



Comprehensive Guide:

Trademark Industry

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Trademark Filers
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- Annual NameProtect
Trademark Insider Awards™

Annual Report
2003

Methodology

The NameProtect *Trademark Insider*[®] is developed through analysis of public trademark filings data compiled by the United States Patent and Trademark Office (PTO) and maintained in NameProtect's global trademark data center.

Data Integrity

In order to ensure the integrity and accuracy of the law firm and company rankings presented herein, NameProtect employs the following data integrity practices:

- 1) *Collection.* As a trademark services provider, NameProtect collects and aggregates PTO and other trademark filing data from around the world, which is maintained in electronic form in the Company's trademark data center.
- 2) *Normalization.* In order to create this report, data from numerous fields within the PTO data set is normalized and parsed for detailed aggregation and analysis.
- 3) *Scrubbing.* Misspellings and other data errors are a common and significant problem throughout much of the PTO's data. This is particularly true within the highly relevant "Applicant" and "Correspondent" fields, in which the legal representative for each trademark filing is recorded (for example, it is not uncommon to find top law firm and company names spelled in many different variations). In order to ensure an accurate count of law firm and company filings for our rankings, NameProtect employs significant technological and human capital to "clean-up" misspellings, transpositions and other errors in these data fields.

Rankings Process

Law firms, attorneys and companies are ranked by the total number of new trademark applications submitted to the PTO during the applicable time period. Each application is counted as one filing, regardless of the type of application (i.e., single class versus multiple class). Law firms, companies and individual attorneys are given credit for the trademark filing if they are identified in the correspondent field of the *initial* application. Importantly, subsequent amendments to the correspondent data are not analyzed as part of NameProtect's standard analysis but may be considered on a case by case basis as part of our pre-publication review process. We feel this bright-line approach, which gives credit to the entity actually filing the trademark application, provides the most accurate measure of trademark application activity.

In the case of company rankings, the applicant field is also evaluated. Applications submitted by related entities (for example, a parent company and subsidiary) are credited to the most identifiable corporate entity. Identification of related corporate entities is completed by cross referencing address information and performing general industry research. NameProtect believes that combining related corporation entities produces the most realistic and accurate company rankings possible.

Pre-Publication Review

Upon request, NameProtect is happy to offer any attorney, law firm or company the opportunity to review our rankings prior to publication. Interested parties may submit a request for pre-publication review to the *Trademark Insider* editors at tminsider@nameprotect.com.

Disclaimer

NameProtect makes every effort to ensure the accuracy of the data provided within this report. However, for various reasons including the potential for incomplete or inaccurate data supplied by the United States Patent and Trademark Office, we cannot warrant that this report or the information contained herein is error free. NameProtect will not be liable for any reliance upon the data, analysis, opinions or other information presented within this report.

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NAMEPROTECT TRADEMARK INSIDER®

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OVERVIEW

From the Editor

Welcome to the 2003 year-end edition of NameProtect's *Trademark Insider*, a quarterly report on the market leaders and key trends at work in the trademark industry today. This year-end issue includes our standard industry coverage and rankings, as well as the announcement of NameProtect's 2nd annual *Trademark Insider Awards*, given to the top U.S. trademark law firms and individual attorneys.

2003 TRADEMARK INSIDER AWARDS

We are extremely pleased to announce the recipients of the 2003 *Trademark Insider Awards*, beginning on page 11. Although there are a number of repeat award winners in the 2003 list, there are also several first time award winners for 2003, including eight new law firms in our regional award list. We salute each award recipient for their significant accomplishments in 2003 and look forward to presenting them with their physical awards in the upcoming months.

INDUSTRY RANKINGS

In addition to the *Trademark Insider Awards*, this edition also includes NameProtect's standard law firm and company rankings, beginning on page 3. *Mattel* held onto the number one company spot in 2003 for the second year running. The rest of the Top 10 company filers remained remarkably stable, with only one new entrant into the top 10 for 2003 (*Deutsche Telekom AG* at #9). The law firm marketplace leaders also stayed consistent from 2002 to 2003, with only two new entrants into the Top 10 (*Greenberg Traurig* and *Alston & Bird*).

"In stark contrast to many of the tragic events unfolding in Iraq and elsewhere around the globe, these are good times for the trademark industry."

LET THE GOOD TIMES ROLL

In stark contrast to many of the tragic events unfolding in Iraq and elsewhere around the globe, these are good times for the trademark industry. As we predicted early last year, the second half of 2003 saw continued year-over-year gains in trademark application volume. The surging U.S. economy is setting the stage for another growth year for trademarks in 2004, which is welcome news for everyone in the trademark industry. For a more detailed look at trademark filings for the last seven years, as well as some initial analysis of the Madrid Protocol's effect on U.S. filings, please turn to our Industry Summary beginning on page 9.

All of us at NameProtect wish you continued success in 2004 and beyond. As always, we welcome feedback and suggestions at: tmsider@nameprotect.com

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Founder and President
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LAW FIRM RANKINGS

Top 100 Trademark Law Firms—Q4 2003

The Top 100 Trademark Firm rankings are determined by the number of USPTO applications submitted during the fourth quarter of 2003 in which the firm is listed as the legal representative (correspondent). Each application is counted as one filing regardless of the application type.

