



Gray Plant Mooty Trademark Practice and Attorneys Debrow, Hein, and Klein Recognized in WTR 1000

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MINNEAPOLIS, Minn. (March 23, 2012) — The law firm of Gray Plant Mooty is pleased to announce that its trademark practice and three of its attorneys—Jennifer Debrow, Laura Hein, and Sheldon Klein—are recognized in the WTR 1000: The World's Leading Trademark Professionals.

The WTR (World Trademark Review) 1000 is an annual business directory exclusively dedicated to identifying the world's leading trademark law firms and lawyers. An extensive research process is conducted for several months by a team of full-time analysts and involves more than 1,000 interviews with trademark owners and specialists across the globe. Law firms and individual practitioners qualify for inclusion in the WTR 1000 upon receiving sufficient positive feedback from market sources. The WTR 1000 features more than 50 country-specific chapters analyzing local trademark legal services markets and detailing the firms and individuals identified as leaders in their respective fields.

Gray Plant Mooty is one of only 100 or so U.S. law firms to be recognized by WTR, and Debrow, Hein, and Klein are in a field of only approximately 270 U.S. lawyers to be recognized. In its analysis of Gray Plant Mooty, the WTR 1000 says:

Gray Plant Mooty is a full-service firm which has a proven track record of success in trademark law, assisting an extensive list of clients on contentious and non-contentious matters. Jennifer Debrow has a practice that emphasizes registration and portfolio management. In addition to clearance and prosecution, she advises on licensing and transactional issues. Debrow's particular strength lies in offering trademark counsel to franchisors and nonprofit businesses, and interviewees really rate her dexterity. "A very strong IP litigator with longstanding experience," Laura Hein conducts trademark litigation in federal courts around the country; she also deals with TTAB proceedings and acts for clients in trademark-related work. Formerly of Arent Fox LLP, Sheldon Klein moved to Gray Plant Mooty in June 2011. He is "a real heavyweight who possesses extensive trademark expertise" and deals with portfolio management, licensing, litigation, due diligence and transactions.

Gray Plant Mooty's Trademark & Brand Management practice represents clients in trademark matters and disputes on a regional, national, and international basis. The team offers domestic and international trademark registration services that rival services offered by boutique intellectual property firms, yet does so



in a cost-effective manner. All members of the firm's Trademark & Brand Management team are highly skilled, efficient, pragmatic, and uncompromising in their approach to client service.

About GPM:

Gray Plant Mooty is recognized as one of the leading corporate law firms in Minnesota and one of the top franchise firms in the world. Our roots go back to 1866. Today, we are a 170-attorney, full-service firm with offices in Minneapolis and St. Cloud, Minnesota, and Washington, DC. Our attorneys and staff provide exceptional client service and value to our clients, and directly or with our global affiliations, we provide comprehensive legal services on a regional, national, and global basis.