

## Should Your Law Firm Have a Theme Song?

Shortly after I joined Perkins Coie, my wife came up with a cute little number that she sings to me called "Perkins Coie Nights." It's more "Nights on Broadway," (sung by the Bee Gees), than "Boogie Nights" (sung by Heatwave). My wife has a fabulous voice. Me? Not so much. Anyway, that got me to thinking – does your law firm have a theme song? And if not, how does one go about coming up with one? After a little bit of online research, I found [these guidelines](#) from Odyssey to be appealing:

1. Keep it simple
2. Keep it short
3. Make sure it is unique
4. Set the stage
5. Make it catchy

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