■ TOP 100 TRADEMARK LAW FIRMS—Q4 2003

Q4 Rank	Law Firm	#TMs Q4-03	2002 Rank	Q4 Rank	Law Firm	#TMs Q4-03	2002 Rank
1	Greenberg Traurig	292	19	52	Allmark Trademark Service	96	96
2	Fross Zelnick Lehrman & Zissu	202	1	54	Owen Wickersham & Erickson	95	65
3	Akin Gump Strauss Hauer & Feld	200	7	54	Duane Morris	95	39
4	Abelman Frayne & Schwab	195	2	56	Winthrop & Weinstine	93	N/A
5	Blakely Sokoloff Taylor & Zafman	190	6	57	Seyfarth Shaw	92	160
6	Knobbe Martens Olson & Bear	182	5	57	Hovey Williams	92	71
7	Finnegan Henderson Farabow Garrett & Dunner	180	16	57	Harness Dickey & Pierce	92	66
8	Sughrue Mion	174	4	57	Edell Shapiro & Finnan	92	N/A
9	Merchant & Gould	173	3	61	Wood Herron & Evans	90	48
10	Venable	171	14	61	Womble Carlyle Sandridge & Rice	90	83
11	Holland & Knight	166	10	61	Richard L. Morris, Jr., Esq.	90	25
12	Fulbright & Jaworski	160	18	61	Nixon Peabody	90	102
13	Quirk & Tratos	158	144	65	Paul Hastings Janofsky & Walker	89	56
14	Fish & Richardson	152	31	65	Jenkins & Gilchrist	89	38
15	Cowan Liebowitz & Latman	150	47	65	Heller Ehrman White & McAuliffe	89	99
15	Barnes & Thornburg	150	33	68	Burns Doane Swecker & Mathis	88	55
15	Arent Fox Kintner Plotkin & Kahn	150	13	69	McCarter & English	86	140
18	Mayer Brown Rowe & Maw	148	N/A	69	Gray Cary Ware & Freidenrich	86	36
19	Alston & Bird	144	23	69	Fitzpatrick Cella Harper & Scinto	86	26
19	Jacobson Holman	144	15	72	Woodard Emhardt Moriarty McNett & Henry	85	N/A
21	Pillsbury Winthrop	140	26	72	Morgan Lewis & Bockius	85	123
22	Piper Rudnick	135	9	72	Kirschstein Ottinger Israel & Schiffmiller	85	74
23	Ladas & Parry	134	32	72	Holland & Hart	85	94
23	Foley & Lardner	134	24	76	Pryor Cashman Sherman & Flynn	84	49
25	Baker Botts	133	29	76	McGuireWoods	84	125
26	Townsend and Townsend and Crew	129	8	78	Young & Thompson	82	88
26	Drinker Biddle & Reath	129	35	78	Sheppard Mullin Richter & Hampton	82	174
28	Dorsey & Whitney	128	12	78	Brinks Hofer Gilson & Lione	82	28
29	Kilpatrick Stockton	124	20	81	Connolly Bove Lodge & Hutz	81	120
30	Reed Smith	121	69	82	Winstead Sechrest & Minick	80	N/A
30	Oblon Spivak McClelland Maier & Neustadt	121	11	82	McDermott Will & Emery	80	68
32	Trademark and Patent Counselors of America	120	17	84	Quarles & Brady	79	120
33	Perkins Coie	116	22	84	Baker & Hostetler	79	44
34	Michael Best & Friedrich	115	21	84	Brooks & Kushman	79	85
35	Ostrolenk Faber Gerb & Soffen	114	57	87	Baker & McKenzie	78	59
36	Rader Fishman & Grauer	112	30	87	Jackson Walker	78	82
36	Leydig Voit & Mayer	112	37	89	Lewis & Roca	77	N/A
38	Nixon & Vanderhuy	110	41	89	Ballard Spahr Andrews & Ingersoll	77	77
38	Birch Stewart Kolasch & Birch	110	50	89	Collen IP	77	93
38	Bell Boyd & Lloyd	110	129	92	Lerner David Littenberg Krumholz & Mentlik	76	74
41	Welsh & Katz	109	53	93	Collard & Roe	74	94
41	Fulwider Patton Lee & Utecht	109	69	94	Law Offices of Bin Li	73	N/A
43	Blank Rome	106	46	94	Fitch Even Tabin & Flannery	73	140
44	Cooley Godward	105	45	94	Fay Sharpe Fagan Minnich & McKee	73	71
45	Katten Muchin Zavis Rosenman	104	N/A	94	Dinsmore & Shohl	73	186
46	Testa Hurwitz & Thibault	100	171	94	Darby & Darby	73	54
46	Christie Parker & Hale	100	34	99	Greenebaum Doll & McDonald	71	197
48	Thelen Reid & Priest	98	150	99	Frankfurt Kurnit Klein & Selz, PC	71	134
48	Gottlieb Rackman & Reisman	98	78	99	Davis Wright Tremaine	71	100
50	Wolf Greenfield & Sacks	97	52	99	Christensen O'Connor Johnson & Kindness	71	42
50	James M. Deimen	97	N/A	99	Bracewell & Patterson	71	62
52	Seed IP Law Group	96	50				

LAW FIRM RANKINGS

Top 200 Trademark Law Firms—Year End 2003

The Annual Top 200 Trademark Firm rankings are determined by the number of USPTO applications submitted in calendar year 2003 in which the firm is listed as the legal representative (correspondent). Each application is counted as one filing, regardless of the application type.

