

For Immediate Release

April 1, 2009

Contact: Debra L. Wierenga

Phone: 616 949 9610

E mail: dwierenga@priceheneveld.com

Price Heneveld Partners with American Bar Association in Sustainability Initiatives

Grand Rapids, Michigan Since Price Heneveld's inception in 1952, the intellectual property boutique has assisted numerous corporations in the areas of sustainability, environmental protection, and energy efficiency. In keeping with these commitments, it is fitting that Price Heneveld is the only law firm in Michigan exclusively practicing intellectual property to be approved by the American Bar Association as meeting the requirements of, and thus becoming a partner in, the ABA EPA Law Office Climate Challenge.

The ABA EPA initiative was created in an effort to assist law firms in the national movement toward sustainability and climate protection. The Climate Challenge initiative calls for law firms to take steps to conserve paper and energy by using recycled paper, using less paper, purchasing energy from renewable resources, and conserving energy through upgrading equipment and careful management of energy usage. "I am proud to say that the entire firm has embraced our sustainability effort. Everyone here, including partners, associates, and staff, has been instrumental in researching and implementing strategies to improve energy efficiency and increase sustainability," says Eugene Rath III, a partner at Price Heneveld and a leader in the firm's Sustainability Initiative Group. "The state of Michigan has always been a state driven by innovation and corporate development," says Rath. "These characteristics, which our firm is designed to support, coupled with our appreciation of Michigan's natural resources, made our decision to advance green technologies, both in our firm and in our community, an easy one."

Price Heneveld is not lessening its efforts now that it is a partner in the Climate Challenge, however. Its Sustainability Initiative Group continually seeks ways to improve the firm's environmental footprint, while adhering to its strong commitment to clients and the community.

Price, Heneveld, Cooper, DeWitt & Litton, LLP is an internationally recognized law partnership founded in Grand Rapids, Michigan in 1952. The firm specializes in patent, trademark, and copyright causes, technology related law, international trade law, unfair competition, trade secrets, antitrust matters, and related law.

* * *