Banner & Witcoff, Helen Hill Minsker receive top ranking in the World Trademark Review 1000 2016

Banner and Witcoff is recognized as a top firm in the 2016 edition of the *World Trademark Review 1000,* the premier standalone research directory that focuses exclusively on trademark practices and practitioners.

Helen Hill Minsker also received a top individual ranking in trademark prosecution and strategy in the 2016 edition.

According to *World Trademark Review*:

Mighty mid-sized boutique Banner & Witcoff impresses on everything from small-scale prosecution to must-win branding disputes. It can go head to head with much larger opponents in high-stakes cases, as illustrated by its ongoing representation of Converse in a mass campaign to enforce its trade dress rights against a whole swathe of competitors; the team is acting for the shoe maker in an International Trade Commission case against the likes of Skechers. Continuing the athletics apparel theme, it also went up to bat for Nike in a TTAB opposition against the US Naval Academy Foundation, which tried to register the slogan “Don’t just do it, do it right” – lead counsel Helen Hill Minsker comprehensively defeated the application. According to commentators, she “can be recommended without hesitation” and “is a go-to attorney for major trademark issues thanks to her promptness and efficiency”. “She is an excellent communicator who can work directly with businesspeople without the mediation of in-house counsel. Her knowledge of trademarks is comprehensive, so she can address almost any issue with little or no additional research. She is an excellent advocate who does not back down from a fight.”

Please click here to view the full list of rankings.

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