

Gecić Law Debuts in the 2026 IP STARS Rankings

Gecić Law proudly announces its debut in the 2026 IP STARS rankings, following the firm's first submission last year. The guide placed Gecić Law in Tier 3 for intellectual property in Serbia. This result marks an exceptional first appearance, as the firm skipped two lower-ranking levels and entered Tier 3 directly.

IP STARS also recognized Counsel Vera Davidović as a Notable Practitioner. The guide named Senior Associate Uroš Rajić a Rising Star. Together, these distinctions highlight the strength, depth, and momentum of Gecić Law's fast-growing intellectual property practice.

About IP STARS

IP STARS is Managing IP's specialist guide to leading intellectual property firms and practitioners worldwide. The guide covers contentious and non-contentious IP work across numerous jurisdictions. IP STARS provides clients and businesses with an independent overview of established and emerging intellectual property advisers. It examines law firms, individual practitioners, and the development of intellectual property practices within each market.

IP STARS researchers assess firm submissions, public information, market feedback, and independent research. They also gather insights from law firms, practitioners, and clients through interviews and surveys. This process helps IP STARS identify firms and lawyers with strong market standing and proven capabilities.

A Remarkable First-Year Result

Gecić Law entered the research process for the first time at the end of 2025. The 2026 rankings, therefore, mark the firm's first IP STARS appearance. Most firms start in the lower tiers and work up over several cycles. Gecić Law skipped that path entirely, landing in Tier 3 on its debut. The ranking covers the team's work in trademarks, copyright, designs, trade secrets, and enforcement, as well as the firm's growing footprint in cross-border IP mandates across the region.

Vera Davidović leads the IP practice and advises clients across Southeast Europe, with a focus on trademark enforcement, anti-counterfeiting, domain disputes, and cross-border litigation. IP STARS recognized her as a Notable Practitioner for 2026 — a nod to an established profile built on practical, high-value work.

Uroš Rajić works on technology, digital assets, EU law, and disputes tied to innovation-driven clients. IP STARS named him a Rising Star for 2026, marking his growing role in the firm's multidisciplinary practice.

Recognition of the Team's Progress

The three rankings reflect Gecić Law's sustained investment in intellectual property capabilities. They also confirm the team's ability to handle sophisticated mandates with precision and commercial focus. Gecić Law supports clients throughout the life of their IP assets — protecting, enforcing, managing, and commercializing rights — by pairing IP expertise with experience in technology, competition, litigation, and regulatory matters. That mix helps clients treat legal risk as part of business strategy, not a separate problem.

The 2026 IP STARS results give Gecić Law a strong base to build on. The firm will continue to grow its IP practice across Serbia and Southeast Europe, backing clients in complex domestic and cross-border matters. The focus stays the same: precise, practical advice that protects the ideas, brands, and technologies driving client growth.