

NAMES IN THE NEWS

MOVES

■ In Vancouver, **Anna Sekunova** has joined *Clark Wilson LLP's* business litigation and construction groups. Sekunova's practice will include shareholder and commercial contract disputes, real estate litigation, construction law and employment litigation. Prior to joining Clark Wilson, Sekunova practised with *MacKenzie Fujisawa LLP* in the areas of general civil and commercial litigation. **Judith Macfarlane** has joined *Bull, Housser & Tupper LLP* as a partner with the labour and employment group. Macfarlane advises employers on workplace policies and practices, collective agreement interpretation, as well as other labour and employment matters.

■ In Edmonton, **Dennis Picco** has been appointed *Fraser Milner Casgrain LLP's* (FMC) managing partner at the Edmonton office. Picco, who has been at FMC for 20 years, focuses on alternative dispute resolution, construction and infrastructure and insurance and technology.

■ In Calgary, **Michael Whitt** joins *Bennett Jones LLP*. He advises technology-based businesses on intellectual property, technology and patent law. For over 30 years he has dealt with information technology systems in support of health care and other industry sectors and he has extensive experience assisting clients with privacy law compliance, IT outsourcing and complex licensing and acquisitions/divestiture transactions. Previously Whitt was a partner at *Borden Ladner Gervais LLP* in Calgary.

AWARDS

■ In Windsor, Ont., *Miller Canfield LLP* senior counsel **Loretta Stoyka** recently received the Lifetime Achievement Award from the Windsor-Essex Regional Chamber of Commerce. The award is given to individuals with exemplary, sustained and enduring contributions to the community who have ascended to a level of extraordinary achievement in their business or profession. At Miller Canfield, Stoyka's practice covers Canadian employment law with an emphasis on workplace safety and insurance law and corporate compliance.

The accidental entrepreneur

MICHAEL RAPPAPORT TORONTO

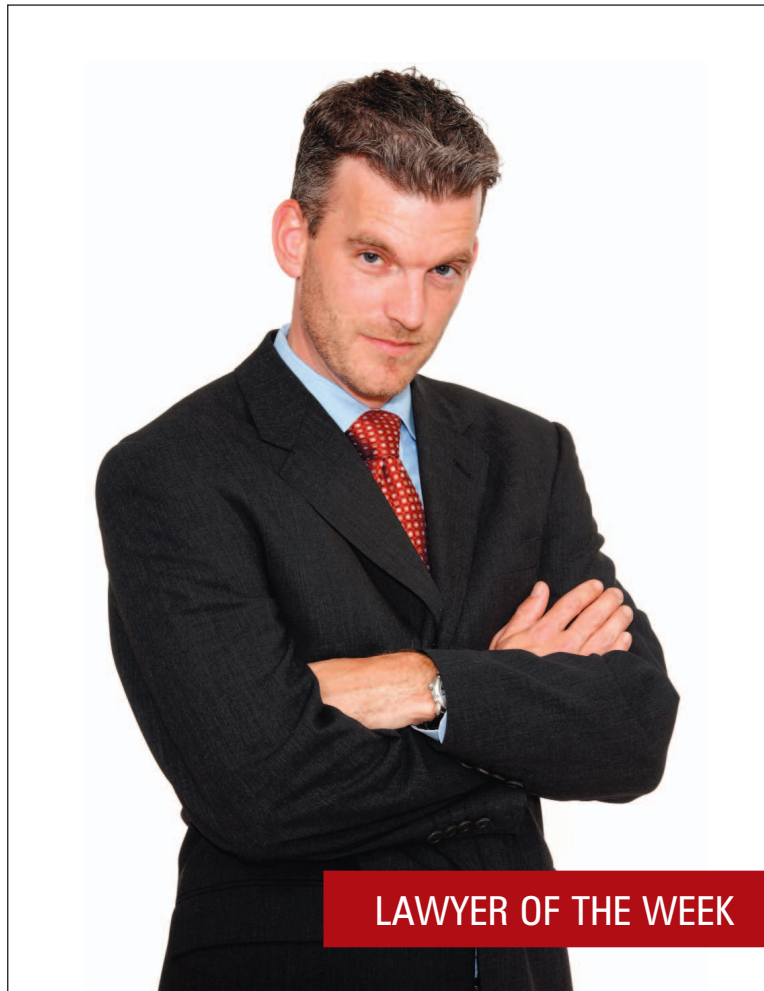
When colleagues ask Scot Patriquin what kind of law he practices, he responds "entrepreneurial law," since his law firm specializes in providing entrepreneurial solutions for small businesses. As the principal and founder of a Toronto-based corporate law boutique, Patriquin Law, Patriquin would also qualify as an entrepreneur himself. While his Myers-Briggs personality profile pegged him as a budding entrepreneur years before he launched his firm, it was a series of serendipitous events rather than design that led him to his present path.

