

OUTSTANDING WITH TRADEMARKS: PETER GIDDENS AND PABLO TSENG RECOGNIZED IN 2024 WTR1000

Posted on February 20, 2024

Category: [News](#)

Peter Giddens and Pablo Tseng are once again recognized as leading lawyers in Trademark Prosecution and Strategy by the 2024 World Trademark Review (WTR1000). This outstanding recognition is a testament of Peter and Pablo's investment in understanding the accelerating climate in which their clients must protect their critical intangible assets to stay ahead.

The research from World Trademark Review found that [Peter Giddens](#) is a "true trademarks all-rounder... [he] covers the whole gamut of services in his practice, including maintenance, enforcement and transactional advice for his wide range of clientele."

Also according to research, in the words of foreign counsel, "lawyers at McMillan, and in particular [Pablo Tseng](#), are stellar trademark practitioners. We've worked with them for many years on a wide range of trademark matters – clearance, filing, prosecution, licensing and coexistence, disputes, transactional – and have consistently been impressed by their knowledge, timeliness, diligence and creativity when facing challenging situations. They are experts at achieving successful outcomes for clients, not only from a legal perspective but, more importantly, from a practical business perspective."

About the World Trademark Review (WTR1000)

The WTR1000 is a unique guide that identifies the top trademark professionals around the world. The WTR1000 focuses exclusively on trademark practice and has firmly established itself as the definitive 'go-to' resource for those seeking world-class legal trademark expertise.

About McMillan's Trademark Group

McMillan LLP is a trademark law firm with a stellar track record of helping Canadian and global brands succeed. Our rigorous approach to registering, commercializing and enforcing trademarks keeps our clients' growth strategies on track and their brand centre stage. McMillan's Intellectual Property Group is made up of highly experienced trademark lawyers who are experts at registering trademarks in Canada, North America and internationally. Our Matchmark® trademark system is a proprietary internal database that helps our teams

The logo for mcmillan, featuring the word "mcmillan" in a lowercase, sans-serif font. The "m" and "l" are a dark red color, while the "c", "m", "i", "l", "l", "a", and "n" are a light blue color. The logo is positioned in the upper left corner of a banner image.

mcmillan

expedite the application, prosecution, maintenance and licensing of trademarks across sectors.