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Boyle Fredrickson unveils new office, logo



WLJ Photo/JACK ZEMLICKA

Attorney Michael J. Gratz (far right) gives clients Richard Rodrick (middle) and Robert Miller of S.C. Johnson a tour of his office at Boyle Fredrickson's new location. The Milwaukee-based intellectual property firm unveiled its new offices at 840 N. Plankinton Ave. with a reception on Nov. 29.

Cool was not a word attorney Keith M. Baxter of Boyle Fredrickson often heard in reference to his job. But the intellectual property firm's recent change of location convinced at least one person that Baxter's profession was fashionable.

"My daughter saw the new office and said, wow, you guys are really cool now," said Baxter, who joined the firm in 2006.

In July, the state's largest boutique IP firm vacated its offices at 250 E. Wisconsin Ave. and purchased a 13,000-square-foot building at 840 N. Plankinton Ave. Perched on the Milwaukee River, the expansive space was gutted and sculpted into a modern, yet comfortable work space.

Attorney Timothy E. Newholm said the firm had begun searching for a new site in 2005 and wanted to buy, rather than rent.

"The firm had more than tripled in size since its inception (in 1999) so we really had to plan for the future," said Newholm. "Rather than take on more lease space, we thought this was a good route to take."

The \$2.15 million renovation of the two-story office included exposure of cream city brick throughout, a conference room overlooking the river and ample space for the firm's 20 attorneys, as well as clients.

"We deal with creative, innovative people and we wanted a space they would feel at home at, rather than just a standard office building," said Andrew S. McConnell, president of the firm's board of directors.

Newholm also noted that attracting "top-notch" IP attorneys was a motivating factor for the move as well.

"The beautiful thing about this is we've been able to give it a look that really suited our personalities," said Newholm.

In addition to the relocation, the firm also shortened its name from Boyle, Fredrickson, Newholm, Stein & Gratz to Boyle Fredrickson and revamped its logo to incorporate a light bulb.

While staff began inhabiting the building in July, the firm held a formal unveiling reception for clients and attorneys on Nov. 29.

— Jack Zemlicka