

Daniel Bereskin QC is selected as world's leading Trademark lawyer for sixth time

Daniel Bereskin QC of Bereskin & Parr has won Who's Who Legal's 'Global Trademark Lawyer of the Year' award for the sixth consecutive year.

Described as "the best, bar none" by interviewees, he once again received more votes from clients and peers internationally than any other individual in our research worldwide.

Editor in chief Callum Campbell said, "Winning the Who's Who Legal Trademarks Lawyer of the Year Award for a sixth time is an outstanding achievement. Daniel Bereskin QC received universally positive feedback we received from our sources across the globe and we are delighted to once again declare him the leading lawyer in the world for Trademarks work."

The awards are based on a number of factors, including general feedback received in the ongoing research process, past performance in the research and the overall aggregate number of weighted votes cast in their favour.

The winners are formally announced in *The International Who's Who of Business Lawyers* 2011, a compendium edition of all the individual Who's Who Legal publications, which is released in June and covers 31 practice areas and over 100 countries.

The compendium edition is distributed free of charge to thousands of corporate counsel and private practice lawyers from around the world. The information is also available on www.WhosWhoLegal.com and is updated daily.

Who's Who Legal is official research partner of the International Bar Association and strategic research partner of the ABA Section of International Law.

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Notes:

- Research for each practice area publication is conducted through conversations with private practice lawyers of repute in the practice area in question and in related fields, as well as with general counsel
- Subsequent telephone and face-to-face interviews are conducted internationally to permit the refining of the listing to a selection of between 100 and 600 lawyers who, by general agreement, are considered the pre-eminent lawyers in the field
- It is impossible to buy entry into this publication, only lawyers who have met independent international research criteria are listed
- The International Who's Who of Business Lawyers 2011 acts as a reference source for purchasers of legal services seeking to corroborate the reputations of expert lawyers recommended to them by another party
- Who's Who Legal aims to reduce the short-term costs incurred in finding a lawyer, but more significantly, to minimise the transactional expense and risk of receiving poor counsel

For further information please contact:
Tom Barnes

Who's Who Legal

Tel: +44 (0) 20 7908 1180

Fax: +44 (0) 20 7229 6910

Email: Tom.Barnes@WhosWhoLegal.com

www.whoswholegal.com



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