

Axinn Rebrands with Refreshed Look, Website, Message to the Market

Firm to Follow Makeover with Move to Iconic Address in New York

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Axinn, Veltrop & Harkrider LLP unveiled the results of a months-long rebranding process today with the launch of a new website, brand imagery, and a sharpened message to the market about the firm's work on high-stakes antitrust, intellectual property, and litigation matters. The rebrand emphasizes the invested, incisive, inquisitive, and inclusive qualities of Axinn, while giving it a look consistent with the sophistication of its work for clients including Google, Thermo Fisher, Alvogen, and Tyson.

"We are proud to share this new look with our clients and the broader legal community," said Axinn managing partner [Jeny Maier](#). "Axinn continues to work on the most significant deals and disputes, but not all corners of the market are as aware of our brand as our blue-chip clients are. Our rebrand will help correct that awareness imbalance and build on our current growth trajectory."

Axinn achieved record revenues in 2023 and is on pace to set a new high this year. Recent large matters for the firm have included its work defending Google's digital advertising technology business in multiple antitrust cases, including in trial against the U.S. Department of Justice, and securing antitrust clearance in more than 10 global jurisdictions for VMware's \$69 billion acquisition by Broadcom, one of the largest technology mergers in history.

The rebrand highlights four characteristics that are central to Axinn — the firm's invested, incisive, inquisitive, and inclusive nature. The first of those qualities references Axinn's deep

commitment to understanding and advocating for its clients, a key factor in its many long-standing relationships. The final quality—the firm’s inclusiveness—is intrinsic to its culture and speaks to the intentionality of its actions, including a renewed commitment to the Mansfield Certification process in 2024.

“These qualities have always been at the core of Axinn’s identity and driven our success,” said Maier, who assumed the role of managing partner in early 2024 and has actively overseen the rebranding exercise. “They have made Axinn an attractive place for clients and talented lawyers to grow. It’s only right that we highlight them.”

Details of the firm’s rebrand include a new logo and color scheme on display on the firm’s revamped website. These and other aspects of the rebrand evoke the “seriously friendly” personality of Axinn—one that takes its work very seriously without taking itself too seriously.

Essential characteristics of Axinn will remain unchanged, including its focus on antitrust, intellectual property, and high-stakes litigation.

Axinn’s rebranding comes months ahead of another profile-raising move: the firm’s planned relocation to a new office space at Rockefeller Center at the end of the year. The new workspace has been designed to facilitate the teamwork and collaboration that is at the heart of Axinn’s culture. Axinn will occupy a 28,000 square-foot workspace at 45 Rockefeller Plaza, featuring the storied 15-foot bronze “Atlas” sculpture outside its Fifth Avenue entrance.

About Axinn

Incisive. Inclusive. Invested. Inquisitive. We’re Axinn. Focusing on antitrust, intellectual property, and litigation, we make it our mission to understand your business, so we can anticipate every move. Acting with precision and conviction, we protect and accelerate your business growth, always thinking ahead.

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