BLG's Trademark Group wins fifth consecutive gold

WTR 1000 Acknowledges BLG as Trademark Leader

Toronto (January 29, 2018) — Borden Ladner Gervais LLP (BLG) is pleased to announce its fifth consecutive gold ranking in the 2018 edition of *World Trademark Review's WTR 1000 — The World's Leading Trademark Professionals*. The publication is the only one of its kind to recommend firms and individual practitioners exclusively in the trademarks field, and research is conducted in 70 global jurisdictions and includes hundreds of lawyers, attorneys and their clients.

WTR 1000's Gold tier is the highest band, awarded to firms that are deemed the most outstanding by clients and market sources alike in the areas of trademark expertise, market presence and complexity of work. Individuals qualify for inclusion by receiving sufficient positive feedback from market sources with knowledge of their practice and the market in which they operate.

The seven BLG professionals recognized in the 2018 *WTR 1000* are:

- Kathleen Lemieux — Enforcement and Litigation and Transactions
- Bradley J. Freedman — Enforcement and Litigation
- Mary Jane Lemenchick — Prosecution and Strategy
- Geneviève Bergeron — Prosecution and Strategy
- Christine Pallotta — Enforcement and Litigation
- Justine Wiebe — Prosecution and Strategy
- LuAnne Morrow — Prosecution and Strategy

BLG's Trademarks Group has filed over 50,000 trademark applications and registrations in Canada and provides strategic advice to protect those interests throughout the world.

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As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 800 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

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