

# New branding for law firms

Cliffe Dekker Hofmeyr has announced that it is differentiating with a new corporate identity and DM Kisch has rebranded to Kisch IP.



## New logo for CDH

Cliffe Dekker Hofmeyr (CDH) business law firm has changed its corporate identity to reflect strategic changes within the firm, most notably an increase in the innovation and integration of its legal services, as well as the introduction of client-tailored solutions. It also intends to strengthen further its already established capability in Africa, by enhancing collaboration with its partner firms on the rest of the continent and formalising the sharing of knowledge, expertise and market intelligence between them.

The firm recently announced that it was ending its formal alliance with global law firm DLA Piper at the end of August, with both firms agreeing to move to a less formal relationship.

## New name

From the foundation established by its founder, Daniel Montague (DM) Kisch in 1874, the firm D M Kisch has evolved into one of the largest specialist IP law firms in South Africa, which provides IP law services, not only in South Africa, but also into the greater African region.

"The need arose for a rejuvenated and refreshed brand that would project into the future its rich and successful history. With this, we want to reflect a healthy balance between our treasured traditions and the exciting prospects the future holds for our firm. To this end, our firm has re-branded as Kisch IP," explains Adelhart Krüger, Chairman: KISCH IP.