
Fross Zelnick Lehrman & Zissu named world's leading Trademarks law firm

Fross Zelnick Lehrman & Zissu PC has once again been selected as the leading firm in the world for Trademarks work in the Who's Who Legal Award.

The firm was named global Trademarks Law Firm of the Year 2012, the seventh time it has been selected for this honour. [More](#)

Fross Zelnick Lehrman & Zissu PC has once again been selected as the leading firm in the world for Trademarks work in the Who's Who Legal Award.

The firm was named global Trademarks Law Firm of the Year 2012, the seventh time it has been selected for this honour.

Partners from the firm appear ten times in the Trademarks chapter from the firm's New York office, and Fross Zelnick Lehrman & Zissu sees more of its lawyers selected for inclusion than any other firm in the global research.

Who's Who Legal lists only the leading lawyers in each field, based exclusively on the findings of an independent six-month research process that encompasses feedback from private practitioners, clients and other experts in the sector. It is impossible to buy entry into this publication, only lawyers who score most highly according to our independent international research criteria are listed.

Editor in chief Callum Campbell said, "Fross Zelnick Lehrman & Zissu once again stands out as the world's leading firm in this discipline, and the calibre and expertise of its lawyers are globally recognised by clients and peers alike."

The awards are based on a number of factors, including general feedback received in the 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 2012, 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. In 2012, Who's Who Legal's parent company Law Business Research was recognised for the second time by The Queen's Award for Enterprise in the area of international trade. These awards are the most prestigious a British company can receive.