



## **PRESS RELEASE**

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### **The Prinz Law Office Opens Santa Monica Office**

SILICON VALLEY, CA -- The Prinz Law Office, Silicon Valley's premier IP licensing and technology transactions boutique legal services provider, is pleased to announce the opening of its new office in Santa Monica, California. The office will be focused on representing software and technology companies based in Southern California, particularly start-ups based in Santa Monica's "Silicon Beach" technology cluster.

"Opening a Santa Monica office will better enable the firm to reach Southern California-based technology companies requiring transactional support from a boutique legal services provider in our unique IP licensing and technology transactions niche," said Prinz Law Founder Kristie Prinz. "Developing a business presence within the Santa Monica technology community was a natural next step of growth for the firm, and The Prinz Law Office is excited about the new opportunities that the office will present for outreach to software and technology companies in Southern California."

Ms. Prinz founded The Prinz Law Office following the closure of her prior firm, Pennie & Edmonds, LLP. She represents start-ups and established technology companies in the all aspects of negotiating and closing complex IP licensing and technology-related deals. Ms. Prinz currently serves on the Executive Committee of the Santa Clara Bar Association's High Tech Section. Her past service includes serving on the board of the Silicon Valley Chapter of the Licensing Executives Society and the National Association of Women Business Owners, chairing the Programs Committee and serving on the nominating committee of the Science and Technology Section of the American Bar Association, and serving as Chair of the Copyright Licensing Subcommittee for the IP Section of the American Bar Association.

Please visit [www.prinzlawoffice.com](http://www.prinzlawoffice.com) for complete attorney biography information and more information on the Santa Monica office.

## **About The Prinz Law Office**

The Prinz Law Office is a Silicon Valley-based intellectual property licensing and technology transactions boutique law firm, which represents individual entrepreneurs, inventors, engineers, authors, as well as start-ups and established companies, in Silicon Valley, throughout California, and around the world across a broad variety of industries, principally in the high tech, life sciences, and e-commerce fields. The firm is nationally recognized for its high-level expertise in the intellectual property licensing and technology transactions fields, and is also known for maintaining its commitment to the delivery of personalized client service despite its tech-focused roots. For more information, please visit [www.prinzlawoffice.com](http://www.prinzlawoffice.com).

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