | 82 | 68 |
| 9 | Viacom International Inc. | 259 | 5 | 60 | Wal-Mart Stores, Inc. | 81 | 89 |
| 10 | L'Oreal | 258 | 4 | 60 | QUALCOMM Incorporated | 81 | N/A |
| 11 | Deutsche Telekom AG | 251 | 20 | 62 | Cadbury Schweppes | 80 | 32 |
| 12 | PepsiCo | 227 | 10 | 63 | Optionsxpress Holdings | 78 | N/A |
| 13 | Bristol-Myers Squibb Company | 226 | 14 | 64 | Diageo, PLC | 75 | 33 |
| 14 | Novartis | 188 | 12 | 65 | Callaway Golf Company | 74 | N/A |
| 15 | Limited Brands, Inc. | 180 | 9 | 66 | Abbott Laboratories | 73 | 41 |
| 16 | Hasbro, Inc. | 179 | 33 | 67 | NFL Properties | 72 | 62 |
| 17 | IGT | 174 | 30 | 68 | Bally Gaming International, Inc. | 71 | 76 |
| 18 | Las Vegas Sands Corp. | 171 | N/A | 68 | Illinois Tool Works Inc. | 71 | N/A |
| 19 | Estee Lauder Inc. | 164 | 19 | 68 | Aristocrat Technologies Australia Pty Ltd | 71 | N/A |
| 20 | News Corporation | 163 | 17 | 68 | Bank of America Corporation | 71 | N/A |
| 21 | Saul Zaentz Company | 158 | N/A | 72 | Henkel Group | 70 | 57 |
| 22 | Championship Gaming Series | 155 | N/A | 72 | Ford Motor Company | 70 | 65 |
| 23 | CBS Corporation | 153 | 31 | 74 | Marriott International, Inc. | 69 | N/A |
| 24 | VF Corporation | 141 | 73 | 75 | Microsoft Corporation | 68 | 35 |
| 24 | General Electric Company | 141 | 11 | 75 | NBA Properties, Inc. | 68 | 47 |
| 26 | World Wrestling Entertainment, Inc. | 135 | 76 | 77 | Syngenta Crop Protection, Inc. | 67 | N/A |
| 27 | philosophy, inc. | 133 | 72 | 77 | Black & Decker Corporation, The | 67 | 60 |
| 28 | Sony Corporation | 132 | 15 | 77 | Panama Jack International, Inc. | 67 | N/A |
| 29 | Scripps Networks, Inc. | 129 | 89 | 77 | General Motors Corporation | 67 | 61 |
| 30 | ALG | 128 | 37 | 81 | American Specialty Health Incorporated | 65 | N/A |
| 31 | Abercrombie & Fitch Trading Co. | 127 | 38 | 82 | MeadWestvaco Corp | 64 | 55 |
| 32 | Unilever | 124 | 21 | 83 | S. C. Johnson | 63 | N/A |
| 33 | Pfizer Inc. | 122 | 8 | 83 | Hershey Chocolate & Confectionery Corporation | 63 | 79 |
| 34 | Altria Group | 121 | 22 | 85 | Electrolux Inc. | 62 | N/A |
| 35 | Masco Corporation | 114 | 40 | 85 | Comcast | 62 | 74 |
| 36 | Schering-Plough Corporation | 112 | 48 | 85 | Advance Magazine Publishers Inc. | 62 | N/A |
| 37 | Jakks Pacific, Inc. | 110 | 42 | 85 | Bayer Corporation | 62 | N/A |
| 38 | Mars, Incorporated | 106 | 24 | 85 | Medtronic, Inc. | 62 | 62 |
| 39 | LG Electronics Inc. | 103 | 83 | 90 | Bridgestone | 61 | N/A |
| 40 | J.W. Childs Associates, LLP | 99 | 28 | 91 | Merck | 60 | 94 |
| 40 | Hallmark Cards, Inc. | 99 | 94 | 91 | ConAgra | 60 | 43 |
| 42 | Siemens | 97 | 48 | 93 | Samsung | 58 | N/A |
| 42 | Anheuser-Busch, Incorporated | 97 | 26 | 93 | Allstate Insurance Company | 58 | N/A |
| 44 | Vital Pharmaceuticals, Inc. | 95 | N/A | 93 | Clorox Company, The | 58 | N/A |
| 45 | Coca-Cola Company, The | 94 | 27 | 96 | Mitsubishi | 57 | N/A |
| 46 | Wynn Resorts Holdings, LLC | 93 | 24 | 96 | OMS Investments, Inc. | 57 | N/A |
| 47 | Raynaldo Garza | 91 | N/A | 96 | Tyco International | 57 | 38 |
| 48 | Nestle | 90 | 58 | 99 | Wm. Wrigley Jr. Company | 56 | 53 |
| 48 | Kohler Co. | 90 | 99 | 100 | Aventis Pharmaceuticals Inc. | 55 | N/A |
| 50 | Reed Elsevier Inc. | 89 | N/A | 100 | Brown-Forman Corporation | 55 | N/A |
| 51 | Starwood Hotels & Resorts Worldwide | 88 | 66 | | | | |