■ TOP 200 TRADEMARK LAW FIRMS—YEAR END 2003

Rank	Law Firm	#TMs 2003	2002 Rank	Rank	Law Firm	#TMs 2003	2002 Rank
1	Abelman Frayne & Schwab	984	2	51	Heller Ehrman White & McAuliffe	381	99
2	Merchant & Gould	898	3	52	Hovey Williams	377	71
3	Fross Zelnick Lehrman & Zissu	896	1	53	Baker & Hostetler	373	44
4	Greenberg Traurig	854	19	54	Wolf Greenfield & Sacks	368	52
5	Knobbe Martens Olson & Bear	759	5	55	Fitzpatrick Cella Harper & Scinto	362	26
6	Akin Gump Strauss Hauer & Feld	758	7	56	Nixon Peabody	356	102
7	Sughrue Mion	680	4	57	Darby & Darby	354	54
8	Blakely Sokoloff Taylor & Zafman	672	6	58	Paul Hastings Janofsky & Walker	351	56
9	Holland & Knight	658	10	59	Welsh & Katz	350	53
10	Alston & Bird	629	23	59	Burns Doane Swecker & Mathis	350	55
11	Venable	623	14	61	Wood Herron & Evans	348	48
12	Dorsey & Whitney	617	12	62	Kenyon & Kenyon	345	43
13	Arent Fox Kintner Plotkin & Kahn	586	13	63	Jenkins & Gilchrist	342	38
14	Fulbright & Jaworski	583	18	64	Hale and Dorr	339	64
15	Piper Rudnick	581	9	65	Christensen O'Connor Johnson & Kindness	338	42
16	Jacobson Holman	561	15	66	Bell Boyd & Lloyd	337	129
17	Finnegan Henderson Farabow Garrett & Dunner	544	16	67	Womble Carlyle Sandridge & Rice	336	83
18	Oblon Spivak McClelland Maier & Neustadt	517	11	68	Woodard Emhardt Moriarty McNett & Henry	335	59
18	Ladas & Parry	517	32	68	Ballard Spahr Andrews & Ingersoll	335	77
20	Perkins Coie	514	22	70	Harness Dickey & Pierce	331	66
21	Cowan Liebowitz & Latman	510	47	71	Fulwider Patton Lee & Utecht	328	69
22	Pillsbury Winthrop	507	26	71	Fay Sharpe Fagan Minnich & McKee	328	71
23	Townsend and Townsend and Crew	495	8	73	Quirk & Tratos	327	144
23	Foley & Lardner	495	24	74	McDermott Will & Emery	317	68
25	Duane Morris	492	39	75	Holland & Hart	313	94
26	Fish & Richardson	484	31	76	Webb Ziesenheim Logsdon Orkin & Hanson	309	85
27	Kilpatrick Stockton	481	20	77	Baker & McKenzie	305	59
28	Trademark and Patent Counselors of America	473	17	78	Seed IP Law Group	303	50
29	Birch Stewart Kolasch & Birch	462	50	79	Quarles & Brady	302	120
30	Ostrolenk Faber Gerb & Soffen	458	57	80	Lerner David Littenberg Krumholz & Mentlik	301	74
31	Michael Best & Friedrich	456	21	81	Pennie & Edmonds	299	58
32	Reed Smith	455	69	82	Jackson Walker	292	82
33	Leydig Voit & Mayer	454	37	82	Bracewell & Patterson	292	62
33	Barnes & Thornburg	454	33	84	Amster Rothstein & Ebenstein	288	114
35	Rader Fishman & Grauer	444	30	85	Thompson & Knight	287	104
36	Baker Botts	442	29	86	Young & Thompson	285	88
37	Gray Cary Ware & Freidenrich	438	36	87	Sheridan Ross	281	89
38	Pryor Cashman Sherman & Flynn	433	49	88	Faegre & Benson	279	92
39	Brinks Hofer Gilson & Lione	423	28	89	Thelen Reid & Priest	277	150
40	Gottlieb Rackman & Reisman	422	78	90	Morgan Lewis & Bockius	275	123
41	Christie Parker & Hale	420	34	91	Jones Day Reavis & Pogue	274	73
42	Katten Muchin Zavis Rosenman	413	80	92	Fitch Even Tabin & Flannery	273	140
43	Cooley Godward	411	45	92	Collen IP	273	93
44	Mayer Brown Rowe & Maw	403	N/A	94	Seyfarth Shaw	272	160
45	Allmark Trademark Service	400	96	95	Blackwell Sanders Peper Martin	271	102
46	Nixon & Vanderhye	395	41	96	St. Onge Steward Johnston & Reens	270	96
46	Drinker Biddle & Reath	395	35	97	Caesar Rivise Bernstein Cohen & Pokotilow	269	81
46	Blank Rome	395	46	98	Frankfurt Kurnit Klein & Selz, PC	268	134
49	Owen Wickersham & Erickson	393	65	99	Kirschstein Ottinger Israel & Schiffmiller	267	74
50	Richard L. Morris, Jr., Esq.	391	25	99	Cooper & Dunham	267	66

