

International IP Patent Agent Invents a New Business



Wallach IP Management and Consulting

BRAND STRATEGY, COMPANY NAMING, IDENTITY, CONTENT DEVELOPMENT, WEBSITE

After spending twenty years working at large IP firms, Dr. Wallach wanted to work directly with clients and be closer to the value of her work. She found her passion while working for a number of start-ups, and saw a tremendous need for these companies to have top-notch patent consulting at affordable prices. We developed a solid brand strategy outlining industry pain-points and emphasizing her vast experience in biotech, biopharma and renewable biofuels. Since the launch of her brand, the firm has gained new clients along with the website providing qualified leads.

PROJECT OUTCOMES | ROI

52% increase in customer retainers; website provides qualified leads; email marketing positions Dr. Wallach as leader in biotech IP consulting; appointed to UCSD Jacobs School of Engineering teaching staff for biotech start-ups.

<http://wallachip.com/>

BRANDING

IDENTITY CONCEPTS

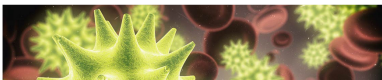


COMPANY NAMING AND IDENTITY

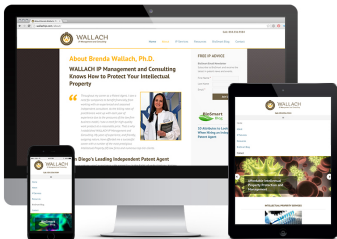


WALLACH
IP Management and Consulting

COLOR PALETTE



WEB



STATIONERY



"The Studio's experience with B2B, particularly working in the sciences, gave my project the expertise it demanded. They developed everything for my new firm—from naming it to consulting on how to speak to my potential clients. The result of their brand strategy and creative design has continually kept new clients coming."

Brenda Wallach, Ph.D.

