

Contact: Debbie Daniels, 512/495-6110 or 512/826-8448 mobile

McGinnis Lochridge, One of Texas' Oldest Independent Law Firms, Shortens Name and Launches New Identity

AUSTIN, Texas (August 2013) – A Texas law firm with headquarters in Austin today announced a shorter name and a new identity, aligning its identity with its already familiar moniker. The firm known as McGinnis, Lochridge & Kilgore, LLP, will call itself McGINNIS LOCHRIDGE, effective immediately.

“Our employees, clients and peers are conversant with the name McGINNIS LOCHRIDGE, and we are aligning our identity and reputation with this shortened name,” says Douglas Dodds, managing partner, McGINNIS LOCHRIDGE.

The new identity is the result of a two-year project led by an internal team in concert with A3 Creative in Austin. The project’s foundation included interviews with the firm’s lawyers, employees, peers in the legal industry and the firm’s clients. The new identity is seen on the firm’s new website at mcginnislaw.com and in all its collateral.

“Our new identity sends a message that speaks to our strong relationships with our colleagues, clients and legal community,” says Dodds. “Through the years we’ve always practiced law with the attitude that ‘We’re in it together,’ and we have adopted that attitude as an expression of our commitment to our clients, each other and to our peers.”

With more than 60 attorneys in its offices in Austin and Houston, McGINNIS LOCHRIDGE remains one of Austin’s oldest independent law firms. Their practice areas span complex litigation, administrative, and business and commercial law. Known for handling complex litigation in Texas and across the United States, McGINNIS LOCHRIDGE attorneys have earned three Top 100 verdicts in the last decade.

About McGINNIS LOCHRIDGE

McGINNIS LOCHRIDGE is a Texas-based firm providing legal services to multinational Fortune 500 companies, large enterprises, small and medium businesses, and individuals for more than 85 years. McGINNIS LOCHRIDGE maintains offices in Austin and Houston with practices in Litigation, Corporate, Energy, Natural Resources, Technology Law, Employment Law, Environmental, Real Estate, Bankruptcy, and Legislative and Government Relations.

- end -