

NEWS RELEASES

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## Firm Changes Name to Husch Blackwell; Launches New Website

Husch Blackwell changed its name effective August 30, 2010, in a move approved by all the firm's partners. The change coincided with the launch of a new website, new logo, and related collateral and advertising materials. The new name reflects how the public generally refers to the firm.

"Our new name and how and where we use it more accurately reflects our reputation for being client-focused and oriented toward the future," said Joseph P. Conran and David A. Fenley, co-chairmen of the firm. "Bringing clients a marketplace advantage through insightful guidance has always been a touchstone of the firm; we're now better able to showcase this focus through a new website and other materials."