

## Minority- and women-owned firms form alliance to market IP staffs to Fortune 500 companies

Peter Page / Staff reporter  
October 29, 2008



Cincinnati attorneys  
Jennifer Wolfe and Theodore Cummings

Two small Cincinnati firms, The Wolfe Practice, a women-owned law firm, and The Law Offices of Theodore P. Cummings, a minority-owned law firm, have formed an alliance to market intellectual property expertise to Fortune 500 companies.

The two firms remain separate entities but work as co-counsel providing patent, copyright, branding and trademark services to major corporations. Cummings, who worked in-house at the Procter & Gamble Co. and General Electric Co. before entering private practice, said the alliance with Wolfe and their location in low-cost Cincinnati gives them an advantage to corporations looking to cut legal costs.

"I understand the savings needs of companies active in intellectual property matters," Cummings said. "Our ability to strategically and cost effectively provide high quality intellectual property services for companies makes us singular and unique."

Jennifer Wolfe, the chief executive officer and founder of The Wolfe Practice, noted that nearly all Fortune 500 corporations have signed the 2004 "A Call to Action: Diversity in the Legal Profession," written by Roderick Palmore, then general counsel at Sara Lee Corp., but very few women- and minority-owned firms exist with expertise in intellectual property law.

"It's hard for large corporations to look at boutique firms and say, 'Let's give them a chance,' but to make an impact and to see women or minorities ever grow in size, we must be given an opportunity," Wolfe said.

"Our alliance with Cummings puts together an all-star team in the area of intellectual property parallel to that of an intellectual property department within a large firm."



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