LAW FIRM RANKINGS

Top 200 Trademark Law Firms—Year End 2003

Continued from Page 4

■ TOP 200 TRADEMARK LAW FIRMS—YEAR END 2003

Rank	Law Firm	#TMs 2003	2002 Rank	Rank	Law Firm	#TMs 2003	2002 Rank
101	Troutman Sanders	266	62	151	Godfrey & Kahn	197	186
101	Marshall Gerstein & Borun	266	79	152	White & Case	196	161
101	Brooks & Kushman	266	85	152	Vorys Sater Seymour & Pease	196	194
104	Allen Dyer Doppelt Milbrath & Gilchrist	265	89	152	Thorpe North & Western	196	N/A
104	Frommer Lawrence & Haug	265	174	152	Shaw Pittman	196	135
104	Fredrikson & Byron	265	135	156	Lewis & Roca	195	N/A
107	Stoel Rives	263	174	157	McCormick Paulding & Huber	193	197
108	Locke Liddell & Sapp	261	87	157	Hogan & Hartson	193	111
109	Pattishall McAuliffe Newbury Hilliard & Geraldson	260	132	159	Larson & Taylor	191	190
110	Stetina Brunda Garred & Brucker	256	114	159	Cislo & Thomas	191	166
110	Collard & Roe	256	94	161	Loeb & Loeb	190	184
112	Hughes Hubbard & Reed	255	104	162	Bryan Cave	189	118
113	The Trademark Group	251	N/A	163	Sidley Austin Brown & Wood	188	129
113	McCarter & English	251	140	163	Polster Lieder Woodruff & Lucchesi	188	N/A
115	Samuels Gauthier & Stevens	249	76	165	Greenberg Glusker Fields Claman	187	N/A
116	Sheppard Mullin Richter & Hampton	247	174	165	Erik M Pelton Attorney At Law	187	N/A
117	Howrey Simon Arnold & White	246	114	167	Oppenheimer Wolff & Donnelly	186	40
118	Davis Wright Tremaine	244	100	168	Millen White Zelano & Branigan	185	148
119	Morgan & Finnegan	238	106	168	Edell Shapiro & Finnan	185	N/A
120	Schweitzer Cornman Gross & Bondell	236	122	170	Orrick Herrington & Sutcliffe	184	193
121	McGuireWoods	235	125	171	Thomas Kayden Horstemeyer & Risley	181	171
122	Gifford Krass Groh Sprinkle Anderson & Citkowski	233	91	171	Salter & Michaelson	181	N/A
123	Mintz Levin Cohn Ferris Glovsky and Popeo	232	135	173	Foley Hoag & Eliot	180	128
124	Smith Gambrell & Russell	230	129	174	Webster Chamberlain & Bean	179	N/A
124	Banner Witcoff	230	98	174	Edwards & Angell	179	N/A
126	Greenebaum Doll & McDonald	229	197	174	Dechert	179	197
127	Dinsmore & Shohl	228	186	177	Shulman Rogers Gandal Porfy & Ecker	178	N/A
128	Lackebach Siegel	227	148	177	Law Office of Christopher Day	178	157
129	Malloy & Malloy	222	144	179	Eckert Seamans Cherin & Mellott	177	169
130	Snell & Wilmer	220	126	179	Colucci & Umans	177	151
130	Shook Hardy & Bacon	220	N/A	181	Young & Basile	176	174
130	Hoffman Wasson & Gitler	220	158	181	Vedder Price Kaufman & Kammholz	176	174
133	Kelly Bauersfeld Lowry & Kelley	219	61	181	Price Heneveld Cooper DeWitt & Litton	176	N/A
133	Akerman Senterfitt & Eidson	219	108	181	Gardere Wynne Sewell	176	154
135	Connolly Bove Lodge & Hutz	218	120	181	Cozen O'Connor	176	N/A
136	Squire Sanders & Dempsey	215	147	186	Roylance Abrams Berdo & Goodman	175	123
137	Rosenberg Klein & Lee	214	190	186	Hunton & Williams	175	114
138	Harrison & Egbert	213	106	188	Corporate Creations	173	N/A
139	Buchanan Ingersoll	212	156	189	Arnstein & Lehr	172	167
140	Testa Hurwitz & Thibeault	211	171	189	Klarquist Sparkman	172	162
141	Manatt Phelps & Phillips	210	110	191	Stites & Harbison	170	N/A
142	Workman Nydegger & Seeley	208	154	191	Frost Brown Todd	170	N/A
143	Sonnenschein Nath & Rosenthal	207	127	193	Law Offices of Alex D. Patel	169	N/A
144	Baker Donelson Bearman Caldwell & Berkowitz	206	196	194	Von Maltitz Derenberg Kunin Janssen & Giordano	167	153
145	Dow Lohnes & Albertson	204	140	194	McKee Voorhees & Sease	167	133
146	Latham & Watkins	202	146	194	Kirkpatrick & Lockhart	167	N/A
146	Dykema Gossett	202	111	197	Baker & Rannels	166	167
148	Thompson Coburn	200	113	198	Thompson Hine	165	N/A
148	Davis & Gilbert	200	118	198	Sand & Sebolt	165	N/A
150	Stinson Morrison Hecker	199	N/A	200	Baker & Daniels	164	N/A

COMPANY RANKINGS

Top 100 Companies—Q4 2003

The Top 100 Companies are determined by number of USPTO applications submitted during the fourth quarter of 2003 in which the company (or a related entity) is listed as the applicant and/or legal representative (correspondent). Each application is counted as one filing regardless of the application type.

