

AUGUST 6, 2020 - **NOLTE LACKENBACH SIEGEL** IN THE NEWS - By Brenda Sapino Jeffreys

Merger of Texas, New York Firms Creates Full-Service Midsize IP Firm

Houston's Nolte IP Law Group is merging with Lackenbach Siegel, an IP boutique in Scarsdale, New York, creating a 38-lawyer firm that aims to link Nolte's patent strength with Lackenbach Siegel's trademark and litigation expertise.

The result, once the deal is final Sept. 1, will be a "quite nice, national midsize IP firm," said Howard Aronson, managing partner of the 97-year-old Lackenbach Siegel. The firm will be known as Nolte Lackenbach Siegel.

"It fits together quite well and really gave us what the market was looking for—a midsize firm," Aronson said.

Alexander Nolte, founder of Nolte IP, said about 80% to 90% of his firm's work is patent drafting, prosecution and opinions, and Lackenbach Siegel brings national and international trademark work, patent litigation and advertising-related expertise to the table. Because of that, Nolte and Aronson both see substantial cross-selling opportunities.

The firms became acquainted after former Lackenbach Siegel trademark lawyer Renee Duff joined Nolte IP in 2017 as the firm expanded into New York. Nolte IP also has offices in Austin and Palo Alto.

Nolte and Aronson said they held one face-to-face negotiation session in New York, before it was impossible due to the COVID-19 pandemic, but the

rest was done via video conferences.

Nolte IP uses flat-fee pricing, which is something Aronson said his firm's lawyers are largely prepared to do because clients are asking for it. However, he said Lackenbach Siegel's fees are already quite attractive in the

have to marshal their time," he said. "It makes each of the attorneys far more responsible and aware of the business aspects of being a lawyer."

Aronson said the firm, which was founded in 1923 and represented many clients in the garment center in those days, later picked up a number of designers as clients, such as Bill Blass and Geoffrey Beene, as licensing started in that industry, and ultimately "represented almost every well known designer at some point of time."

The firm's trademark clients are across many industries and include

Hyundai, Shiseido, Japan Airlines, Burpee Seeds, Everlast, Lion Brand Yarns and even The Backstreet Boys. The firm also does litigation for many of those clients, Aronson said.

Nolte declined to identify his firm's clients, but said they include a number of "prominent Silicon Valley technology companies." Since the pandemic, Nolte said, patent work from large companies has slowed along with research and development, but work from small clients has increased considerably over the last four months.

"They are pivoting and growing fast, and a lot may have gotten PPP (Paycheck Protection Program) money," he said.



Alex Nolte, left, and Howard Aronson, right.

New York market because its office is located outside of Manhattan.

Nolte IP also uses an egalitarian compensation system, which Nolte said allows lawyers to make more than under traditional compensation plans. Lawyers earn roughly 60 percent of the income from work they bring to the firm—if they also do that work, Nolte said. If another lawyer does the work, the originating lawyer earns 10 percent, he said.

Aronson said the way the firm pays its lawyers is forward-thinking.

"It makes each attorney aware of the fact that they have business that requires attention and control, and they