

Introduction

Welcome to the 2026 edition of *WTR 300: The World's Leading Corporate Trademark Professionals*. For this project, *WTR* has once again embarked on an extensive research project to identify the corporate brand professionals deemed to be the leading lights of the industry, performing trademark-related duties to the highest standards, adding true value to their organisations and exemplifying the qualities to which others should aspire.

To arrive at the final list for this landmark tenth edition, *WTR* ran a four-month campaign to elicit nominations from the community. Only individuals who received multiple nominations from outside of their own organisation were long-listed for consideration. The team then engaged in additional research before deciding on the final list. Many nominees did not receive the requisite number of nominations or make it through the vetting process; those who did are listed here.

While the results were based on extensive objective research, the final decisions remain the subjective opinions of the *WTR* team. We cannot promise that every corporate trademark counsel who deserves to be described as a world-class industry leader has made it into this publication. If you disagree with our opinion, we would like to hear from you. We would also encourage you to make nominations for those who have not made this year's edition when we embark on the next round of research.

300

William Mansfield

Director of Intellectual Property at ABRO Industries Inc
Ranked in Automobiles/parts, Industrial goods/utilities

WTR Research

WTR Research

The WTR 300 focuses exclusively on trademark practitioners and has firmly established itself as the definitive 'go-to' resource for those seeking world-class legal trademark expertise.



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WTR 300

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WTR 300 2026

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Introduction

The *WTR 300* identifies the leading the corporate professionals that are deemed to be the leading lights of the industry.

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Methodology

WTR 300 surveyed readers and members of the global trademark community to elicit nominations for individuals who should be considered for inclusion.

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Individuals

Only those individuals identified by market sources for their exceptional skill sets and profound insights into trademark matters feature in the *WTR 300*.

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