Q3-2007: Top 50 Trademark Attorneys

The Top 50 Trademark Attorneys are determined by calculating the total number of times an individual attorney is listed in the correspondent field of all USPTO applications submitted during the third quarter of 2007.

| Q3 Rank | Attorney | Law Firm | #TMs Q3- 2007 | 2006 Rank |
|---------|--------------------------|---|---------------|-----------|
| 1 | Lawrence E. Abelman | Abelman Frayne & Schwab | 211 | 2 |
| 2 | Susan Okin Goldsmith | Duane Morris | 166 | N/A |
| 3 | Xavier Morales | Law Office Of Xavier Morales | 153 | N/A |
| 4 | John Alunit | Patel & Alunit | 152 | 3 |
| 5 | Christopher J. Day | Law Office of Christopher Day | 139 | 5 |
| 6 | Robert A. Rosenbloum | Greenberg Traurig | 125 | 11 |
| 7 | Richard L. Morris, Jr. | Richard L. Morris, Jr., Esq. | 116 | 7 |
| 8 | Susan L. Heller | Greenberg Traurig | 114 | N/A |
| 9 | David L. Sigalow | Allen Dyer Doppelt Milbrath & Gilchrist | 113 | 31 |
| 10 | Erik M. Pelton | Erik M. Pelton & Associates | 102 | 6 |
| 11 | Thomas F. Dunn | Morse Barnes-Brown & Pendleton | 101 | N/A |
| 11 | Tanda L. Neundorf | Fenwick & West | 101 | N/A |
| 13 | Howard N. Aronson | Lackenbach Siegel | 95 | 8 |
| 14 | William H. Brewster | Kilpatrick Stockton | 91 | 10 |
| 15 | Charles C. Valauskas | Valauskas & Pine | 89 | N/A |
| 16 | Edward H. Rosenthal | Frankfurt Kurnit Klein & Selz, PC | 86 | 15 |
| | | Hartman & Craven | 1 | N/A |
| 17 | Arturo Perez-Guerrero | Arturo Perez-Guerrero | 83 | 18 |
| 18 | Kathryn M. Wheble | Kirkpatrick & Lockhart | 80 | N/A |
| 18 | Jonathan D. Reichman | Kenyon & Kenyon | 80 | N/A |
| 20 | James F. Keenan, Jr. | Bernstein Shur Sawyer & Nelson | 78 | N/A |
| 21 | Robert W. Smith | McCarter & English | 77 | N/A |
| 21 | Perla M. Kuhn | Hughes Hubbard & Reed | 77 | 11 |
| 23 | Joan L. Long | Mayer Brown Rowe & Maw | 75 | N/A |
| 24 | Timothy H. Hiebert | Samuels Gauthier & Stevens | 74 | 14 |
| 25 | Sana Hakim | Bell Boyd & Lloyd | 71 | 36 |
| 26 | James E. Rosini | Kenyon & Kenyon | 69 | N/A |
| 27 | Randel S. Springer | Womble Carlyle Sandridge & Rice | 66 | N/A |
| 27 | J. Scott Gerien | Dickenson Peatman & Fogarty | 66 | 39 |
| 29 | Patrick J. Jennings | Pillsbury Winthrop Shaw Pittman | 65 | N/A |
| 30 | Jon A. Schiffrin | Jon A. Schiffrin PC | 64 | N/A |
| 30 | James M. Slattery | Birch Stewart Kolasch & Birch | 64 | 24 |
| 32 | Jordan A. LaVine | Flaster Greenberg | 63 | N/A |
| 33 | Thomas W. Brooke | Holland & Knight | 62 | N/A |
| 33 | Mark B. Harrison | Venable | 62 | 9 |
| 35 | Thomas P. Philbrick | Allmark Trademark Service | 61 | N/A |
| 35 | Michael J. Bevilacqua | Wilmer Cutler Pickering Hale & Dorr | 61 | 47 |
| 35 | Stephen R. Baird | Winthrop & Weinstine | 61 | 43 |
| 35 | Mark A. Carlino | Law Office of Mark A. Carlino | 61 | N/A |
| 39 | Eric Chan | Eric Chan | 60 | N/A |
| 39 | David Ehrlich | Fross Zelnick Lehrman & Zissu | 60 | N/A |
| 39 | Stephen L. Baker | Baker & Rannells | 60 | 19 |
| 39 | Grace Han Stanton | Perkins Coie | 60 | N/A |
| 43 | Andrew S. Ehard | Merchant & Gould | 59 | N/A |
| 43 | Robert L. Sherman | Paul Hastings Janofsky & Walker | 59 | 22 |
| 45 | Beth M. Goldman | Heller Ehrman White & McAuliffe | 58 | N/A |
| 45 | Mark I. Feldman | DLA Piper Rudnick | 58 | 26 |
| 45 | George A. Pelletier, Jr. | Cantor Colburn | 58 | 49 |
| 45 | Julia Spoor Gard | Barnes & Thornburg | 58 | N/A |
| 49 | Perry J. Viscounty | Latham & Watkins | 57 | N/A |
| 49 | William A. Finkelstein | Dreier Stein & Kahan | 57 | N/A |
| 49 | Mark H. Zietlow | Butzel Long | 57 | N/ |



