

A Holiday Greeting with "Stickiness"

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Wolf Greenfield, a 60-lawyer intellectual property law firm in Boston, has once again created a clever holiday greeting -- a sheet of flexible holiday magnets that combines marketing with fun.

Drawing on the talents of **Sally (only the cops call her Sara) Crocker**, Director of Client Services, and Jay Wager, Senior Manager of Business Development, the firm sent out a 7" by 9" sheet with 110 individual words that can be pulled apart and rearranged.

The sheet's arrangement already spells out their uniform selling proposition, including synonyms: "We are IP counsel in Boston and protect defend enforce your valuable new technology and innovation." Sally said the firm added the word "pony" as one of the words, to counterbalance the word "wolf," illustrating the firm's offbeat sense of humor.


It includes several industries the firm serves: "biotech chemical cleantech electrical mechanical pharmaceutical." And there are blank rectangles where you can write in your own word.



Sally Crocker

Adroitly, the late line of words spells out "but what a magnetic winter present you have from ... Wolf Greenfield."

(See illustration on next page)

Wolf	Green	field	.com	/	the	2009	holiday	card	is	here	!
LAW		FIRM		MARKETING		ROCKS!					
we	are	IP	counsel	in	Boston	and	protect	defend	enforce		
your	valuable	new	technology	&	innovation	to	big	success			
patent	trade	mark	or	secret	copy	right	re	search	discovery		
license	litigation	start	up	daily	USPTO	they	claim	ing	pony		
infringe	court	who	invent	ed	fruitcake	s	?	why	obvious	ly	
biotech	chemical	cleantech	electrical	mechanical	pharmaceutical						
scientific	know	how	our	hope	for	world	peace	now	2010		
with	@	do	it	on	appeal	I	me	their	wicked	festive	cheer
(but	what	a	magnetic	winter	present	you	have	from)	
 <p>Wolf, Greenfield & Sacks, P.C. 600 Atlantic Avenue Boston, Massachusetts 02210-2206 +1.617.646.8000 +1.617.646.8646 fax wolfgreenfield.com</p>											
<p><i>Words cannot express how much all of us at Wolf Greenfield wish you a Joyous Holiday Season and a Peaceful New Year.</i></p>											