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FOR IMMEDIATE RELEASE

Jay Durst Elected to Boyle Fredrickson Board of Directors

MILWAUKEE—Boyle Fredrickson, Wisconsin’s largest intellectual property law firm, has announced the election of Jay G. Durst to its board of directors. Durst fills the board position most recently held by firm co-founder Timothy E. Newholm.

Durst’s primary expertise lies in patent and trademark prosecution. A 1996 University of Wisconsin Law School graduate who joined Boyle Fredrickson in 2001, Durst also provides his clients with strategic counsel in matters of both licensing and litigation. Over the past decade, several of his clients have ranked among the firm’s largest accounts.

One of Durst’s most recent and lasting contributions to the firm was his role in spear-heading the firm’s move to a new office location in downtown Milwaukee. Besides researching both acquisition and lease options for the firm’s residency, Durst also took the lead on all aspects of the project, including guiding the firm’s ownership to ultimately purchase a building. After a period of renovation and re-zoning, also managed by Durst, Boyle Fredrickson moved into its new offices in 2007. The next year, Durst and the firm’s leadership were rewarded for their extensive efforts when they received a Mayor’s Urban Design Award from the city of Milwaukee and Mayor Tom Barrett.

Durst is admitted to practice in both Wisconsin and Michigan, and is registered to practice before the United States Patent and Trademark Office. He is currently a member of the Wisconsin State Bar, the Wisconsin Intellectual Property Law Association and the American Intellectual Property Law Association. Other changes to the Boyle Fredrickson board have Keith M. Baxter assuming the duties of secretary, a role previously held by Newholm, and Durst filling Baxter’s previous role as treasurer.

About Boyle Fredrickson

Boyle Fredrickson celebrated its 10-year anniversary in December of 2009. With 21 attorneys specializing in intellectual property law, Boyle Fredrickson is now Wisconsin’s largest intellectual property law firm. Since its inception, Boyle Fredrickson attorneys have filed more than 4,100 domestic patent applications, 1,700 foreign patent applications and 400 Patent Cooperating Treaty (PCT) applications. The firm, which has also filed more than 1,600 domestic trademark applications and 400 foreign trademark applications, handles all aspects of intellectual property law, including patent, trademark and copyright prosecution; foreign intellectual property protection; trade secret and unfair competition protection; information technology and e-commerce law; and all related licensing and litigation.

In 2009, Boyle Fredrickson was honored with several local business achievement awards, including being named one of Milwaukee’s “Fastest Growing Firms.” The Milwaukee Metropolitan Association of Commerce also honored Boyle Fredrickson as a “Future 50 Winner.” Boyle Fredrickson is headquartered at 840 N. Plankinton Ave., Milwaukee, WI 53203. For more information, log on to www.boylefred.com, email mail@boylefred.com or call 414-225-9755.

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Editor’s Note: Photo available upon request by contacting Mike Shefky.