

Lippes Mathias LLP Streamlines Firm Name and Unveils New, Modern Visual Brand and Website

Navigating what's ahead.



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BUFFALO, N.Y. – Lippes Mathias LLP today revealed a new name and new visual brand that better reflect the firm's modern, unique approach to navigating the intersection of business and law. The full-service business law firm, with offices in Buffalo, Albany, Washington, D.C., Jacksonville, Fla., Chicago, New York City, and the Greater Toronto Area, is now Lippes Mathias LLP, formerly Lippes Mathias Wexler Friedman LLP. The streamlined named and reimagined visual identity comes amid a period of significant, sustained, strategic growth – a 180 percent increase in attorney count since 2015.

Lippes Mathias' refreshed visual identity is symbolic of the firm's unique approach to navigating its clients through complex matters involving business and law. The logo specifically is a labyrinth created by the L and the M, representing how Lippes Mathias attorneys are navigators and guides, thinking around corners for the firm's clients. The accompanying graphic elements and colors reflect the firm's cohesive culture that grounds the network under one mission with shared values.

"We've come a long way since 1965 and even further in the last 10 years," Kevin J. Cross, managing partner, Lippes Mathias. "From 48 attorneys to 135 across seven offices, we're proud of our sustained growth to best serve our

clients. It's time to refresh how we show up to the world to better reflect who we are now."

Cross added, "In celebrating our success and looking towards the future with optimism we must compliment the work of all of those who helped get us here. That group certainly includes Scott Friedman and Alan Wexler, who have both played an important role at the firm for many years. Their contributions, including many of our current and past partners, have shaped the firm into what it is today."

Scott Friedman remains an active and valued partner with the firm and will continue to represent clients focused on corporate, family business, venture capital, and related practice areas.

"The new brand represents who we are. It pulls together our mission and our values. It reflects how we serve our clients as navigators," said Jennifer Greene, chief marketing officer, Lippes Mathias. "As the firm has added multiple offices in the last five years, it's well-timed to reinforce our network as a whole, with a shared entrepreneurial culture where we care about our clients and our people."

We encourage you to visit the new lippes.com, which features a more user-friendly interface to better access our attorneys and practice areas.

About Lippes Mathias LLP

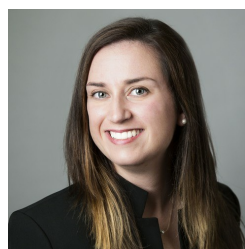
Lippes Mathias is a full-service law firm with more than 135 attorneys serving clients regionally, nationally, and internationally. With offices in Buffalo, Albany and New York, N.Y.; Greater Toronto Area; Chicago, Ill.; Jacksonville, Fla.; and Washington, D.C., the firm represents publicly and privately-owned companies, private equity and venture capital firms, real estate developers, financial institutions, municipalities, governmental entities, and individuals.

Year after year, Lippes Mathias is proud to be recognized by The Best Lawyers in America®, U.S. News - Best Lawyers®, Super Lawyers and Chambers USA.

Related Team



Kevin J. Cross
Managing Partner I
Chairman | Executive
Committee



Jennifer L. Greene
Chief Marketing
Officer

New York: Albany, Buffalo, Clarence, Long Island, New York City, Rochester, Saratoga Springs, Syracuse // **Florida:** Jacksonville, West Palm Beach
Illinois: Chicago // **Ohio:** Cleveland // **Oklahoma:** Oklahoma City // **Ontario:** Greater Toronto Area // **Texas:** San Antonio // **Washington, D.C**

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