■ TOP 100 COMPANIES—Q4 2003

Q4 Rank	Company	#TMs Q4-03	2003 Rank	Q4 Rank	Company	#TMs Q4-03	2003 Rank
1	Mattel, Inc.	245	1	52	Microsoft Corporation	34	16
2	Walt Disney Company	166	8	53	General Motors Corporation	33	N/A
3	Viacom International Inc.	135	3	53	Cadbury Schweppes	33	N/A
4	Time Warner	118	2	55	Diageo, PLC	32	N/A
5	Deutsche Telekom AG	116	N/A	56	Metro One Telecommunications, Inc.	31	N/A
6	Frank J. Paine, Jr.	95	N/A	56	Masco Corporation	31	24
7	Hasbro, Inc.	92	6	58	Scholastic Inc.	30	N/A
7	GlaxoSmithKline	92	7	58	ConAgra	30	27
9	L'Oreal	91	5	58	Bou-Matic Technologies LLC	30	N/A
10	Pfizer Inc.	89	4	61	Padres L.P.	29	N/A
11	Springer Science+Business Media	74	N/A	62	WA Golf Company, L.L.C.	28	N/A
12	PepsiCo	67	12	62	Sears, Roebuck and Co.	28	53
13	Albert C. Ruocchio	66	N/A	62	philosophy, inc.	28	35
14	ABC International Traders, Inc.	64	N/A	62	Merrill Lynch & Co., Inc.	28	N/A
15	Wynn Resorts Holdings, LLC	62	N/A	62	Ingram Micro Inc.	28	N/A
16	Newell Rubbermaid	60	N/A	62	Georgia-Pacific Corporation	28	31
17	Bristol-Myers Squibb Company	56	17	68	HEB Grocery Company, LP	27	61
18	S. C. Johnson	55	58	68	BellSouth Intellectual Property Corporation	27	N/A
19	Procter & Gamble Company, The	52	9	70	Jian Feng Zhao	26	N/A
20	Estee Lauder Inc.	51	21	70	Cellco Partnership	26	N/A
21	Royal Philips Electronics	50	76	72	Universal Manufacturing Co., Inc.	25	N/A
22	Unilever	49	10	72	Tyco International	25	55
22	Sony Corporation	49	19	72	L.C. Licensing, Inc.	25	N/A
22	General Electric Company	49	32	72	K-2 Corporation	25	N/A
25	Bayer Corporation	45	22	72	AstraZeneca AB	25	50
26	Intimate Beauty Corporation	44	N/A	77	Vonage Holding Corp.	24	N/A
26	Dundee Bancorp Inc.	44	N/A	77	Nutri/System IPHC, Inc.	24	N/A
26	AT&T Corp.	44	34	77	Mosaic Tile Company	24	N/A
29	DaimlerChrysler Corporation	43	15	77	Marriott International, Inc.	24	N/A
30	VF Corporation	42	41	77	Honda Motor Co., Ltd.	24	N/A
30	Mars, Incorporated	42	11	77	Alliant Techsystems Inc.	24	N/A
30	ConocoPhillips	42	N/A	83	Wild Planet Toys, Inc.	23	N/A
33	Siemens	40	37	83	Sierra Design Group	23	N/A
33	IGT	40	49	83	Nedboy, Robin L.	23	N/A
35	Sara Lee Corporation	39	13	83	Menard, Inc.	23	N/A
36	United States Postal Service	37	N/A	83	Kroger Co., The	23	N/A
36	Ford Motor Company	37	19	83	Build-A-Bear Workshop, Inc.	23	82
36	AIG	37	59	89	Weider Health and Fitness	22	N/A
36	Avon Products, Inc.	37	64	89	Terasen Inc.	22	N/A
40	Who's Calling, Inc.	36	N/A	89	Novartis	22	14
40	Wal-Mart Stores, Inc.	36	N/A	89	MyTop International, Inc.	22	N/A
40	Susan Dell, Inc.	36	N/A	89	Intellidyn Corp.	22	N/A
40	Medtronic, Inc.	36	41	89	Computer and Telecommunication Services, Inc.	22	N/A
40	Kraft Foods Holdings, Inc.	36	29	95	ACI International	21	N/A
40	Jakks Pacific, Inc.	36	84	95	Vitaquest International Inc.	21	N/A
46	Shier, Barry	35	N/A	95	Viewpoint International, Inc.	21	N/A
46	Qwest Communications International Inc.	35	90	95	Roche Diagnostics Corporation	21	N/A
46	OMS Investments, Inc.	35	64	99	Thomson Corporation	20	33
46	MeadWestvaco Corp	35	37	99	Syngenta Crop Protection, Inc.	20	61
46	Johnson & Johnson	35	28	99	Signatures Network, Inc.	20	N/A
46	AHG Licensing, Inc.	35	N/A	99	Robert Mondovi Winery	20	N/A

COMPANY RANKINGS

Top 100 Companies—Year End 2003

The annual Top 100 Company Rankings are determined by the number of USPTO applications submitted in calendar year 2003 in which the company (or a related entity) is listed as the applicant and/or legal representative (correspondent). Each application is counted as one filing regardless of the application type.

