

## FOR IMMEDIATE RELEASE:

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## New England Patent Law Firm Changes Name

NASHUA, N.H., Dec. 19, 2011 – A leading intellectual property law firm that serves Boston and New England is changing its name to reflect the ascension of two of its associates to the level of member.

Starting Jan. 1, Vern Maine & Associates will adopt the New Hampshire registered tradename Maine, Cernota & Rardin. The firm will also unveil a new logo. The change is to give credit to the firm's three members: Vernon C. Maine, Andrew P. Cernota and David A. Rardin. The latter two have worked their way up from associates to full members in recent years.

Maine, the founding member, said he thought it was important for the business's name to reflect its present composition. He said a “good trademark should be suggestive of what it represents,” and that the change shows “the strength of this legal team and our mutual commitment to giving our clients the best possible legal representation.”

“It is with great pleasure that we announce and adopt this new moniker for the law firm in recognition of the contributions – past, present and future – of attorneys Andrew Cernota and David Rardin in association with me in our law practice,” Maine said.

“Andrew and David have each served their clients and this firm admirably for several years, earning respect both in and out of the office,” he added. “Each has contributed to the identity and character of this firm in important ways with their legal skills and personal perspectives.”

Attorney Cernota joined the firm in 2001. A graduate of Dartmouth College and Franklin Pierce Law, and a registered patent attorney, Cernota heads the firm's trademark practice, where he helps clients select, license, protect and enforce their trademarks. He also specializes in patent licensing, technology transfers and prosecution of patents.

He is a member of the Nashua Bar Association, American Intellectual Property Law Association, Dartmouth Lawyers Association, Catholic Lawyers Guild, Northeast Business Alliance and the American Chemical Society. Cernota also volunteers as chairman of the Nashua Cable Television Advisory Board and other religious, charitable and political organizations.

Attorney Rardin started working with the firm in 2006 as a patent agent. The University of

Massachusetts, Lowell and Franklin Pierce Law graduate has been licensed in New Hampshire and Massachusetts since 2007. Before his legal career began, Rardin served in the U.S. Air Force and worked for more than 20 years in science and engineering.

He works with small startups and established enterprises with invention capture, patent drafting/prosecution, infringement opinions and technology licensing. His clients include BAE Systems, University of Massachusetts, Measured Progress and Asahi Kasei Microdevices. Rardin's specialty is economical acceleration of worldwide patent protection.

“Andrew heads up our trademark practice and serves as our ethics officer,” Maine said. “David has a heavy docket, contributes seriously to technical discussions, and buoys both client and peer spirits with his always positive attitude.”

### **About Maine Cernota & Rardin**

Based in Nashua, N.H., Maine Cernota & Rardin is an intellectual property law firm formally organized as the Vernon C. Maine PLLC, providing counseling and prosecution services to clients in the United States and abroad regarding patent, trademark and copyright registration, valuation, protection and asset management. The firm has attorneys licensed in New Hampshire, Massachusetts, New York and with the U.S. Patent and Trademark Office. For more information, call (603) 886-6100 or visit [www.mcr-ip.com](http://www.mcr-ip.com).

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Attached Photo from left to right:  
Andrew P. Cernota, Vernon C. Maine (seated), David A. Rardin