

RandallGoble.com

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Accomplishment Story:

## Rising above the Competition

*Increasing market awareness and engagement  
in an extremely competitive region*

### **Challenge**

More than two dozen other law firms have more attorneys and stronger "local" perceptions in Southeast Michigan than Warner Norcross & Judd. The challenge was to change the perception of the firm from a Grand Rapids based law firm to a strong local firm with state-wide resources, essentially earning a top-of-mind position with prospects.

### **Action**

1. Assessed the marketplace and local resources.
2. Hired a dedicated, local PR firm to rebuild relationships with reporters in the most important media and earn significant press coverage.
3. Implemented an aggressive advertising and sponsorship plan consisting of print, digital, broadcast and outdoor.
4. Staged events to demonstrate expertise and develop professional relationships, including educational, roundtables, client holiday gala at the Detroit Institute of Arts, co-marketing and heavy involvement with industry associations (boards, committees, panel discussions and sponsorships)
5. Created strategic community relations plans for each office.

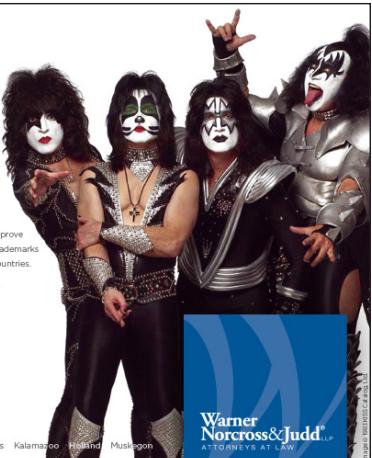
### **Result**

Increased market awareness from 50% to 85% and market differentiation from 19% to 62%, as measured by 3rd party research (BTI Consulting) in three surveys conducted over six years. The most important result is that the amount of business generated in these offices increased proportionally.

Rocking the  
Intellectual  
Property World

Warner Norcross & Judd attorneys blaze new trails in intellectual property law. Raymond Scott and Greg DeGrazia represent KISS Catalog, Ltd., providing trademark solutions and litigation that protect the licensing of the rock stars' images. When the U.S. Patent and Trademark Office said that faces of entertainers couldn't be trademarked, they were persuaded to approve precedent-setting trademarks for the iconic face paint of KISS. Trademarks for the face paint and logo are now registered in more than 40 countries.

Finding new ways to protect intellectual property is one way our attorneys go the extra mile for clients.



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Photo courtesy of KISS



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### Examples of some of the strategies and tactics used in this initiative:

- Client-featured campaign in print, radio and digital
- Events with client, prospect and referral engagement
- Industry association participation (boards, committees and sponsorships)
- PR featuring attorneys in thought-leadership and expertise context
- PR featuring clients and their success stories
- Co-marketing
- Annual client gala at the Detroit Institute of Arts
- Contributions and engagement with local non-profits
- Market research
- CRM

**Intellectual property?**  
Game on.

Protecting intellectual property is a corporate game-changer—creating a competitive advantage and keeping knock-offs in check. Successful companies like Warner Sports know this. When it comes to protecting Warner's IP, the Warner Horrocks & Judd game plan consists of an aggressive patent strategy backed by a formidable litigation team. You can count on our IP attorneys to be your front line of defense.

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**Thursday, February 27, 5:30-8:00 PM**  
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**Michigan's New Comprehensive Strategic Road Map to Promote, Retain and Grow the Automotive Industry in Michigan.** Keynote presentation by Nigel Francis, Michigan Economic Development Corporation (MEDCO)

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**Michigan's New Comprehensive Strategic Road Map to Promote, Retain and Grow the Automotive Industry in Michigan.** Keynote presentation by Tom Maggiano (Warren Horrocks & Judd), Greg Stevens (MiCAuto) and Eric Thompson (MiCAuto)

**G&B and Networking** with Macomb automotive supply executives and automotive-focused attorneys

Who should attend: Presidents, CEOs, CFOs, Purchasing Directors, Sales Directors and other senior executives. Automotive suppliers and other manufacturers welcome.

► **REGISTRATION IS NOW OPEN!** Registration is limited. This is a complimentary event that includes refreshments and networking.

Registration and info online at <http://WNJ.com/MacombAuto2014> or contact Dawn Thompson at [dthompson@wnj.com](mailto:dthompson@wnj.com) or 248.764.5086

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Read Ahead of The Curve [TheCurve.WNJ.com](http://TheCurve.WNJ.com), the definitive law blog for navigating the automotive supply chain.

**10/19/2016** Coming to terms: Improved economy has buyers and sellers connecting - Crain's Detroit Business

**CRAIN'S DETROIT BUSINESS**  
Detroit and Southeast Michigan's premier business news and information website

**10/10/2013 8:00 AM**

**Coming to terms: Improved economy has buyers and sellers connecting**

By Mark Sanchez

**Photo by TOM MCKENZIE Attorney Jim Romzek of Warner Horrocks & Judd LLP says some business owners, having made it through the recession, are weary of cutting a business and ready to sell.**

Experts in mergers and acquisitions and private equity field say they are seeing an increase in deals involving well-run, later-stage companies that have toughed out the hard times of Michigan's recent past and can add to a buyer's top and bottom lines.

The recession, in fact, has become one of the key drivers of activity, said Phil Gilbert, managing director and president of investment bank P&M Corporate Finance LLC in Southfield.

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**Data Solutions Symposium**  
eDiscovery + Information Governance + Privacy/Security

**June 24, 2015**  
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**Westin Southfield**  
1500 Town Center, Southfield, MI 48075

**Updates on New and Proposed Privacy/Security Laws and the Likely Implications on Litigation**

**Records Management Policy Best-Practices for Reducing Cost and Risk**

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2. developing a practical strategy for protection and commercialization; and
3. defending your IP with a formidable litigation team.

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**10/19/2016** Financing finalized for \$65 million The Scott at Brush Park apartment development - Crain's Detroit Business

**CRAIN'S DETROIT BUSINESS**  
Detroit and Southeast Michigan's premier business news and information website

Originally Published: February 03, 2016 10:30 AM Modified: February 09, 2016 2:14 PM

**Financing finalized for \$65 million The Scott at Brush Park apartment development**

**Project will have 199 units, nearly 15,000 square feet of retail space on Woodward**

By Kirk Pisho