■ TOP 100 COMPANIES—YEAR END 2003

Rank	Company	#TMs 2003	2002 Rank	Rank	Company	#TMs 2003	2002 Rank
1	Mattel, Inc.	668	1	51	Wynn Resorts Holdings, LLC	106	N/A
2	Walt Disney Company	514	8	51	Syngenta Crop Protection, Inc.	106	61
2	Viacom International Inc.	514	3	53	Diageo, PLC	105	N/A
4	Time Warner	504	2	53	Conair Corporation	105	86
5	L'Oreal	376	5	55	Jakks Pacific, Inc.	101	84
6	Hasbro, Inc.	369	6	56	J.W. Childs Associates, LLP	100	N/A
7	GlaxoSmithKline	350	7	57	S. C. Johnson	98	58
8	Procter & Gamble Company, The	318	9	57	Cadbury Schweppes	98	N/A
9	Deutsche Telekom AG	300	N/A	59	Cargill, Incorporated	96	90
10	Pfizer Inc.	298	4	60	Nissan	95	41
11	PepsiCo	253	12	60	Frank J. Paine, Jr.	95	N/A
12	Sara Lee Corporation	238	13	60	ConAgra	95	27
13	Estee Lauder Inc.	206	21	63	Lockheed Martin Corporation	94	N/A
14	NBA Properties, Inc.	191	35	64	Awesome Kids	89	N/A
14	AT&T Corp.	191	34	65	philosophy, inc.	84	35
16	Metro One Telecommunications, Inc.	179	N/A	66	News Corporation	81	N/A
17	Unilever	174	10	66	Anheuser-Busch, Incorporated	81	23
18	Georgia-Pacific Corporation	170	31	66	American Express Company	81	90
19	Novartis	168	14	69	WMS Gaming Inc.	80	N/A
20	VF Corporation	166	41	69	Qwest Communications International Inc.	80	90
20	Sony Corporation	166	19	69	Colgate-Palmolive Company	80	55
22	OMS Investments, Inc.	164	64	72	QVC, Inc.	79	44
23	Mars, Incorporated	163	11	72	Lidl Stiftung & Co. KG	79	N/A
23	IGT	163	49	72	Kohler Co.	79	N/A
25	Wal-Mart Stores, Inc.	157	N/A	75	Reed Elsevier Inc.	77	N/A
26	Bristol-Myers Squibb Company	154	17	75	BellSouth Intellectual Property Corporation	77	N/A
27	General Electric Company	151	32	77	Kabushiki Kaisha Hitachi Seisakusho	76	N/A
28	United States Postal Service	147	N/A	78	MeadWestvaco Corp	75	37
29	Avon Products, Inc.	141	64	79	Vivendi UNIVERSAL Entertainment	74	N/A
30	Kraft Foods Holdings, Inc.	137	29	79	Springer Science+Business Media	74	N/A
31	DaimlerChrysler Corporation	135	15	79	Shell Oil Company	74	N/A
32	Newell Rubbermaid	134	N/A	79	Halliburton Energy Services, Inc.	74	54
33	Medtronic, Inc.	133	41	83	SCAM-Co., LLC	73	N/A
33	Johnson & Johnson	133	28	84	Dundee Bancorp Inc.	72	N/A
35	ABC International Traders, Inc.	129	N/A	85	Hewlett-Packard Company	70	N/A
36	Thomson Corporation	122	33	86	L.C. Licensing, Inc.	69	N/A
37	Tyco International	119	55	86	Konami Corporation	69	30
37	AIG	119	59	86	Discovery Communications Inc.	69	45
39	General Motors Corporation	117	N/A	86	Bally Gaming International, Inc.	69	N/A
40	Sears, Roebuck and Co.	115	53	90	Weyerhaeuser Company	68	N/A
40	Bayer Corporation	115	22	90	Nestle	68	79
42	Siemens	114	37	90	Amorepacific Corporation	68	N/A
42	Jafer Limited	114	N/A	93	Wyeth	67	N/A
42	HEB Grocery Company, LP	114	61	93	Merrill Lynch & Co., Inc.	67	N/A
45	International Data Group, Inc.	113	67	93	LG Electronics Inc.	67	N/A
46	Masco Corporation	110	24	93	Land O' Lakes, Inc.	67	90
47	Microsoft Corporation	108	16	93	Coca-Cola Company, The	67	82
48	Royal Philips Electronics	107	76	98	Kimberly-Clark Corporation	66	N/A
48	Ford Motor Company	107	19	98	Albert C. Ruocchio	66	N/A
48	Aristocrat Technologies Australia Pty Ltd	107	51	100	Ahold	65	N/A

MARKET MOVERS

Advances & Debuts—Year End

This section displays the companies and law firms which made the most dramatic gains in NameProtect's annual *Trademark Insider*® rankings from 2002 to 2003. The most prominent additions to the company and firm rankings in 2003 are also presented.

■ TOP 10 LAW FIRM ADVANCES

	Law Firm	2003 Rank	2002 Rank	Change
1	Quirk & Tratos	73	144	+71
2	Greenebaum Doll & McDonald	126	197	+71
3	Frommer Lawrence & Haug	104	174	+70
4	Stoel Rives	107	174	+67
5	Seyfarth Shaw	94	160	+66
6	Bell Boyd & Lloyd	66	129	+63
7	Thelen Reid & Priest	89	150	+61
8	Dinsmore & Shohl	127	186	+59
9	Sheppard Mullin Richter & Hampton	116	174	+58
10	Rosenberg Klein & Lee	137	190	+53

■ TOP 10 COMPANY ADVANCES

	Company	2003 Rank	2002 Rank	Change
1	OMS Investments, Inc.	22	64	+42
2	Avon Products, Inc.	29	64	+35
3	Conair Corporation	53	86	+33
4	Cargill, Incorporated	59	90	+31
5	Jakks Pacific, Inc.	55	84	+29
6	Royal Philips Electronics	48	76	+28
7	IGT	23	49	+26
8	American Express Company	66	90	+24
9	AIG	37	59	+22
10	International Data Group, Inc.	45	67	+22

■ TOP 5 LAW FIRM DEBUTS

	Law Firm	2003 Rank
1	Mayer Brown Rowe & Maw	44
2	The Trademark Group	113
3	Shook Hardy & Bacon	130
4	Stinson Morrison Hecker	150
5	Thorpe North & Western	152

■ TOP 5 COMPANY DEBUTS

	Company	2003 Rank
1	Deutsche Telekom AG	9
2	Metro One Telecommunications	16
3	Wal-Mart Stores, Inc.	25
4	United States Postal Service	28
5	Newell Rubbermaid	32

2003 INDUSTRY SUMMARY

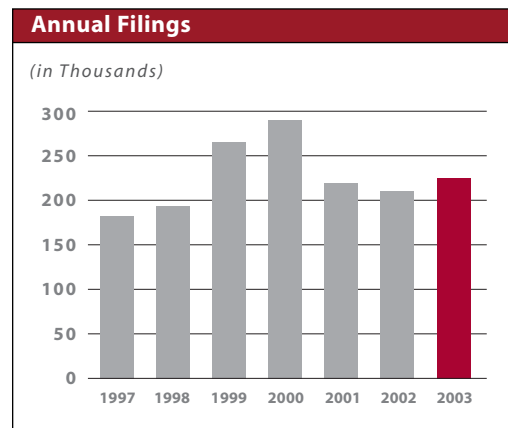
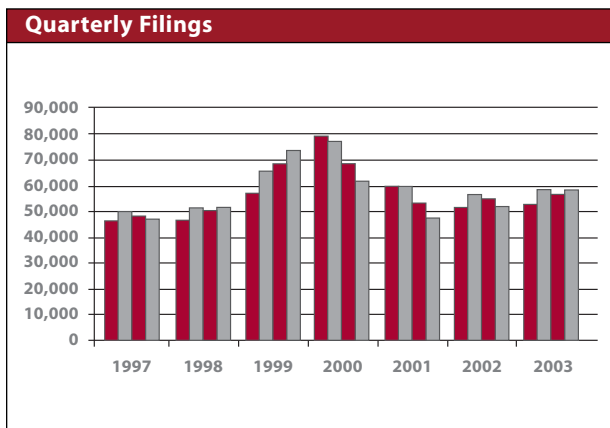
Let the Good Times Roll

