



# Emerging Businesses

Emerging businesses are unique entities that have unique needs. Over the years, we have provided advice and counsel to numerous clients that have grown from small businesses to industry leaders. We understand the challenges a startup company faces when developing and growing its ideas into a viable business. We often work with entrepreneurs to refine their intellectual property, develop a long-term IP strategy, and position their IP in order to provide the maximum value to their company.

Our attorneys bring business acumen and entrepreneurial thinking to our work with emerging businesses, often operating as business advisors as well as legal counselors. For many start-ups, we also provide assistance with non-compete agreements, employment agreements, licensing agreements, and other fundamental agreements that allow the business to develop.

We work with clients to formulate a strategy that meets their intellectual property needs. We aim to build and sustain long-term relationships by providing the full scope of IP services, from strategic IP consulting and due diligence to patent, trademark and copyright filing, as well as licensing, reexamination of patents, and dispute resolution.

Some of the IP issues startup companies should be considering include:

- Is patenting right for your business?
- What should be trademarked and when?
- Assignment of IP rights to founders, employees, and external contractors
- Licensing and other third-party agreements
- Online publicity, websites, and e-commerce considerations
- Long-term strategies for maximizing the value of your IP

- Public disclosure of IP to potential investors
- Copyright issues, particularly for software businesses