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Frost Brown Todd Recognized Among the World's Top Trademark Firms

The leading national and international legal trademark practitioners have been unveiled with the publication of the 2016 *World Trademark Review 1000* (WTR 1000), released today. Frost Brown Todd (FBT) and the firm's Columbus Member Samantha (Sam) M. Quimby have made the final rankings in this sixth edition of the publication. As the sole standalone guide with exclusive coverage of the trademark field, the WTR 1000 provides the most comprehensive listing of the leading private practice practitioners in more than 70 jurisdictions around the world, available to serve brand owners as they seek to protect their brands.

"We are immensely honored to have the firm, and Sam as an individual attorney, be included in the WTR 1000 for a second consecutive year," says Ann Schoen, Chair of FBT's Intellectual Property Law and Litigation Practice Group. "This recognition is the result of the excellent work and many successes of our team over many years."

Quimby, who heads up FBT's Trademark and Copyright Service Team, is one of five trademark professionals in Ohio to be ranked in the "gold" band, reflecting the highest level of knowledge, market presence and level of work. According to the WTR 1000: "[Quimby's] facility for getting signatures on the dotted line is famed among peers, particularly when it comes to sports and collegiate licensing." Quimby, who is also quoted as "the go-to adviser, highly knowledgeable about trademark law and practical in her advice," focuses her practice predominantly on trademark prosecution, counseling, licensing, enforcement and litigation. She also assists clients with anti-counterfeiting measures in the U.S. and abroad, and has worked on cases involving ongoing enforcement efforts for world-famous brands.

The WTR 1000 notes that FBT "performs dazzlingly on transactions," and mentions that the firm has built up an impressive client roster of big-name brands while also catering to smaller enterprises, such as university spin-offs. The publication quotes a recent success to

secure a license for a client to produce a clothing line inspired by the hit television show “Scandal,” a deal that Quimby was heavily involved with.

A strong brand is vital for success in today’s intensely competitive and increasingly globalized market. Trademarks are key tools that businesses use to protect the goodwill and reputation inherent in their brands, and to build and maintain demand for their products and services. As a result, external advisers play a crucial role in developing and implementing brand strategies for both local and international markets, and in protecting these vital assets in the face of infringement. Individual practitioners, law firms and trademark attorney practices qualify for inclusion in the WTR 1000 on receiving sufficient positive feedback from market sources. The extensive research process was conducted over a four-month period by a team of full-time analysts and involved nearly 1,500 face-to-face and telephone interviews with trademark specialists across the globe.

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