

Legal Issues with the new Entrepreneurs:

A. Trademarks

Trademark is essentially another word for brand or brand name. A trademark can be any name, word, symbol, slogan, or device that serves to both identify and distinguish a business or product from others in the market. Once you have trademarked your business, if someone else makes an attempt to use something similar enough to confuse customers, you have the right to legally protect yourself and stop the other party.

B. Non-Disclosure Agreements

To maintain a competitive advantage, businesses must keep working projects, innovative ideas, or exciting new products secret lest they fall into the hands of a competitor. Similarly, startup companies with a new and profitable idea can only succeed if what they are working on remains under wraps. A non-disclosure agreement, or NDA, is a legal document that keeps the lid on such sensitive information. These agreements may be referred to alternatively as confidentiality agreements (CA), confidentiality statements, or confidentiality clauses, within a larger legal document.

C. Vesting

Vesting is the process through which an employee accumulates non-forfeitable rights over his or her employer contributions or employer-provided stock incentives deposited into the employee's qualified retirement or pension plan. The fundamental purpose of vesting is to exchange employer-provided assets for the employee's loyalty, longevity and continued high performance.

D. Intellectual Property Rights

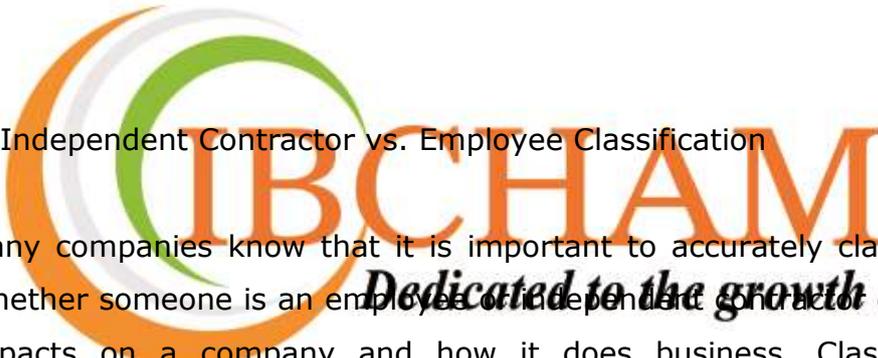
In today's competitive environment, innovation is the mainstay for every business that leads to development of intellectual property. Identifying, developing, and leveraging innovation provides competitive edge and aids in

long term success of the company. Intellectual property is not limited to technology companies, but is valuable for every business which invests huge sums in research and development for creating indigenous products and services.

E. Accounting and Finance

Good accounting practices have a practical advantage: They keep your company in compliance with the law. Without good accounting you could violate any number of laws, such as not paying the right amount of taxes. The sloppiness of poor accounting can also cause you to overlook many minor details that collectively keep a business on the level, like carrying out facility improvements to comply with safety laws. Additionally, if you ever find yourself under legal scrutiny -- and many businesses eventually do -- having poor financial records can create a lot of unnecessary trouble.

F. Independent Contractor vs. Employee Classification



Many companies know that it is important to accurately classify their workers. Whether someone is an employee or independent contractor can have significant impacts on a company and how it does business. Classifying workers as employees requires that the employer abides by local, state, and statutory laws regarding minimum wage, meal periods, rest breaks, worker's compensation, and tax withholdings (among other requirements). The classification determination is not always an easy one to make, and incorrectly classifying a worker can have substantial consequences to both the company and the worker.

G. Business Structure

Of all the choices you make when starting a business, one of the most important is the type of legal structure you select for your company. Not only will this decision have an impact on how much you pay in taxes, it will affect the amount of paperwork your business is required to do, the personal liability you face and your ability to raise money.