



Lathrop GPM and Six Intellectual Property Attorneys Earn World Leading Trademark Honors

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IP Lawyers in Minnesota, Missouri and Washington, D.C. recognized in global trademark ratings

KANSAS CITY, Mo. (Feb. 18, 2021) — Lathrop GPM, an Am Law 200 national law firm, is proud to announce that the firm and its trademark attorneys are recognized as global industry leaders, according to the World Trademark Review® (WTR) in its recently released *WTR 1000: The World's Leading Trademark Professionals* for 2021. The firm is recognized as a leader in Minnesota and Missouri and the following six attorneys are recognized as leading trademark lawyers in Minnesota, Missouri, and Washington, D.C., respectively: Jennifer Debrow, Ashley Bennett Ewald, Dean Eyler, Lori Wiese-Parks, Amy Brozenic, and Sheldon Klein. The firm has IP attorneys across the U.S. who support global brands in all areas of trademark law from strategy through enforcement.

According to World Trademark Review:

Missouri: Lathrop GPM gives "clients a cavernous chest of resources on which to draw. As part of its far-reaching, business-focused practice, the firm prosecutes a prodigious number of trademarks — at last check, it was responsible for over 17,000 active applications and registrations — and manages brand portfolios at a domestic and international level. It is also proficient in litigation and deal scenarios and can thus serve as an effective one-stop shop for clients." The publication further says, "**Amy Brozenic** is a former USPTO examiner who understands the ins and outs of prosecution, as well as the finer points of brand strategy."

Minnesota: Lathrop GPM is "endorsed by top in-house counsel as 'thorough, client centered and results focused and a repository of trust when it comes to trademark prosecution, global brand management, licensing and litigation.'"

"Forming the backbone of the practice are Minnesotans Jennifer Debrow, Ashley Bennett Ewald, Dean Eyler and Lori Wiese-Parks, who link up in various configurations to provide a fulsome service to well-known names." These trademark lawyers are further lauded in the 2021 WTR 1000.

- **Jennifer Debrow**, who leads the trademark team, "sees things from the same perspective as an in-house practitioner and has broad horizons that serve her well. She understands real-world risk and

gives search results that can easily be translated for businesspeople." Debrow is one of nine individuals at the top of the Prosecution and Strategy category with Gold Band honors.

- **Ashley Bennett Ewald** is "deeply practical and, unlike many other lawyers, is never an alarmist. She resolves difficult disputes and gives excellent advice on strategy." Ewald is a highly rated individual in both the Enforcement and Litigation category (Gold Band) and Prosecution and Strategy category (Silver Band).
- **Dean Eyler** "is a gifted litigator and writer, with a mastery of trademark law and intellectual property more generally." Eyler is highly ranked in the Enforcement and Litigation category (Gold Band).
- **Lori Wiese-Parks** "has a fine-tuned commercial sense and is very creative in her approach to negotiating licensing deals and settlement agreements." Wiese-Parks is individually recognized in the Prosecution and Strategy category (Silver Band).

Washington, D.C. Metro Area: Sheldon Klein is honored in both individual categories: Enforcement and Litigation and Prosecution and Strategy. WTR reports, Klein "expeditiously delivers superb, cost-efficient work on trademark prosecution, maintenance and conflicts. His efficiency manifests in avoiding unnecessary office actions. He takes a practical, business-oriented approach to the issues presented to him and, with him onside, you can relax in the knowledge your interests are being well taken care of." WTR goes on to note, "international sources acknowledge him as a thought leader in the IP world."

The ratings are based on client feedback gathered independently during the annual research process. WTR 1000 is viewed as the definitive resource for legal trademark counsel. The annual ranking uses qualitative research to identify the firms and individuals deemed outstanding in this critical area of practice. In the identification of the leading firms, factors such as depth of expertise, market presence, and the level of work are all taken into account. The 2021 rating can be found online at <https://www.worldtrademarkreview.com/directories/wtr1000/rankings>.