By any measure, 2003 was a very good year for trademark practitioners in the United States. Led forward by the surging U.S. economy, trademark volume was up on a year-over-year basis in all four quarters of 2003. By year end, the U.S. trademark industry had logged its third highest filings total ever, with a final tally of 223,976 filings (up by almost 5% over 2002 year-end numbers).

In addition, the United States officially joined the Madrid Protocol on November 2, 2003, ending what had been for many in the trademark bar a long struggle to move the U.S. towards trademark harmonization on an international level. As displayed on page 10, initial filings under the Madrid Protocol were very modest and had little impact on 2003 numbers, but this volume is likely to increase substantially in 2004.

THE YEAR AHEAD

As a measure of new business investment and activity, trademark application volume tracks generally with the rise and fall of the overall economy. The fourth quarter of 2003 saw record highs in corporate profits and continued strong growth in overall GDP for the U.S. economy. Many economists predict that 2004 will see many U.S. businesses in a strong expansionary mode, which bodes extremely well for the trademark industry. Barring any major setbacks, 2004 should be another record year for the trademark bar.



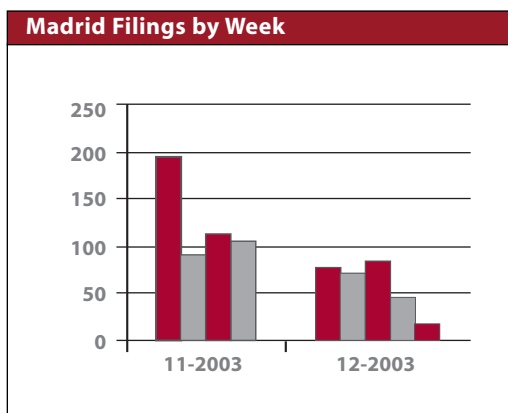
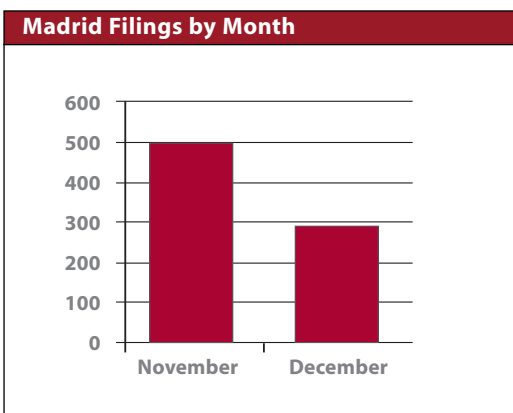
Year	Q1	Q2	Q3	Q4	Annual
1997	46,257	50,041	48,004	46,685	190,987
1998	46,878	51,218	50,365	51,183	199,644
1999	56,683	65,645	68,549	73,400	264,277
2000	79,689	77,083	68,181	61,253	286,206
2001	58,990	59,183	52,852	47,484	218,509
2002	51,084	56,120	54,723	51,649	213,576
2003	52,364	57,894	56,248	57,473	223,976

MADRID PROTOCOL

A Modest Start

The United States officially joined the Madrid Protocol - an international trademark harmonization treaty - on November 2, 2003. Despite being heralded by some as opening a new era in the U.S. trademark industry, the Madrid Protocol had little impact on U.S. trademark filings in 2003. As displayed below, the U.S. Patent and Trademark Office received only 789 Madrid Protocol filings by year-end, which includes both incoming International Registrations as well as U.S. Madrid Filings in which the U.S. Patent and Trademark Office is listed as the office of origin.

An initial look at 2004 filings shows a significant up tick in Madrid filing volume, something we will continue to monitor in subsequent editions of the *Trademark Insider*.



Madrid Monthly Filings	Total
November 2003	497
December 2003	292
Grand Total	789

Madrid Filings by Week	Total
11/02/2003 - 11/08/2003	191
11/09/2003 - 11/15/2003	89
11/16/2003 - 11/22/2003	113
11/23/2003 - 11/29/2003	104
11/30/2003 - 12/06/2003	77
12/07/2003 - 12/13/2003	72
12/14/2003 - 12/20/2003	82
12/21/2003 - 12/27/2003	44
12/28/2003 - 12/31/2003	17
Grand Total	789

2003 TRADEMARK INSIDER AWARDS™

2nd Annual Awards Granted to Industry Leaders

This edition of NameProtect's *Trademark Insider* includes a set of annual awards designed to give more formal recognition to the leading trademark law firms and individual trademark attorneys at work in the U.S. today. These awards build off of NameProtect's annual Law Firm rankings set forth on pages 3 and 4 of this report, but they also go several steps further. In addition to awarding the top law firms on a national basis, the Trademark Insider Awards are also granted to the top law firms in selected major-market cities across the United States. In order to provide recognition to the individuals at work in these firms, NameProtect is also providing Awards to the top 25 individual trademark attorneys on a national basis.

