

SIMION & BACIU shines gold in the firms' rankings and has the largest number of professionals included in the individual section of the 2023 World Trademark Review's WTR1000



SIMION & BACIU receives outstanding accolades in the 2023 edition of WORLD TRADEMARK REVIEW'S WTR1000 – the World's Leading Trademark Professionals, the definitive directory exclusively dedicated to identifying the world's leading trademark legal services providers.

The firm is acknowledged as a GOLD band outfit, the highest position, in both chapters researched by the reputable publication for Romania: Enforcement & Litigation and Prosecution & Strategy.

In addition, **Ana-Maria Baciu**, **Cosmina Maria Simion** and **Andreea Bende** have been once again reconfirmed as top professionals in the individual rankings. Also, joining the key professionals recognized the WTR1000, **Cristiana Prodescu** makes her debut in these rankings. This marks another key moment of reference for the firm, with SIMION & BACIU having the largest number of professionals included in the individual rankings.

SIMION & BACIU and key members of the team have been included continuously in the analysis performed by WTR1000, since the firm was founded, in 2019. Thus, 2023 marks the fourth edition in a row when we enjoy prominent recognition from this unique guide that identifies the top trademark professionals in key jurisdictions around the globe.

To note that the collection of accolades received by SIMION & BACIU and its team members through these rankings reconfirms the viability of the business model promoted by the firm, that makes available to the business community the in-depth knowledge more commonly associated with boutique IP firms, authentically coupled with the resources and expertise required for complex transactional work and disputes resolution representation.

SIMION & BACIU is applauded as it “*has firmly established itself as one of the leading IP outfits in Romania*”, according to the WTR1000 write-up.

Ana-Maria Baciu, Managing Partner, is acknowledged as a GOLD band professional. “*Ana-Maria is an effective, professional and reliable attorney, who is extremely strong at handling complex cases and negotiations. She is strategic, precise and she truly cares for her patrons*”, WTR1000 notes.

Cosmina Simion, Managing Partner is a SILVER band professional „*who has over 20 years of experience in intellectual property. In addition to her traditional advisory work, Simion also excels in handling sophisticated transactional deals.*”

Andreea Bende, Partner, “*is a brilliantly strategic attorney, who delivers across a diverse range of industries for*

an equally varied clientele. She is responsive, detail oriented and has a strong understanding of business needs”, and WTR1000 included Andreea in the individuals’ SILVER band.

Cristiana Prodescu, Managing Associate *„is meticulous, responsive, diligent and is always fully dedicated to her clients’ needs. Her robust legal background, pragmatism and sharpness all make her an excellent lawyer”* as mentioned in the 2023 editorial of the rankings. Cristiana is included in the individuals’ SILVER band.

According to WTR1000, “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,,

More details about the methodology used by WTR1000 as well as the results of the 2023 research are available here:

<https://www.worldtrademarkreview.com/article/the-2023-wtr-1000-revealing-the-worlds-leading-trademark-professionals-out-now>

About SIMION & BACIU

A law firm that proposes a different approach, SIMION & BACIU quickly became a reference on the Romanian market, with a strong propensity toward offering legal services with regulatory content.

SIMION & BACIU is a team of over 25 professionals that provides a tailored relationship model to clients and business partners. The firm operates based on a consulting-litigation matrix structure, with main areas of practice including Intellectual Property, Consumer Protection & Advertising, Gambling regulatory, Technology & Media, Personal Data Protection and Privacy, Corporate/Mergers & Acquisitions, Pharmaceutical/Medical regulatory and Disputes Resolution.

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

Members of this team are independently acknowledged by reputable international directories including Chambers and Partners, Legal 500, Managing IP, Who’sWhoLegal and WTR 1000.

Our growing reputation is reconfirmed by international and domestic awards, including:

- **Law Firm of the Year in Romania** distinction awarded by Managing IP (2021, 2022)
- Recognition as a Top Firm by the European Legal500, since the establishment of our firm, in 2019
- Recognition as a **Top Firm** by IP STARS (2020, 2021, 2022)
- Trademark **Firm of the Year in Romania** by IAM & WTR (2022)
- Recognition as a leading firm by Chambers and Partners, one of the most prestigious publications evaluating the activity of law firms across over 200 jurisdictions