Patriquin didn't set out to be an entrepreneur. Disillusioned after articling on Bay Street in 2002 at a large national law firm, Patriquin had decided to abandon the practice of law altogether.

"I was planning to work in international development for the United Nations," Patriquin recalls. "I even spent time in Guatemala to learn Spanish." However, the application process for the UN took six to eight months. During that period, Patriquin performed some pro bono legal work as a favour for a friend of a friend, who owned a small company. He also provided some legal services to his landlord, who ran a few small businesses. Doing legal work for clients he cared about and dealing with issues that interested him rekindled his passion for law.

"I realized that I really enjoyed helping small businesses and entrepreneurs," Patriquin says. "Plus, small business people just starting out were horribly underserved."

In 2004, Patriquin launched his law firm devoted to helping entrepreneurs from his basement apartment with only \$2,000 in start-up capital. Over the past five years, Patriquin has moved to a downtown office and added two associates, an articling student,



LAWYER OF THE WEEK

Scot Patriquin

an office manager and an intern.

"Too often people judge the growth of a firm based on the number of lawyers," Patriquin observes. "I'm interested in building capacity without necessarily adding more bodies."

To keep his head count low and expand his services, Patriquin Law is one of the few small firms to experiment with outsourcing legal research and drafting to India. In addition, Patriquin has also employed practice management and document assembly software to increase efficiency.

"My goal is to search for the best way to get each task done instead of adding bodies," Patriquin explains. "At the end

of the day though, clients want a relationship with their lawyer."

To get a feel for the needs of his clients, Patriquin likes to visit them in their offices. "At Bay Street law firms most of the clients are large and sophisticated and have in-house legal counsel who know their legal needs," Patriquin says. "Many of my clients don't actually know what they need."

What are most entrepreneurs searching for in terms of legal advice? According to Patriquin, entrepreneurs first want cost certainty, secondly they want a lawyer who understands their business and thirdly they want a lawyer with the appropriate

Name: Scot Patriquin
School: University of Toronto Law School
Called to the Bar: 2003

Career Highlights:

2003 Quit Bay Street gig to apply to the UN

2004 Established Patriquin Law with just \$2,000 start-up capital

2005 Moved from working alone out of basement apartment to an office, shared by several other law firms

2009 Now has own swank Yorkville office with five staff members

expertise coupled with the humility to admit when a legal issue is beyond his or her limitations, but who can refer the work to the appropriate source.

A representative client that Patriquin has assisted is an entrepreneur who purchased the Canadian patent for a machine used in the mining industry. "We were engaged to determine the most tax-effective way to sell or license this patent to a larger manufacturer, and to assist in negotiation of the sale or licence itself," Patriquin says. "The initial offers were horribly low, but once all parties were made aware of the interest of other parties, we successfully negotiated excellent terms, from both a legal and tax perspective."

Patriquin has three pieces of general advice for fledgling entrepreneurs he encounters in the elevator: "Go ahead and trust everyone, but always cut the cards; Hypothetical money is easier to divide than real money; and it's easier and cheaper to anticipate problems than to fix them." ■

» Got news?

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SUBSCRIPTION RATES

1 year (48 issues): \$255 + GST
2 years (96 issues): \$435 + GST
U.S. and international subscriptions: \$340/year
Law student rate: \$57.50 + GST
Individual copies: \$9.50 + GST
GST/HST/QST No.: R121051767

Postal Information: Please forward all postal returns to: Circulation Controller, *The Lawyers Weekly*, 123 Commerce Valley Drive East, Suite 700, Markham, ON L3T 7W8. Return postage guaranteed. ISSN 0830-0151. Publications Mail Sales Agreement Number: 40065517.

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