

Monday Morning

FRIDAY'S CLOSE:

▲ DOW: 9,840.08 (+44.01)

▲ S&P 500: 1,133.28 (+1.13)

▼ NASDAQ: 1,937.70 (-4.88)

▼ RUSSELL 2000: 479.35 (-0.38)

QUICK TAKES

Law firm treading close to the edge

Two local attorneys are trying to enliven the image of their new South Florida law firm without violating the traditionally uptight attitudes about brand marketing generally held by the legal profession.

The firm of **Gold & Rizvi PA**,

a Plantation-based intellectual property law firm, has adopted a trademarked slogan, The Idea Attorneys, to identify itself as a patent firm. The attorneys use the slogan on their letterhead, their Web site, their business cards — even their phone number spells it out.

But they have not yet changed the name of their firm to The Idea

Attorneys. They stuck to the traditional string of last names for their official firm name.

"That would take a level of courage we don't have yet," said partner John Rizvi. He says the Florida Bar

Association is one of the toughest in the nation when it comes to overseeing the advertising practices of its members.

Rizvi, who is also an adjunct professor at Nova Southeastern College of Law, thinks brand name marketing

will eventually catch up with law firms, but for now, just adopting a slogan is pretty "unheard of" for the profession.

"We have to hold the middle ground. As a new firm, we don't want to be seen as too close to the edge," he said.

— CHRISTINE WINTER
BUSINESS WRITER

Deconstructing the spider's web

Nexia Biotechnologies Inc. has designs to be the next great web company, though it's following a different route: spinning an artificial spider silk, a fiber that's five times stronger than steel.

In research just published in the journal *Science*, Nexia and Department of Defense scientists said they've found a way of producing a version of one of nature's toughest fibers that could be used in medical sutures, fishing line and bulletproof vests.

Engineers and biologists have had limited success in their efforts to understand how to make spider silk, a fiber so strong that a strand one-tenth the size of a human hair can stop an insect moving at 20 miles an hour. The Nexia research, however, suggests large-scale production of silk is within reach.

— BLOOMBERG NEWS

Enron on its way to being a collectible

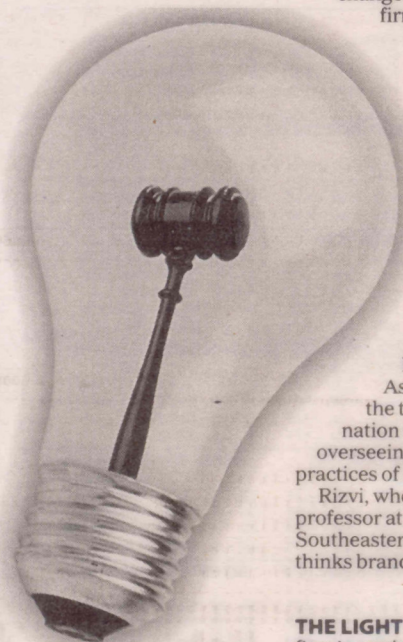
Former **Enron Corp.** employees may be seeing more cash these days than their employer as they sell company-related items such as candle holders and stock certificates on **EBay Inc.**'s Internet auction site.

While Enron, once the largest energy trader and now under bankruptcy protection, struggles to find ways to pay more than \$40 billion in debt, former employees are trying to sell Enron stock certificates for as much as \$177.50, almost double Enron's highest share price of \$90. A seller of its risk-management manual is asking \$1,025.

"I wanted to have a bonfire with all of our Enron stuff," Henrietta Goncalves, whose husband, Tony, was fired by Enron. "Then I saw people were selling stuff on EBay and thought we should hold on to it." She didn't say if her husband was selling any of his Enron memorabilia.

Other auction items include the company's last annual report, with an asking price of \$60, Enron's code of ethics book for \$162.50, and golf balls with the company logo for as much as \$61.

— BLOOMBERG NEWS



THE LIGHT GOES ON: Law firm is marketing itself as The Idea Attorneys.