YTD-2007: Top 50 Trademark Attorneys

The Top 50 Trademark Attorneys - YTD are determined by calculating the total number of times an individual attorney is listed in the correspondent field of all USPTO applications submitted during the first three quarters of 2007.

| YTD Rank | Attorney | Law Firm | #TMs YTD 2007 | 2006 Rank |
|----------|-------------------------|---|---------------|-----------|
| 1 | Lawrence E. Abelman | Abelman Frayne & Schwab | 556 | 2 |
| 2 | John Alunit | Patel & Alunit | 409 | 3 |
| 3 | Scott J. Fields | National IP Rights Center | 402 | 1 |
| 4 | Xavier Morales | Law Office Of Xavier Morales | 367 | N/A |
| 5 | Christopher J. Day | Law Office of Christopher Day | 347 | 5 |
| 6 | Richard L. Morris, Jr. | Richard L. Morris, Jr., Esq. | 317 | 7 |
| 7 | Tanda L. Neundorf | Fenwick & West | 300 | N/A |
| 8 | William H. Brewster | Kilpatrick Stockton | 286 | 10 |
| 9 | David L. Sigalow | Allen Dyer Doppelt Milbrath & Gilchrist | 268 | 31 |
| 10 | Howard N. Aronson | Lackenbach Siegel | 262 | 8 |
| 11 | Robert A. Rosenbloum | Greenberg Traurig | 255 | 11 |
| 12 | Stephen R. Baird | Winthrop & Weinstine | 254 | 43 |
| 13 | Timothy H. Hiebert | Samuels Gauthier & Stevens | 252 | 14 |
| 14 | Sana Hakim | Bell Boyd & Lloyd | 249 | 36 |
| 15 | Thomas F. Dunn | Morse Barnes-Brown & Pendleton | 248 | N/A |
| 16 | Carole F. Barrett | Howard, Rice Nemerovski | 240 | N/A |
| 17 | Stephen L. Baker | Baker & Rannells | 232 | 19 |
| 18 | Erik M. Pelton | Erik M. Pelton & Associates | 227 | 6 |
| 19 | Susan Okin Goldsmith | Duane Morris | 226 | N/A |
| 19 | Michael J. Bevilacqua | Wilmer Cutler Pickering Hale & Dorr | 226 | 47 |
| 21 | Arturo Perez-Guerrero | Arturo Perez-Guerrero | 224 | 18 |
| 22 | Susan Upton Douglass | Fross Zelnick Lehrman & Zissu | 223 | 24 |
| 22 | Perla M. Kuhn | Hughes Hubbard & Reed | 223 | 11 |
| 24 | James E. Rosini | Kenyon & Kenyon | 212 | N/A |
