

### *American Lawyer* Features Katten for Rebranding Efforts

September 5, 2019

*American Lawyer* featured Katten following the launch of our new brand on August 26, highlighting key elements of our rebrand effort that include a redesigned, more mobile-friendly website, a new market name of "Katten," updated attorney bios and practice descriptions, and a new logo.

"The brand refresh was a perfect opportunity to make Katten our official name. It is a nod to our proud history and at the same time more practical and straightforward, much like the business-minded counsel we provide, leading our clients to commercially viable solutions," said Katten Chairman Roger Furey about the reasons behind the new "Katten" market name (our firm is still legally known as Katten Muchin Rosenman LLP).

The article explains the reasons for our rebrand and the renaming of one of our key practice areas, from Financial Services to Financial Markets and Funds. Global Chair of Katten's Financial Markets and Funds practice Lance Zinman clarified that renaming the Financial Services practice was part of the firm's rebrand effort but does not reflect any changes to the focus of the practice.

Read "[Katten Jumps on Rebranding Bandwagon with New Image, Website](#)," in its entirety.

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#### CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



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