

# Making our mark

## Events, conferences and kudos

*A third consecutive tier one rating: Managing Intellectual Property names Spoor & Fisher SA's top IP law firm*

This prestigious acknowledgement was announced by Managing Intellectual Property, the global magazine for intellectual property owners, and included participants from 230 countries around the world. It is a huge honour that has been bestowed on Spoor & Fisher. This is one of the biggest acknowledgements of its kind in the world and this is the third time that Managing Intellectual Property has chosen Spoor & Fisher as a tier one South African IP law firm.

Over 5 000 of Managing Intellectual Property's global readership are senior, in-house counsel at multinational companies. The magazine is part of the Euromoney Legal Media Group. It has offices in Hong Kong, London and New York. Managing Intellectual Property reflects the pulse of the international IP arena with their insightful comment, news, market analyses, and the unique surveys they conduct, among other initiatives.

It also prints the World IP Contacts handbook, hosts regular Web seminars on key issues. They know the global IP law industry inside and out which is why we are so proud the judges selected Spoor & Fisher as the top IP law firm in South Africa for the third year running. The magazine has been offered testament by several global business figureheads such as Richard Heath, VP of Unilever PLC in the UK; and Lucy Nichols, global director of IPR and Brand Protection at Nokia in the US.

It is tremendously gratifying for Spoor & Fisher that our effort to provide a consistent, world-class service to our clients has been acknowledged in this way.

*Professional Management Review (PMR) rates Spoor & Fisher No 1*

The annual PMR survey conducted among South African companies has confirmed what many others have attested year after year: Spoor & Fisher is the number one legal practice in the sphere of intellectual property. This is the sixth time that the firm has been acknowledged in the annual PMR survey, underscoring our ongoing position of market leadership.

PMR research unit conducts annual surveys that measure service levels and customer satisfaction across various industries. Over 30 000 top decision-maker interviews are conducted annually to produce customer ratings, strengths and weaknesses. It awards top-rated companies PMR Diamond, Gold and Silver Arrow Awards.

PMR gave Spoor & Fisher the highest rating in this category. We earned a mean score of 4,25 out of a potential 5, assessed on a range of 21 measures.

Based on this survey, Spoor & Fisher received the Diamond Arrow Award in recognition of this achievement. The award ceremony took place at the Hyatt in Rosebank on 19 February 2010.

