

**PRESS RELEASE**  
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**IMMEDIATE RELEASE**

**THORNTON SMITH FILES FIRST TRADE MARK APPLICATION UNDER NEW TRADE MARKS ACT**

TORTOLA, 2 November 2015 – Having recently announced being the first trade mark agent in the British Overseas Territory of the Virgin Islands (the “British Virgin Islands”), THORNTON SMITH ADVISORS LP, an affiliate of THORNTON SMITH (together “THORNTON SMITH”) is now the first registered trade mark agent to successfully file trade mark applications in the British Virgin Islands under the Trade Marks Act, 2013. The new Act came into force on 1 September 2015.

A total of 51 new trade mark applications were published on 29 and 30 October 2015 of which 31 applications (Nos. 1 – 27 and 29 – 32) were all filed by THORNTON SMITH. This places THORNTON SMITH as the undisputed market leader with over 60% of the initial registrations under the new Act in its first month of applications alone. These applications ranged from priority applications to applications with color limitations.

According to the Business Development Coordinator for THORNTON SMITH ADVISORS LP, Sarai Smith, “This is testimony to the hard work, ingenuity and rapid response time to clients from all over the world, including North America, Europe and Asia. We continue to anticipate our clients’ needs and expectations and set the bar very high for our response to those needs and expectations. Clearly this demonstrates their appreciation for the flexibility and user friendliness of the service we provide.”

Earlier this year, Founder and Principal, Jamal S. Smith, was ranked as a Recommended Expert in the 2015 edition of the World Trade Mark Review 1000 – The World’s Leading Trade Mark Professionals. WTR1000 is one of the most respected industry awards for intellectual property practitioners which is awarded based on client recommendations. He continues his commitment to seeing the development of the intellectual property industry as a member of the Intellectual Property Advisory Committee (IPAC) under the Financial Services Commission and as a Team BVI Leader under BVI Finance, the marketing arm of the financial services industry.

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