



**To:** Brian Pruett, Lake City Branding

**From:** Philip Ladin

**RE:** Endorsement Letter

**Date:** October 21, 2021

Dear Brian,

I wanted to personally thank you for the help you gave me and my business recently. I recently changed the name of my law firm and needed a new logo and other Promotional Products. I sent you some cryptic designs of what I wanted in a logo and within hours I had six professional logos to choose from. After reviewing the logos with colleagues and family members, you helped me obtain a few more specialized professional logos to choose from. The process working with you and your team were professional and expedient.

After choosing a new professional logo, you worked with me to design professional business cards and a new outdoor sign. You spent all the time I needed explaining to me the options, the costs, and the benefits of each of the options presented to me. I knew what I wanted the outdoor sign to say, but not what the sign should look like, the size or the specific material it should be made of. My wife and I spent weeks talking to different printers and sign makers on what we wanted, and we received no help from them, other than price quotes. In the end, you supplied me with a new professional logo, Business Cards, an outdoor sign, and a Postcard Mailer.

Throughout the entire process your Professionalism and Service were excellent. I will continue to use you and Lake City Branding services and refer your services to others.

Thank you.

/s/ Philip Ladin  
Philip Ladin, JD, MBA, PMP  
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