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## **Growing Southern California Law Firm TLD Law Rebrands**

*Tredway Lumsdaine & Doyle LLP debuts new corporate identity, other rebranded assets*

**IRVINE, Calif., April 18, 2016** – TLD Law, also known as [Tredway Lumsdaine & Doyle LLP](#), a prominent 55-year-old Southern California law firm, has officially launched a new corporate identity. Beyond the new name, TLD Law has introduced a host of rebranded assets. The new brand direction stems from TLD Law’s evolution to a next-generation concierge law firm. While its name is new, TLD Law will continue to provide the same level of cutting-edge legal services clients have come to expect from the respected firm for more than half a century.

“Since 1961, T-L-D has served more than 30,000 clients across Southern California, so it’s natural that this name change reflect our rich history and brand identity,” said Daniel R. Gold, managing partner of TLD Law. “TLD Law was founded to set clients up for success through any life stage, and our client journeys will continue at the same high service level our firm has provided for more than five decades.”

In addition to the new company marquee, TLD Law also unveiled a corporate identity [video](#), logo, and mobile-friendly website. The online platform provides clients, community partners and prospects with valuable resources and information about the firm’s diverse practice areas spanning business disputes, corporate counsel, employment law, intellectual property, estate planning, real estate and more.

The firm also is debuting [TLD Law PLUS](#), a legal concierge program that provides businesses of all sizes with timely legal services, across multiple disciplines. For a fixed quarterly rate, companies will have access to the firm’s trusted legal partners and associates for advice on a variety of legal concerns that may arise during a typical business day. For complex projects, TLD Law PLUS members can create tailored programs to fit their business needs, at preferred rates. For information, and a no-cost business checkup, visit [www.TLDLaw.com](http://www.TLDLaw.com).

### **About TLD Law**

Southern California-based law firm TLD Law provides a full range of legal services to privately-held companies and individuals. Founded by Harold Tredway in 1961, TLD Law has regional offices in Irvine, Long Beach, Downey and Beverly Hills. The firm provides services in the following practice areas: business and corporate, employment, family, healthcare, civil litigation, personal injury, intellectual property, estate planning, trust administration, real estate and taxation. For information on TLD Law, visit [www.TLDLaw.com](http://www.TLDLaw.com) or call 877-923-0971. Follow TLD Law on [Facebook](#), [Twitter](#), [YouTube](#) and [LinkedIn](#).

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