



# THINK FORWARD

## World Trademark Review Honors Intellectual Property Law Firm Brinks Gilson & Lione for Eighth Consecutive Year

Published By World Trademark Review 1000 January 31, 2019

CHICAGO—Intellectual property law firm Brinks Gilson & Lione has again received top recognition in the 2019 edition of the *World Trademark Review 1000—The World’s Leading Trademark Professionals (WTR 1000)*. The publication ranked Brinks in the Gold Band for Illinois and in the Silver Band nationally for trademark matters for the eighth year in a row.

One source cited by *WTR 1000* said, “Brinks...has been at the vanguard of trademark law for many decades.” The source continued by saying, “The technically adept and large team maintains a sophisticated international practice that encompasses all aspects of brand protection; time and time again the group also delivers textbook-worthy cross-examinations and sterling all-around courtroom performances in landscape-altering litigations.”

*WTR 1000* recognized six Brinks trademark attorneys - Jerome Gilson, David Fleming, Jeffery Handelman, Andrew Avsec, Howard Michael, and Susan Frohling—based on their achievements handling trademark matters for their clients.

Jerome Gilson, who received *World Trademark Review’s* Lifetime Achievement Award in 2011 and is a member of the IP Hall of Fame, is again one of only two individual attorneys named an Illinois Luminary. *WTR 1000* notes that Gilson, who has practiced trademark and unfair competition law for more than 50 years and who is the original author of the definitive treatise *Gilson on Trademarks*, laid the groundwork for Brinks’ trademark group’s successes.

David Fleming is ranked in the Gold Band, Enforcement and Litigation, in Illinois, and in the Silver Band, Enforcement and Litigation, in national rankings. The publication calls David Fleming an “international thought leader.” *WTR 1000* notes that David “projects gravitas in the courtroom and strategic wisdom when it comes to portfolio management.”

*WTR 1000* calls Jeffery Handelman an authority on TTAB proceedings at Brinks, and ranked him in the Gold Band, Enforcement and Litigation, in its Illinois rankings, as well as in the Silver Band, Enforcement and Litigation, in its national rankings. The publication mentions that Handelman, author of the two-volume *Guide to TTAB Practice*, has “many years of experience representing marquee brands.”

Andrew Avsec is ranked in the Bronze Band, Enforcement and Litigation, and Bronze Band, Prosecution and Strategy, in Illinois. *WTR 1000* reports that Avsec’s clients know him to be “Smart, practical, responsive, knowledgeable and with unfailing common sense, he’s the complete package.” Another source says that Andrew has “exceptional international awareness and understands the business needs of his clients.” Andrew is currently co-chair of Brinks’ trademark group practice.

Howard Michael is ranked in the Bronze Band, Enforcement and Litigation, and Bronze Band, Prosecution and Strategy, in Illinois. Michael is also currently co-chair of Brinks’ trademark group practice. *WTR 1000* reports that Howard is “a global trademark enforcement and dispute resolution

maestro” and that Howard “has handled ongoing trademark and licensing work for Stericycle, TTAB proceedings for Konica Minolta and aggressive enforcement for Sallie Mae.”

Susan Frohling is ranked in the Silver Band, Prosecution and Strategy, in Illinois. *WTR 1000* reports that Frohling knows “how to approach things from her client’s perspective,” and calls her “commercially attuned.” *WTR 1000* recognizes Susan from having “served as chief trademark counsel at Kraft Foods overseeing some 60,000 trademarks.”

*WTR 1000* seeks to serve as a definitive and comprehensive guide to locating the best trademark law practitioners worldwide. The publication’s research process involves hundreds of interviews with attorneys and clients across the globe, and reflects the depth of experience, market presence, and level of work on which firms are engaged.

More information about *WTR 1000* is at <http://www.worldtrademarkreview.com/>.

### **Brinks Gilson & Lione**

*Celebrating more than 100 years of intellectual property law, Brinks Gilson & Lione is one of the largest intellectual property law firms in the U.S., and helps clients around the world to protect and enforce their intellectual property rights. Our lawyers, patent agents and scientific advisors assist clients in all aspects of patent, trademark, unfair competition, trade secret, and copyright law. Brinks attorneys provide informed counsel with respect to innovations in a range of complex and valuable technologies, including pharmaceuticals, chemicals, bioengineering, industrial manufacturing, electronics and software, and medical devices. More information can be found at [www.brinksgilson.com](http://www.brinksgilson.com).*