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January 12, 2012 7:23 PM

Squire Sanders Bids Farewell to Dempsey

Posted by Sara Randazzo

A year after it completed [a transatlantic merger with U.K.-based Hammonds](#) and six months after [it jumped into the Australian market by poaching a group of lawyers from Minter Ellison's Perth office](#), Squire Sanders's head count may be growing, but its name is headed in the opposite direction.

The 1,300-attorney firm—known throughout its 111-year history as Squire, Sanders & Dempsey—will now officially be known as Squire Sanders in its 36 locations in 17 countries. Though not yet formally announced, the firm quietly unveiled the rebranding on its [newly retooled Web site](#), and The Am Law Daily learned of the name change via a court filing alerting a Los Angeles federal judge to the move.

Squire Sanders chair and global CEO James Maiwurm tells The Am Law Daily the firm "wanted to operate under a single and crisper brand around the world," adding that the shorter name is "also a reflection, frankly, that the integration with our U.K. and Australian combinations has really gone as good or better as we would have anticipated." (While lawyers in Hammonds's Hong Kong office [opted to jump to SNR Denton rather than participate in the merger](#), Maiwurm says the rest of the two firms' offices have embraced the tie-up enthusiastically.)

For the first year after the merger became official in January 2011, many of the firm's locations in Europe and Asia were known as Squire Sanders Hammonds. Maiwurm says the merger agreement dictated that within three years a unified brand would be created, but that midway through last year the partnership decided

it was ready to make a change. An internal committee, working with outside consultants, settled on the new font and teal, black, and white color scheme.

According to the most recent Am Law 100 numbers, which don't reflect the merger, Squire Sanders had gross revenue of \$518 million in 2010, with revenue per lawyer of \$660,000 and profits per partner of \$765,000. (The postmerger Squire Sanders operates under the [Swiss verein structure](#) commonly employed in recent U.K.-U.S. law firm tie-ups.)

The now-abandoned Squire, Sanders & Dempsey name dates to the firm's founding in 1890 by Cleveland attorneys [Andrew Squire](#), [William Sanders](#), and [James Dempsey](#). Maiwurm says when he started at the firm as an associate, descendants of Dempsey still practiced there. Trimming the historical name, he adds, "wasn't something we did lightly," but something that made sense in the modern legal market.

The trend toward snappier law firm monikers has accelerated in recent years. [Locke Lord, which officially changed its name from Locke Lord Bissell & Liddell in September, was the last large firm to shorten its shingle](#). Paul Hastings (previously Paul, Hastings, Janofsky & Walker) and Sedgwick (previously Sedgwick, Detert, Moran & Arnold) made similar moves earlier in 2011; Cooley (previously Cooley Godward Kronish) and [Husch Blackwell](#) (formerly Husch Blackwell Sanders) did so in 2010.

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