

Insights: News

Firms Use Rebranding to Attract More Talent, Highlight Their Strengths for Clients

ALM | *The Recorder*

June 6, 2025

Firm Chair [Wab Kadaba](#) is interviewed for *The Recorder* to discuss the redesigns of Kilpatrick's website and logo with the goal of refining our position in the market.

"We realize that even if clients come to us for legal services that are set with a lot of those technology issues, that we're particularly good at it," Kadaba said.

"With all of that in mind, leveraging our reputation as a technology-focused firm is one way we thought it would really help us really attract the type of client and talent, which is our relevant audience, to reinforce and further develop and build that brand."

Read the full article [here](#).

Related People



Wab Kadaba

Atlanta, GA

t 404.532.6959

wkadaba@ktslaw.com