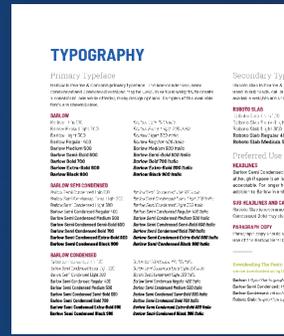
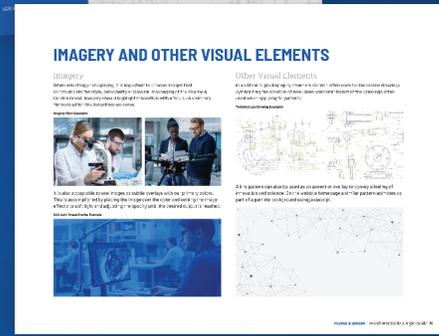




Pearne & Gordon

INVENTIVE REBRANDING + WEB DESIGN



SINCE 1910, PEARNE & GORDON has established its position as one of Cleveland's largest intellectual property law firms. Representing clients across various disciplines in markets worldwide, the firm serves as trusted counsel for some of the best minds in business, from emerging startups to public companies that lead their industries.

What makes Pearne & Gordon unique is its diversity and deep bench of expertise: a team of legal experts, scientists, engineers and creative thinkers. The firm offers extensive experience in patent and trademark law in both commercial and emerging-tech industries. They are recognized among the top 10% of legal firms nationwide for issued utility patents, having obtained more than 10,000 patents in the U.S.

Despite that clear IP command, the firm's branding had lost its edge over time. Pearne & Gordon partnered with Shamrock to create a fresh, updated brand that would convey the firm's strong position as skilled legal counsel to innovators worldwide.

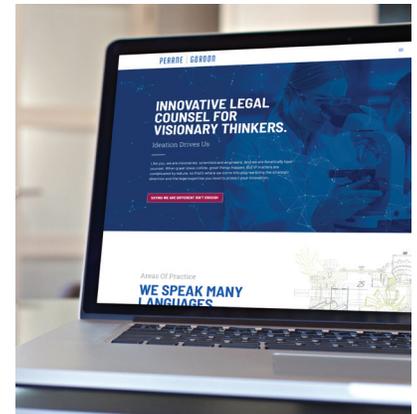
Shamrock developed all-new Pearne & Gordon brand creative—from messaging to graphics, across all marketing channel touchpoints. The new branding hits the mark, leading with confident, contemporary messaging, graphics standards and the new tagline: **IP Counsel for Innovative Minds.**

THE SOLUTION

Shamrock's creative team met with partners at Pearne & Gordon to learn more about the firm and the innovators and entrepreneurs they represent. With a well-studied understanding of their robust IP counsel and the high-stakes matters they navigate for their clients, we created the new Pearne & Gordon brand positioning. The firm's new tone and voice now fully articulate the unmatched command and expertise they offer. The rebrand included redesigning the website and collateral system, including brochures, feature sheets and display ads.

WHY IT WORKS

Shamrock creates more vital, more confident branding that resonates with the clients the firm represents and the innovative IP counsel that Pearne & Gordon





provides. The new branding carries through across all elements of the firm's marketing assets, creating a seamless, consistent brand statement that exudes confidence with unparalleled IP acumen.

