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FOR IMMEDIATE RELEASE

**Boyle Fredrickson Announces Move to
Plankinton Avenue and Simplified Name**

Milwaukee, July 16, 2007—Boyle Fredrickson, the largest intellectual property law firm in Wisconsin, will move in late July from its current downtown location at 250 E. Wisconsin Ave. to a completely renovated building at 840 N. Plankinton Ave. in Milwaukee.

The new offices occupy a turn-of-the-century Cream City brick building on the west bank of the Milwaukee River. At 13,000 square feet, the larger space will house a staff that includes 19 intellectual property attorneys and will enable the firm to continue to grow, says firm President Andy McConnell.

“Milwaukee, and Wisconsin in general, is home to some of the most innovative manufacturers in the world,” McConnell explains. “We’re privileged to call some of these companies clients and we’re also grateful to the city of Milwaukee for supporting us in our growth and helping us to remain downtown.”

The Milwaukee Economic Development Corp. (MEDC), the development arm of the city of Milwaukee, approved a loan of \$500,000 for the \$2.15 million project last year, which included improvements such as plumbing, electrical, HVAC and office build-out work.

“Our continued growth and success lies in our people, singular focus on intellectual property law and the close partnerships we have with our clients,” McConnell adds.

The firm also announced that for the sake of simplification it has also shortened its name from Boyle, Fredrickson, Newholm, Stein & Gratz to simply “Boyle Fredrickson.” While the names of Jim Boyle and John Fredrickson are in the firm’s new logo, fellow founding shareholders Timothy Newholm, David Stein and Michael Gratz continue to be key attorneys with the firm, with Newholm and Gratz sitting on the firm’s Board of Directors.

About Boyle Fredrickson

Boyle Fredrickson was founded in 1999. With 19 attorneys specializing in intellectual property law, it is Wisconsin's largest intellectual property law firm. The firm, which filed 385 patent applications and 152 federal trademark applications in 2006, handles all aspects of intellectual property law, including patent, trademark and copyright prosecution; foreign intellectual property; trade secret and unfair competition protection; information technology and e-commerce law; and all related licensing and litigation.

Boyle Fredrickson is headquartered at 840 N. Plankinton Ave., Milwaukee, WI 53202. For more information, log on to www.boylefred.com, email info@boylefred.com or call (414) 225-9755.

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Editors' Note: A variety of photos of the new headquarters for Boyle Fredrickson, as well as Mr. McConnell, are available upon request.