| 25 | Edward H. Rosenthal | Frankfurt Kurmit Klein & Selz, PC Hartman & Craven | 207 1 | 15 N/A |
| 26 | Robert L. Sherman | Paul Hastings Janofsky & Walker | 193 | 22 |
| 27 | James M. Slattery | Birch Stewart Kolasch & Birch | 192 | 24 |
| 28 | Caroline L. Keller | Pillsbury Winthrop Shaw Pittman | 190 | N/A |
| 29 | Mark B. Harrison | Venable | 189 | 9 |
| 30 | J. Scott Gerien | Dickenson Peatman & Fogarty | 186 | 39 |
| 30 | Patrick J. Jennings | Pillsbury Winthrop Shaw Pittman | 186 | N/A |
| 32 | Eric Chan | Eric Chan | 179 | N/A |
| 33 | Susan L. Heller | Greenberg Traurig | 177 | N/A |
| 33 | Mark I. Feldman | DLA Piper Rudnick | 177 | 26 |
| 33 | Mark I. Peroff | Kirkpatrick & Lockhart | 177 | 13 |
| 36 | Joe Strahl | Mr. Trademark Inc. | 174 | N/A |
| 36 | Jordan A. LaVine | Flaster Greenberg | 174 | N/A |
| 38 | Thomas W. Brooke | Holland & Knight | 172 | N/A |
| 39 | Kathryn M. Wheble | Kirkpatrick & Lockhart | 171 | N/A |
| 40 | Robert W. Smith | McCarter & English | 170 | N/A |
| 41 | John S. Egbert | Egbert Law Offices | 169 | 16 |
| 41 | Jonathan D. Reichman | Kenyon & Kenyon | 169 | N/A |
| 43 | Mark A. Carlino | Law Office of Mark A. Carlino | 167 | N/A |
| 44 | Grace Han Stanton | Perkins Coie | 162 | N/A |
| 44 | Jess M. Collen | Collen IP | 162 | N/A |
| 44 | David Ehrlich | Fross Zelnick Lehrman & Zissu | 162 | N/A |
| 47 | Stewart J. Bellus | Collard & Roe | 161 | 17 |
| 48 | Randel S. Springer | Womble Carlyle Sandridge & Rice | 160 | N/A |
| 48 | Joan L. Long | Mayer Brown Rowe & Maw | 160 | N/A |
| 50 | Camille M. Miller | Cozen O'Connor | 159 | N/A |
| 50 | Marnie Wright Barnhorst | Trademark Group, The | 159 | N/A |



Q3-2007: Market Movers

This section displays the companies and law firms which made the most dramatic gains in NameProtect's *Trademark Insider* rankings from Q2 2007 to Q3 2007. The most prominent additions to the company and firm rankings in Q3 2007 are also presented.

