

Locke

Lord^{LLP}

Nothing is more important to us than our good name. If a marketing consultant were to recommend a name change for more impact, we'd say "no thanks."

But we'll admit Locke Lord Bissell & Liddell is a mouthful, even for a law firm. So we've decided to simplify things going forward in a way that respects our past. Our new name is simply *Locke Lord*, with our promise of "Practical Wisdom, Trusted Advice" intact. And the really good news for our clients? You've already been using our new name.

Thanks for the suggestion. Sometimes, low impact change makes sense.

Practical Wisdom, Trusted Advice.

Atlanta, Austin, Chicago, Dallas, Hong Kong, Houston, London, Los Angeles, New Orleans, New York, Sacramento, San Francisco, Washington DC

www.lockelord.com