

# NJBIZ Covers Einhorn Harris Name Change

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As seen in NJBIZ on July 24, 2019.

Denville law firm Einhorn, Harris, Ascher, Barbarito & Frost PC will change its name to Einhorn, Barbarito, Frost & Botwinick PC, effective Aug. 1.

The revamp honors the firm's 58 year history while focusing on what it calls present strengths, growing practice areas, and focus on the evolving needs of its diverse clients.

"The practice of law is always changing, as are the challenges facing families and businesses in everything from estate planning to custody agreements to zoning to employment policies. Our new brand is reflective of the mindset and creativity required to help clients identify and meet these challenges," said Gary Botwinick, co-managing partner of the firm in a statement. "From an operational standpoint, too, our firm has changed. We are highly attuned to our clients' expanding needs and offer innovative services such as our On-Call for Business group, a cost-efficient way for small businesses to essentially have a virtual in-house lawyer on call when needed."

Click [here](#) to see the article in its entirety.