TOP 10 LAW FIRM ADVANCES

| Rank | Law Firm | Q3-07 Rank | Q2-07 Rank | Increase in Rank |
|------|----------------------------------|------------|------------|------------------|
| 1 | Mayer Brown Rowe & Maw | 41 | 88 | +47 |
| 2 | Law Office of Christopher Day | 28 | 68 | +40 |
| 3 | Davis Wright Tremaine | 38 | 75 | +37 |
| 4 | Seyfarth Shaw | 61 | 96 | +35 |
| 5 | Winthrop & Weinstine | 58 | 92 | +34 |
| 6 | Morgan Lewis & Bockius | 29 | 61 | +32 |
| 7 | Cooley Godward | 16 | 45 | +29 |
| 7 | Troutman Sanders | 67 | 96 | +29 |
| 9 | Gottlieb Rackman & Reisman | 51 | 77 | +26 |
| 10 | Epstein Drangel Bazerman & James | 67 | 92 | +25 |

TOP 10 COMPANY ADVANCES

| Rank | Company | Q3-07 Rank | Q2-07 Rank | Increase in Rank |
|------|-----------------------------|------------|------------|------------------|
| 1 | Las Vegas Sands Corp. | 4 | 77 | +73 |
| 2 | MeadWestvaco Corp | 61 | 99 | +38 |
| 3 | Reed Elsevier Inc. | 36 | 72 | +36 |
| 4 | S. C. Johnson | 65 | 99 | +34 |
| 5 | Reckitt Benckiser Inc. | 36 | 65 | +29 |
| 6 | philosophy, inc. | 20 | 47 | +27 |
| 7 | Callaway Golf Company | 52 | 77 | +25 |
| 8 | General Electric Company | 18 | 41 | +23 |
| 8 | J.W. Childs Associates, LLP | 32 | 55 | +23 |
| 9 | Cadbury Schweppes | 65 | 87 | +22 |

TOP 5 LAW FIRM DEBUTS

| Rank | Law Firm | Q3-07 Rank |
|------|-----------------------------|------------|
| 1 | Jackson Walker | 44 |
| 2 | Hunton & Williams | 47 |
| 3 | Akerman Senterfitt & Eidson | 50 |
| 4 | Muskin & Cusick | 51 |
| 5 | Brooks & Kushman | 57 |

TOP 5 COMPANY DEBUTS

| Rank | Company | Q3-07 Rank |
|------|---------------------------------------|------------|
| 1 | Raynaldo Garza | 10 |
| 2 | Optionsxpress Holdings | 14 |
| 3 | Scripps Networks, Inc. | 16 |
| 4 | St. Andrews Of Scotland International | 23 |
| 5 | Exodus Film Fund I | 26 |

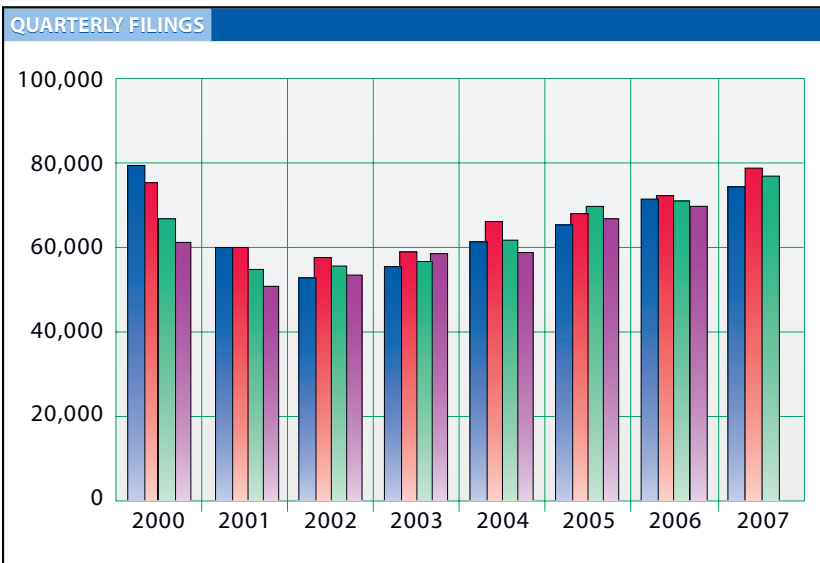


Q3-2007: Industry Summary

This section provides a ranking of the top U.S. Trademark markets as well as a quarterly break-out of aggregate trademark filings since 2000. The Top 50 Market rankings are determined by analysis of Zip Code information contained in the correspondent section of USPTO applications.