NameProtect proudly presents the *Trademark Insider Awards* and salutes this year's award recipients for their substantial achievements in the trademark industry in the year 2003.

METHODOLOGY

Trademark Insider Awards are determined by calculating the number of times an individual law firm and/or attorney is listed in the Correspondent field of all USPTO applications submitted during calendar year 2003. Each application is counted as one filing, regardless of the type of application (i.e., single class versus multiple class, word mark versus composite mark, etc.). Regional Law Firm Awards were determined in the same fashion, analyzing the actual law firm address information listed in the application Correspondent field. For more information, please see the Report Methodology and Disclaimer set forth on the insider cover of this Report.

2003 TRADEMARK INSIDER AWARD CATEGORIES

NATIONAL ATTORNEY AWARDS

Top U.S. Individual Trademark Filers

NATIONAL FIRM AWARDS

Top U.S. Trademark Law Firms

REGIONAL FIRM AWARDS

Top Regional Trademark Law Firms

"NameProtect proudly presents the Trademark Insider Awards and salutes this year's award recipients for their substantial achievements in the trademark industry."



2003 TRADEMARK INSIDER AWARDS™

Awards Granted to Industry Leaders

Continued from Page 11

ATTORNEY AWARDS

#	Name
1	Lawrence E. Abelman <i>Abelman Frayne & Schwab</i>
2	Mark I. Peroff <i>Trademark and Patent Counselors of America</i>
3	Richard L. Morris, Jr. <i>Richard L. Morris, Jr., Esq.</i>
4	Brad D. Rose <i>Pryor Cashman Sherman & Flynn</i>
5	William H. Brewster <i>Kilpatrick Stockton LLP</i>
6	Joan L. Long <i>Collen IP</i>
7	Beth M. Goldman <i>Heller Ehrman White & McAuliffe</i>
8	Jess M. Collen <i>Collen IP</i>
9	Mark B. Harrison <i>Venable</i>
10	Marnie Wright Barnhorst <i>The Trademark Group</i>
11	Stewart J. Bellus <i>Collard & Roe</i>
12	Perla M. Kuhn <i>Hughes Hubbard & Reed</i>
13	Timothy H. Hiebert <i>Samuels Gauthier & Stevens</i>
14	Michael J. Bevilacqua <i>Hale and Dorr</i>
15	Michael D. Fishman <i>Rader Fishman & Grauer</i>
16	James M. Slattery <i>Birch Stewart Kolasch & Birch</i>
17	Howard N. Aronson <i>Lackebach Siegel</i>
18	David Ehrlich <i>Fross Zelnick Lehrman & Zissu</i>
18	Cynthia C. Weber <i>Sughrue Mion</i>
20	Mark Lebow <i>Young & Thompson</i>
21	Thomas P. Philbrick <i>Allmark Trademark Service</i>
22	John S. Egbert <i>Harrison & Egbert</i>
23	Morton J. Rosenberg <i>Rosenberg Klein & Lee</i>
24	Douglas R. Wolf <i>Wolf Greenfield & Sacks</i>
25	Lauri S. Thompson <i>Quirk & Tratos</i>

NATIONAL FIRM AWARDS

#	Name
1	Abelman Frayne & Schwab
2	Merchant & Gould
3	Fross Zelnick Lehman & Zissu
4	Greenberg Traurig
5	Knobbe Martens Olson & Bear
6	Akin Gump Strauss Hauer & Feld
7	Sughrue Mion
8	Blakely Sokoloff Taylor & Zafman
9	Holland & Knight
10	Alston & Bird
11	Venable
12	Dorsey & Whitney
13	Arent Fox Kintner Plotkin & Kahn
14	Fulbright & Jaworski
15	Piper Rudnick
16	Jacobson Holman
17	Finnegan Henderson Farabow Garrett & Dunner
18	Oblon Spivak McClelland Maier & Neustadt
18	Ladas & Parry
20	Perkins Coie

REGIONAL FIRM AWARDS

Name	Distinction
Abelman Frayne & Schwab	#1 New York Law Firm
Sughrue Mion	#1 Washington DC Law Firm
Blakely Sokoloff Taylor & Zafman	#1 Los Angeles Law Firm
Leydig Voit & Mayer	#1 Chicago Law Firm
Ballard Spahr Andrews & Ingersoll	#1 Philadelphia Law Firm
Townsend and Townsend and Crew	#1 San Francisco Law Firm
Wolf Greenfield & Sacks	#1 Boston Law Firm
Merchant & Gould	#1 Minneapolis Law Firm
Knobbe Martens Olson & Bear	#1 Orange County Law Firm
Kilpatrick Stockton	#1 Atlanta Law Firm
Thompson & Knight	#1 Dallas Law Firm
Trademark Group, The	#1 San Diego Law Firm
Perkins Coie	#1 Seattle Law Firm
Law Office of Christopher Day	#1 Phoenix Law Firm
Rader Fishman & Grauer	#1 Detroit Law Firm
Bracewell & Patterson	#1 Houston
Allmark Trademark Service	#1 San Jose Law Firm
Blackwell Sanders Peper Martin	#1 Saint Louis Law Firm
Fay Sharpe Fagan Minnich & McKee	#1 Cleveland Law Firm
Michael Best & Friedrich	#1 Milwaukee Law Firm
DeWitt Ross & Stevens	#1 Madison Law Firm

ABOUT NAMEPROTECT

NameProtect® is a Digital Asset Protection company that provides a full suite of trademark and eMarket Intelligence solutions to leading corporations and law firms worldwide. NameProtect solutions proactively provide protection of brand assets, recovery of diverted revenues and detection of online identity theft and fraud in today's global economy. Founded in 1997, NameProtect is headquartered in Madison, Wisconsin and privately held.