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PIRKEY BARBER ANNOUNCES ADDITION OF NEW PARTNER, ASSOCIATE

----- Shannon Vale and Alison Davis Frey to Join Austin Law Firm

AUSTIN, TX—Austin-based Pirkey Barber LLP introduced today Shannon T. Vale, formerly partner in Fulbright & Jaworski's Austin office, as a new partner at the trademark-focused law firm. Vale brings his experience in intellectual property and technology law, trademark and copyright law, intellectual property transactions and due diligence, and entertainment law.

Vale worked with the firm's founders and partners Lou Pirkey and Bill Barber in the Austin office of Arnold White & Durkee from 1992 to 2000. At that time they joined Austin's Fulbright & Jaworski office where they worked together until the founding of Pirkey Barber LLP in 2006.

"I'm thrilled to be working with Bill, Lou and the rest of the team again," said Vale. "They're building a firm full of some of the country's best and brightest legal minds, and I'm just glad to be a part of it."

Vale joins Pirkey Barber with more than 25 years of experience in handling trademark opposition and cancellation proceedings, advising clients regarding worldwide trademark protection, and counseling clients in all aspects of copyrights.

Who's Who Legal, Texas 2008 highlights Vale as "a big presence" in the market, and notes his special expertise in protecting sports and entertainment marks. Vale is active in the International Trademark Association and serves as the Chair Elect for the Austin chapter of the Rice Alliance for Technology and Entrepreneurship. He is a frequent speaker on intellectual property topics.

Along with Vale, the firm also announced the addition of a new senior associate, Alison Davis Frey. Frey graduated from Tulane Law School and has more than 10 years of experience in trademarks, as well as master business agreements, software development agreements and software licensing agreements.

"While many law firms are downsizing as a result of today's economy, we're growing and the outlook for Pirkey Barber is very bright," said Lou Pirkey. "The extensive experience we're gaining from these additions will broaden the firm's capabilities now and in the future." With the additions, Pirkey Barber now features nine attorneys, including partner Steve Meleen and associates Susan Hightower, Allison McDade, Sherri Eastley and Wendy Larson.

Pirkey Barber also launched today its new Web site at www.pirkeybarber.com. The updated site is an interactive magazine that features information about the firm's experience and practice areas, attorney biographies and list of representative clients.

About Pirkey Barber

Pirkey Barber is one of the few firms in the United States specializing in the field of trademark and unfair competition law. The firm's lawyers have represented clients large and small in hundreds of trademark cases, mostly in federal courts, across the United States. They have also represented clients in many contested matters before the Trademark Trial and Appeal Board of the United States Patent and Trademark Office and in domain name disputes under ICANN's Uniform Dispute Resolution Policy. Many clients are Fortune 500 companies, but others are universities and small businesses. Pirkey Barber counsels these clients on all aspects of trademark law, including trademark clearance, registration and litigation.

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