



**LOOPER REED**

LOOPER REED & MCGRAW P.C.

# MEDIA KIT

## MEDIA KIT

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### — LOOPER REED & MCGRAW MEDIA KIT —

Looper Reed & McGraw is pleased to be a leading resource for legal news. With over 100 lawyers, we can provide expert, interesting and cutting-edge legal advice for your stories.

When you work with Looper Reed & McGraw, you can expect cooperation.

- We are legal experts.
- We understand deadlines.
- We are responsive.
- We know the value of public relations.

We strive to add value by helping you develop story ideas and alerting you to newsworthy legal topics and trends.

Looper Reed & McGraw is proud to be a top-of-mind resource for media professionals and this is reflected in our current materials and communications. Our media kit provides up-to-date information, fact sheets, firm history and logo specifications.

For additional information, please visit our website at [www.lrmlaw.com](http://www.lrmlaw.com) to find recent firm news, press releases, practice descriptions, attorney biographies, articles, legal alerts and more.

For help with a story or to setup an interview, please feel free to contact our media representative:

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### — ABOUT LOOPER REED & MCGRAW —

Looper Reed & McGraw, P.C. is a full-service law firm with more than 100 lawyers in Houston, Dallas and Tyler. We offer a wide range of legal services including business litigation, corporate transactions, oil & gas, real estate, employment law, tax planning and litigation, healthcare, trusts and estates, family law, and bankruptcy.

At Looper Reed & McGraw, we view ourselves as more than just legal counsel. We believe it takes more than an extensive knowledge of the law to generate the right results for a client's unique business needs and goals. We think beyond the traditional interpretations of the law to bring a new dimension for more efficient solutions. We find creative ways to make things work by approaching issues as opportunities, not as problems, while incorporating a high level of business expertise.

Looper Reed & McGraw was founded in August 1985. From our beginnings in the Houston area, we have significantly expanded our reach across Texas, the United States and the world.

### — THE LOOPER REED & MCGRAW PHILOSOPHY —

One of the unique characteristics of Looper Reed & McGraw is our firm culture. Looper Reed & McGraw has fostered a relaxed, family oriented culture that is unique to law firms in this day and age. A common saying is "happy cows make great milk". That idea is cherished and cultivated at Looper Reed & McGraw, resulting in high-quality work and less turnover.

In addition, our firm philosophy has been to provide high-quality legal services in a streamlined manner, to provide sophisticated and complex legal advice that is reasonably priced, and to provide big-firm results with small-firm efficiency.

Our goal is to establish long lasting relationships by collaborating with clients. The Looper Reed & McGraw philosophy is founded on the idea that we can serve as an extension of your association's executive team – as business thinkers who also offer premium legal advice and personalized service.

For two decades we have dedicated ourselves to achieving success for our clients, as they define success - whether that is winning a critical lawsuit, closing a key deal, consulting to save taxes, or just good business advice to avoid disputes.



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## — OUR HISTORY —

- Looper Reed & McGraw was founded in Houston in August 1985 with 7 lawyers joining together after leaving a larger firm.
- By the summer of 1986, the Firm had a very good softball team composed of all lawyers that played in area tournaments and won the State Lawyers League softball tournament sponsored by the Texas Bar. The other firms in town became aware of this new firm by the notoriety of its softball team as well as the success of its lawyers.
- In 1987, the Texas Lawyer ran a front page article about this new “Little Big Firm” referencing the full service nature of the firm, the large clients for a small firm, and the dominance of its softball team among the large firm teams.
- In 1990, two attorneys joined the firm and opened the Dallas office.
- In 2003, Looper Reed & McGraw opened its third office in Tyler, Texas.
- In 2006, Looper Reed & McGraw became a Top 50 law firm in Texas according to *Texas Lawyer*.
- In 2010, Looper Reed & McGraw celebrated its 25 years of service.
- In 2010, Looper Reed & McGraw hired its 100th attorney.



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### — FACT SHEET —

- Looper Reed & McGraw has over 100 lawyers. Approximately 175 total employees.
- The firm has three offices located in Houston, Dallas and Tyler, Texas.
- Our head office is based in Houston.
- Looper Reed & McGraw is unique in that it is a full-service, medium-size law firm. For more information, click on practice areas or industry expertise.
- Looper Reed & McGraw has one of the largest family law sections that is a part of a larger commercial firm.

### — MANAGEMENT —

#### **Firm Managing Director**

Cary Gray

#### **Dallas Office Managing Director**

Tom Rhodus



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— OUR OFFICES —

Houston Office

1300 Post Oak Blvd. Suite 2000

Houston, TX 77056

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## — LOGO SPECIFICATIONS —

The following are specific guidelines for correct usage of the Looper Reed & McGraw logo.

- The logo should print in the following colors:

**Pantone Colors**

LRM Black	Black
LRM Red	PMS 7427

**Process Color Conversions**

LRM Black (Black)	C-0	M-0	Y-0	K-100
LRM Red (PMS 7427)	C-0	M-100	Y-65	K-28

- Logo may print in black on a white or colored surface.
- Logo may print in white on a black or colored surface.
- Do not distort the logo or scale it disproportionately, do not rotate the logo, do not change or reset the type, do not outline the logo, do not interchange the colors, do not crop any portion of the logo, and do not add graphics or special effects.
- To request electronic copies of the Looper Reed & McGraw logo, or if you have any questions you would like to ask pertaining to the logo, please contact Michael Blachly, Director of Client Development, at 214.954.4135.



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