

LAW FIRM NAME CHANGE

Our law firm is rebranding. The Law Office of Chris Clark, PLLC will now be known as CLARK.LAW (pronounced “clark dot law”). Here are some of the reasons for the change:

1. **It’s shorter.** A shorter name is easier to remember and affords fewer opportunities for mistakes or confusion. We routinely see our firm referred to as “Chris Clark Law Office,” “Chris Clark Law Firm,” “Clark Law Office,” “Clark Law Firm,” “Chris Clark PLLC,” and other variants. Calling the firm CLARK.LAW solves this problem.
2. **It’s distinctive.** There are a lot of solo and small firm lawyers named Chris Clark, as well as other solo and small law firms with names similar to the ones listed above. This presents an opportunity for confusion. For example, here’s what shows up on Facebook when you search for the exact phrase “The Law Office of Chris Clark, PLLC”:

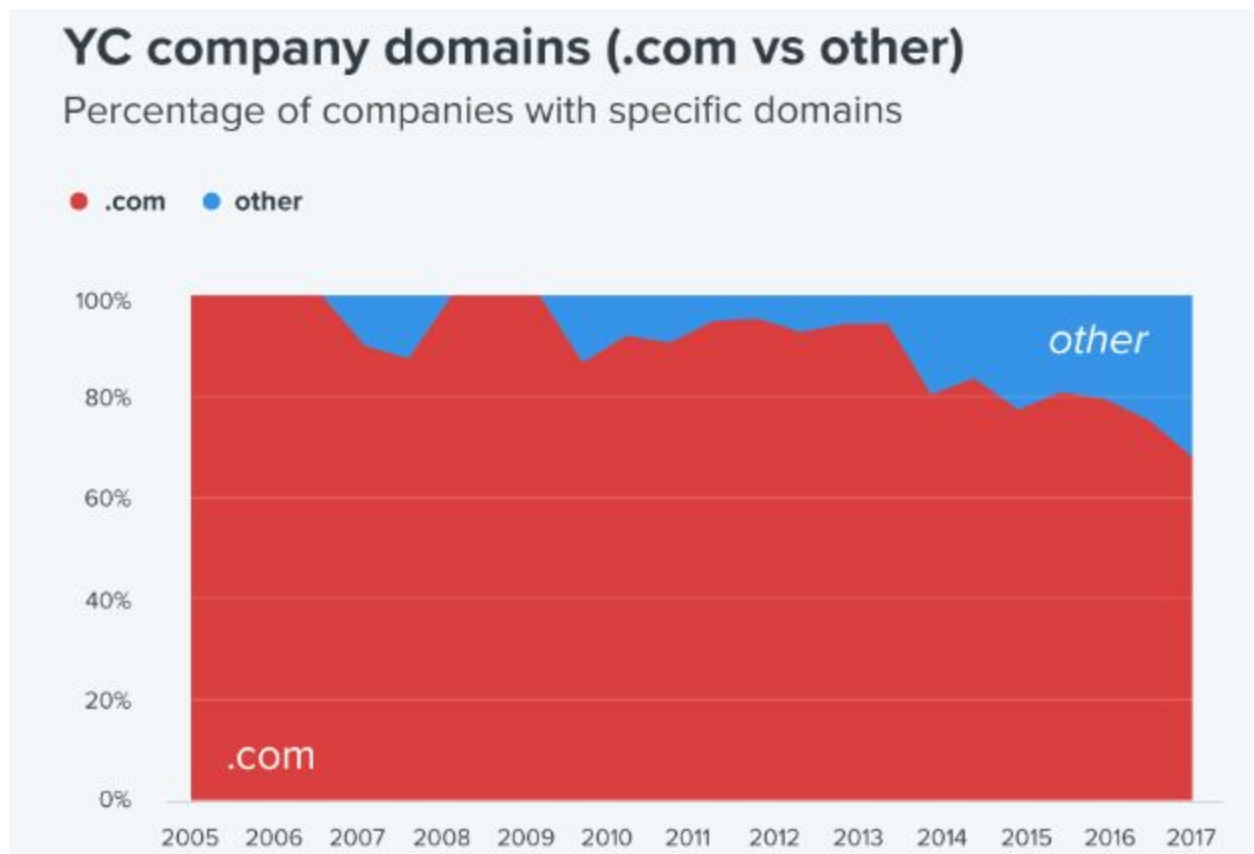


CLARK.LAW sets us apart and avoids this type of confusion.

3. **It tells people how to find us.** The name of the firm is also our website address, which makes us easy to find online. This branding approach has worked well for companies from back in the dot-com days through today (Amazon.com, Priceline.com, Hotels.com, FreeCreditReport.com, and even boutique legal services such as MyVirtual.Lawyer).

 **myvirtual.lawyer**
personalized | convenient | affordable

4. **It's suggestive of our business.** One of our firm's core principles is using technology to improve the efficiency and quality of our work. The name CLARK.LAW is suggestive of a tech-minded law firm.
5. **It's appealing to our clients.** Our target clients are startups and entrepreneurs, and many of our existing clients are in technology-related industries. The name CLARK.LAW is appealing to tech-minded clients. At Y Combinator, America's top startup accelerator, the use of a "dot-com" domain has gradually dropped since 2009 in favor of less common domain suffixes (such as .co, .io, .life, .me, and .ai).



6. **It's inclusive.** The Law Office of Chris Clark, PLLC accurately reflected our firm structure when there was one lawyer and one paralegal. Now we have four lawyers, two paralegals and two support staff. CLARK.LAW still contains the name of the firm's founder, but it is less suggestive of a single lawyer office.