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## Vedder Price Continues East Coast IP Expansion

### Addition of Rebecca Goldman Rudich Marks 6th Addition in Recent Weeks

November 1, 2010 (Washington, D.C.) — Vedder Price P.C. is pleased to announce that **Rebecca Goldman Rudich** has joined the firm's Washington, D.C. office as a Shareholder in its growing Intellectual Property Group. Rudich's arrival represents a continued expansion of the firm's intellectual property capability in the areas of patent preparation and prosecution, particularly in the electrical and mechanical arts. Rudich, formerly a partner at McKenna Long and Aldridge LLP, is the sixth Intellectual Property professional to join Vedder Price in recent weeks and the second female shareholder to join the firm's Washington D.C. office in 2010.

"Rebecca's substantial experience with the licensing and enforcement of patents and trademarks will not only expand our ability to service clients on the East Coast but will add to our already formidable electrical patent prosecution capability firm-wide," stated Angelo J. Bufalino, Chair of the Intellectual Property Group at Vedder Price.

Ms. Rudich's experience involves the procurement, preparation and prosecution of intellectual property in a wide variety of electrical arts, including liquid crystal display devices, home appliances, semiconductors, computer software, cellular telephone systems, laser devices and audio amplifiers. Her practice also includes mechanical devices, consumer goods and packaging. Ms. Rudich also has experience with licensing and enforcement of intellectual property, both for commercial and government contract clients.

Ms. Rudich received her Bachelor of Science degree in Electrical Engineering from Tufts University and her Juris Doctorate from The Franklin Pierce Law Center (now the University of New Hampshire School of Law). She also has a Masters Degree in Electrical Engineering from California State University. Ms. Rudich is licensed to practice before the United States Patent and Trademark Office, the state bars of Maryland and Massachusetts, and the bar of the District of Columbia.

*The law firm of Vedder Price is a business-oriented law firm composed of 265 attorneys in New York, Chicago and Washington, D.C. The firm offers clients a wide-range of services in three core areas of practice: Corporate, Labor & Employment and Litigation. Within the corporate practice area, Vedder Price offers clients the benefits of a full-service patent, trademark, copyright and technology law practice that is active in both domestic and foreign markets. Our practice is directed not only to obtaining protection of intellectual property rights, but also to successfully enforcing such rights and defending clients in court and before federal agencies, such as the Patent and Trademark Office and the International Trade Commission, when necessary.*

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