

## SIMION & BACIU secures prestigious GOLD-level recognition in World Trademark Review 1000 rankings, with unmatched representation in the individual section for Romania in 2024



**SIMION & BACIU has received the GOLD level recommendation by the renowned publication World Trademark Review (WTR) 1000: The World's Leading Trademark Practitioners. In the 2024 edition, the firm ranks once again at the top of the charts for both Enforcement & Litigation and Prosecution & Strategy, as assessed by this publication exclusively dedicated to identifying top practitioners in the field of trademarks, worldwide.**

In addition, **Ana-Maria Baciu**, **Cosmina Maria Simion** and **Andreea Bende** were reconfirmed as top professionals in the individual rankings. **Zsófia Judit Halmágyi** made her debut in the rankings, joining the lineup of professionals recognized by WTR 1000 in its latest edition. Our team holds for the second consecutive year the highest number of professionals active in Romania and included in the individual rankings.

SIMION & BACIU and its team members have continuously been included in the analysis performed by WTR1000 since the firm's foundation in 2019. This marks the fifth edition in a row when the firm has received prominent recognition from this unique guide that identifies the top trademark professionals in key jurisdictions around the globe.

SIMION & BACIU is *“boasting an impressive IP practice”* as *“it combines the depth of knowledge typically associated with boutique IP firms with the broader resources required for intricate transactional work”*, according to the WTR1000 write-up.

**Ana-Maria Baciu**, Managing Partner, is acknowledged as a GOLD-level professional. She is *“renowned for her innovative outlook and continues to be a prominent figure in the industry”*, WTR1000 notes.

**Cosmina Simion**, Managing Partner is recognized as *“a pioneering legal professional recognised for her business-oriented approach and leadership in complex IP matters”* and reconfirmed as a SILVER-level individual.

**Andreea Bende**, Partner, is singled out as *“the go-to for trademark portfolio management, strategic prosecution and complex contentious matters”*. WTR1000 included Andreea in the individuals' SILVER category.

**Zsófia Judit Halmágyi**, IP Counsel *“whose contributions have been instrumental in securing favourable decisions for her clients, even in complex cases”* as mentioned in the 2024 editorial, is included in the individuals' BRONZE category.

According to WTR 1000, “the guide illustrates the depth of expertise available to brand owners as they seek to

protect their brands, serving as the definitive tool for those seeking stellar trademark expertise and partners worldwide. (...) Individual practitioners, law firms and trademark attorney practices qualify for inclusion in the WTR 1000 solely on receiving sufficient positive feedback from market sources,,

*“With this new reconfirmation of our professional standing, we can confident stress out that at the heart of our success is our dedication to remaining client-centric, putting their needs and objectives at the forefront of everything we do. We believe that strong relationships are built on trust, open communication, and the understanding of each of our clients' unique circumstances. It's this mindset that has helped us to build a reputation as a firm that truly cares about its clients”*, mentioned **Ana-maria Baci**, Managing Partner.

*“The collection of accolades received by SIMION & BACIU and its team members through these rankings reconfirms the viability of our business model. Our consistent presence in the WTR 1000 reflects the industry's recognition of our top-notch legal services, expertise, and client satisfaction. It inspires us to remain dedicated to our clients and committed to our approach”*, added **Cosmina Maria Simion**, Managing Partner.

#### About SIMION & BACIU:

A business law firm with an independently acclaimed approach to legal services and client service, SIMION & BACIU is an award-winning intellectual powerhouse providing the best combination of legal advice, business savvy and humanness.

We act as business partners to our clients in areas of practice and regulated industries pivotal to our firm's sustainable growth: intellectual property, gaming and gambling, consumer protection, advertising and data privacy, technology & media, corporate and M&A, and disputes resolution.

SIMION & BACIU and members of its team are active in third-party professional organizations such as [AmCham](#) (American Chamber of Commerce in Romania), [INTA](#) (International Trademark Association), [ECTA](#) (European Communities Trademark Association), [IMGL](#) (International Masters of Gaming Law), and [Concordia](#) (Employers' Confederation) , thus, being permanently connected to the evolution and trends of the Romanian and international business and legal environment.

Members of our team are independently acknowledged by reputable international directories including Legal 500, Chambers and Partners, Managing IP, Who'sWho Legal, IAM Patent and WTR.

With this approach, we successfully foster a stable, future-ready setting that has generated a tripling of our team and a two-figure yearly growth (%) of our portfolio of clients, since 2019.

*Our reputation is reconfirmed by international and domestic distinctions, including:*

- Recognition as a **Leading Firm** by the leading British publication Legal500, since the establishment of our firm, in 2019
- Recognition as a leading firm by **Chambers and Partners**, one of the most prestigious publication evaluating the activity of law firms across over 200 jurisdictions
- **Law Firm of the Year in Romania** distinction awarded by Managing IP (2021, 2022 and 2023)
- Recognition as a **Top Firm** by IP STARS, Gold-level by WTR 1000, Recommended by IAM Patent 1000 and awarded **Trademark Firm of the Year in Romania** at the IP Global Awards (2022)