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LA ads awarded US trademark registration as "Agent of Change"

Since its inception, Los Angeles-based marketing agency LA ads has declared themselves an Agent of Change. Now the United States government agrees, having awarded the firm a trademark registration of that phrase.

"We take 'Agent of Change' quite seriously, commented agency president and creative director Dan Katz. "It's more than a clever turn, but defines our agency's mission, which is to effect a tangible, verifiable, positive change in a client's business and profitability. The status quo is never acceptable."

Indeed, "Agent of Change" appears as the title on every agency employee's business card. Katz said that each staff member, from clerical to production, is charged with improving the clients' business within the scope of his or her work.

"Agent of Change" is listed as U.S. trademark registration number 3836190.

About LA ads

LA ads - A Marketing Agency - was launched twice, each time during a recession by veteran creative director Dan Katz. In 1991, the agency grew and evolved into PKPF, which was listed among the top ten independent advertising agencies in Los Angeles. Katz sold out of PKPF in 2004, but re-established LA ads in the recession of 2009 as a full-service marketing agency, an Agent of Change (R). Capabilities include strategic development, branding, advertising, media buying, direct response marketing, online marketing, public relations and promotions.

For information, contact Dan Katz or Rolf Gutknecht, at (800) 991-0625, or visit online:

www.laadsmarketing.com.