TOP 50 U.S. TRADEMARK MARKETS

| Q3 Rank | Market | #TMs Q3-07 | Q3 Rank | Market | #TMs Q3-07 |
|---------|----------------------------|------------|---------|---------------------|------------|
| 1 | New York, NY | 9,561 | 27 | Cleveland, OH | 561 |
| 2 | Los Angeles, CA | 5,561 | 28 | Austin, TX | 528 |
| 3 | Washington, DC | 5,196 | 29 | Tampa, FL | 509 |
| 4 | Chicago, IL | 3,683 | 30 | Cincinnati, OH | 508 |
| 5 | San Francisco, CA | 1,958 | 31 | Kansas City, MO | 502 |
| 6 | Irvine, CA (Orange County) | 1,869 | 32 | Indianapolis, IN | 488 |
| 7 | Atlanta, GA | 1,779 | 33 | Pittsburgh, PA | 474 |
| 8 | Philadelphia, PA | 1,759 | 34 | Charlotte, NC | 424 |
| 9 | Minneapolis / St. Paul, MN | 1,701 | 35 | Raleigh, NC | 418 |
| 10 | Boston, MA | 1,669 | 36 | San Bernardino, CA | 414 |
| 11 | San Diego, CA | 1,472 | 37 | Baltimore, MD | 408 |
| 12 | Phoenix, AZ | 1,390 | 38 | Nashville, TN | 403 |
| 13 | Dallas, TX | 1,261 | 39 | Stamford, CT | 389 |
| 14 | Seattle, WA | 1,203 | 40 | Columbus, OH | 383 |
| 15 | Houston, TX | 1,006 | 40 | Milwaukee, WI | 383 |
| 16 | Denver, CO | 951 | 42 | West Palm Beach, FL | 376 |
| 16 | Miami, FL | 951 | 43 | San Antonio, TX | 330 |
| 18 | Detroit, MI | 901 | 44 | Wilmington, DE | 300 |
| 19 | San Jose, CA | 845 | 45 | Hartford, CT | 293 |
| 20 | Saint Louis, MO | 738 | 46 | Ventura, CA | 289 |
| 21 | Las Vegas, NV | 706 | 47 | Grand Rapids, MI | 282 |
| 22 | Oakland, CA | 693 | 48 | Sacramento, CA | 272 |
| 23 | Portland, OR | 664 | 49 | Providence, RI | 245 |
| 24 | Fort Lauderdale, FL | 628 | 50 | Richmond, VA | 241 |
| 25 | Salt Lake City, UT | 616 | 50 | Winston-Salem, NC | 241 |
| 26 | Orlando, FL | 578 | | | |



| Year | Q1 | Q3 | Q3 | Q4 | Annual |
|------|--------|--------|--------|--------|---------|
| 2000 | 79,689 | 77,083 | 68,181 | 61,253 | 286,206 |
| 2001 | 58,990 | 59,183 | 52,852 | 47,484 | 218,509 |
| 2002 | 51,084 | 56,120 | 54,723 | 51,649 | 213,576 |
| 2003 | 52,364 | 57,894 | 56,245 | 57,473 | 223,976 |
| 2004 | 61,746 | 64,582 | 61,689 | 57,647 | 245,664 |
| 2005 | 63,423 | 66,686 | 67,486 | 64,507 | 262,102 |
| 2006 | 70,860 | 71,354 | 69,458 | 67,460 | 279,132 |
| 2007 | 75,438 | 78,817 | 77,150 | N/A | 231,405 |

PUBLICATION INFORMATION

The *Trademark Insider*[®] is developed through analysis of public trademark filings data compiled by the United States Patent and Trademark Office (USPTO) and maintained in CSC's global trademark data center.

