



Insights: News

Chris Bussert Named 2020 ILO Client Choice Award Winner

March 10, 2020

ATLANTA (March 10) – [Chris Bussert](#), Senior Counsel in Kilpatrick Townsend's Atlanta office, was named a 2020 ILO Client Choice Award winner by International Law Office and Lexology. Client Choice recognizes law firms and partners around the world for the outstanding client care they provide and the quality of their service. The criteria for this recognition focus on an ability to add real value to clients' business above and beyond the other players in the market. Uniquely, law firms and partners can only be nominated by corporate counsel.

Mr. Bussert has more than 30 years of experience in helping clients protect and defend their most important assets and brands. He represents clients in trademark, franchise, copyright, and unfair competition litigation, including proceedings before the Trademark Trial and Appeal Board, and in licensing and trademark clearance and prosecution matters. He is a graduate of Kalamazoo College and earned his law degree at the University of Toledo.

"It is truly an honor to receive this award," said Mr. Bussert. "Everyone at Kilpatrick Townsend is passionate about delivering a level of service that exceeds our clients' expectations. It is so rewarding to be recognized for that effort."

Candidates for the award are surveyed by International Law Office and Lexology, which also gathers feedback from in-house counsel. Clients are asked to rate individual lawyers and law firms on the following client service criteria: quality of legal advice, commercial awareness, industry knowledge, strategic thinking, billing transparency, tailored fee structures, value for money, responsiveness, effective communication, clarity of documentation, sharing of expertise, appropriate staffing, project management, use of technology, loyalty and ethics. To ensure that the results cannot be influenced, law firms are not informed when this initial round of research is conducted.

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Related People



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