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**HESLIN ROTHENBERG FARLEY & MESITI P.C.  
INTRODUCES THEIR NEW BRAND IDENTITY**

**Albany, NY:** Heslin Rothenberg Farley & Mesiti P.C. (HRFM), is pleased to introduce its new brand identity today, the first major brand transformation the firm has undertaken in its 47 year history. HRFM is the largest law firm in upstate New York dedicated exclusively to Intellectual Property law and related litigation with 17 partners and a total of 32 attorneys and patent agents.

The new brand identity reflects its longstanding service to the innovative idea community and bright vision for the future. HRFM has worked on building partnerships with its clients, the innovation community and the community at large.

The new brand identity will be incorporated into all firm materials and collateral, including social media and an upcoming website design.

“The re-branding reflects both the history of the firm as well as its vision for the future” said Nicholas Mesiti, the firm’s Managing Partner.

“The new brand identity emphasizes our forward-thinking mindset, we needed our brand to support our growth.” said Alison Anechiarico, the firm’s Marketing Coordinator.

**About Heslin Rothenberg Farley & Mesiti P.C.:** Heslin Rothenberg Farley & Mesiti P.C. has been protecting their client's intellectual property since 1970. With offices in Albany and Rochester, it is the largest intellectual property law firm in upstate New York dedicated exclusively to representing clients in the protection and commercialization of intellectual property, both domestic and foreign, including patents, trademarks, copyrights and trade secrets. The firm has gained national recognition in the area of Intellectual Property Law and was listed among the "Top Patent Firms" and "Top Trademark Firms" in *Intellectual Property Law Today*. In September of 2016 seven of the firm's attorneys were named as Upstate New York's "Super Lawyers" by the publishers of Thomson Reuters, in the area of intellectual property law and litigation.

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