Data Integrity

In order to ensure the integrity and accuracy of the law firm and company rankings presented herein, CSC employs the following data integrity practices:

- 1) *Collection*. As a trademark services provider, CSC collects and aggregates USPTO and other trademark filing data from around the world, which is maintained in electronic form in the Company's trademark data center.
- 2) *Normalization*. In order to create this report, data from numerous fields within the USPTO data set is normalized and parsed for detailed aggregation and analysis.
- 3) *Scrubbing*. Misspellings and other data errors are a common and significant problem throughout much of the USPTO's data. This is particularly true within the highly relevant "Applicant" and "Correspondent" fields, in which the legal representative for each trademark filing is recorded (for example, it is not uncommon to find top law firm and company names spelled in many different variations). In order to ensure an accurate count of law firm and company filings for our rankings, CSC employs significant technological and human capital to "clean-up" misspellings, transpositions and other errors in these data fields.

Rankings Process

Law firms, attorneys and companies are ranked by the total number of new trademark applications submitted to the USPTO during the applicable time period. Each application is counted as one filing, regardless of the type of application (i.e., single class versus multiple class). Law firms, companies and individual attorneys are given credit for the trademark filing if they are identified in the correspondent field of the *initial* application. Importantly, subsequent amendments to the correspondent data are not analyzed as part of 's standard analysis but may be considered on a case by case basis as part of our pre-publication review process. We feel this bright-line approach, which gives credit to the entity actually filing the trademark application, provides the most accurate measure of trademark application activity.

In the case of company rankings, the applicant field is also evaluated. Applications submitted by related entities (for example, a parent company and subsidiary) are credited to the most identifiable corporate entity. Identification of related corporate entities is completed by cross referencing address information and performing general industry research. CSC believes that combining related corporation entities produces the most realistic and accurate company rankings possible.

Pre-Publication Review

Upon request, CSC is happy to offer any attorney, law firm or company the opportunity to review our rankings prior to publication. Interested parties may submit a request for pre-publication review to the *Trademark Insider* editors at : info@nameprotect.com.

Disclaimer

CSC makes every effort to ensure the accuracy of the data provided within this report. However, for various reasons including the potential for incomplete or inaccurate data supplied by the United States Patent and Trademark Office, we cannot warrant that this report or the information contained herein is error free. CSC will not be liable for any reliance upon the data, analysis, opinions or other information presented within this report.

Contact Information

Corporation Service Company
918 Deming Way
Madison, WI 53717 USA
800-689-6223
608-824-7000

Subscription information is available at: www.cscprotectsbrands.com
Comments or questions should be directed to: info@nameprotect.com

Publication Information

The *Trademark Insider* is a quarterly publication of Corporation Service Company. This publication may not be duplicated, reproduced, in whole or in part, or retransmitted without the express permission of CSC, 918 Deming Way, Madison, WI 53717. CSC does not warrant the accuracy of any of the information presented herein. To receive your free subscription to the *Trademark Insider*, please visit www.cscprotectsbrands.com.

About Corporation Service Company[®] (CSC)

Corporation Service Company[®], a privately-held company, is a leading provider of legal and financial services for many of the world's largest companies, law firms and financial institutions. Founded in 1899, CSC offers clients an integrated, comprehensive portfolio of services for legal professionals.

To learn more about CSC, visit: www.cscglobal.com



CORPORATION SERVICE COMPANY[®]

918 Deming Way | Madison, WI 53717 USA | 800-689-6223 | 608-824-7000

Subscription information is available at: www.cscprotectsbrands.com

Comments or questions should be directed to: info@nameprotect.com

To learn more about CSC, visit: www.cscglobal.com